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MASTER THESIS

THE IMPACT OF DETERMINANTS OF THE SUBSCRIPTION-VIDEO-ON-DEMAND BUSINESS MODEL ON USER VALUE CREATION

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TABLE OF CONTENTS

ABBREVIATIONS

AVOD – Ad-based-Video-On-Demand

IPTV – Internet Protocol Television

OTT – Over The Top

PERVAL – Perceived Value Scale

PPV – Pay Per View

STB – Set Top Box

SVOD – Subscription-Video-On-Demand

TV – Television

TVOD – Transactional-Video-On-Demand

VOD – Video-On-Demand

LIST OF FIGURES

LIST OF TABLES

INTRODUCTION

The relevance of the topic: The topic of the impact of determinants of the subscription-video-on-demand (SVOD) business model on user value is highly relevant in today's rapidly evolving digital landscape. With the increasing popularity of SVOD services (especially during COVID-19), users are expecting more personalized and immersive experiences that go beyond simply accessing a library of content. Users want to start watching a movie while traveling from work to home on their smart phones and finish it later at home on TV screen.

The impact of determinants of the SVOD business model on user value creation can result in several benefits for both the service provider and the user. By offering personalized recommendations, exclusive content, and interactive features, SVOD providers can differentiate themselves from competitors and retain subscribers. Additionally, creating value for the user can lead to increased engagement and user satisfaction, ultimately resulting in higher revenues and long-term success for the service provider. The importance of determinants of the SVOD business model is further emphasized by the growing competition in the market (Hamm, 2023). With the emergence of new players and the consolidation of existing ones, it is crucial for SVOD providers to continuously adapt and evolve in order to stay relevant and meet the changing demands of users.

Overall, impact of determinants of the SVOD business model on user value creation is a critical topic that can have significant implications for the success and sustainability of SVOD providers in the digital age. Therefore, carrying out this research thesis is expedient so that the result of master thesis could be provided to streaming services as a helping hand to improve their businesses.

The level of exploration of the topic and research gap: The topic of the subscription business models has been explored to a significantly in the current years, especially in the context of the streaming industry (SVOD). The current business models of SVOD providers have been analysed, and several studies have suggested that creating value for the user is crucial for the long-term success of these platforms (Mulla, 2022; Palomba, 2020; Menon, 2022). However, there is still a research gap in terms of identifying specific strategies that SVOD providers can use to create value for their users. While some studies have explored the influence of factors such as content quality, pricing, and user experience (Cebeci et al., 2019) (Putri N. P., 2023) there is a need for a more systemized research as opposed to fragmented research efforts to determine the most effective strategies for creating value for SVOD users. Additionally, as the SVOD industry continues to

evolve and new players enter the market, there is a need for ongoing research to examine how the business models of these platforms can be further innovated to better meet the needs and expectations of users. Overall, there is a need for continued exploration and research in this area to help SVOD providers remain competitive and successful in the long run. As Lithuania continues to be among the world leaders in the field of information communication technology and local SVOD market is expanding, the need arises to analyse what aspects of the SVOD service creates value for Lithuanian user.

The novelty of the Master thesis: While there is existing research on the SVOD business model and its evolution, this specific topic delves into the user's perspective and the role that value creation plays in retaining users and increasing revenue. In recent years, the SVOD industry has become highly competitive, with new players entering the market and established companies continually adapting and evolving their business models to stay relevant. The focus on user value has become increasingly important as users have more choices and are quick to switch to competitors if their needs are not met. Overall, the novelty of the topic lies in its focus on user value creation and its potential to help SVOD companies differentiate themselves in a crowded market and ultimately drive growth and profitability. Received results of the Master thesis can significantly contribute to the practicality of improving subscription business model for SVOD platforms to increase customer base and income received.

The research problem is formulating by question: How and to which extent user perceived value is influenced by SVOD determinants?

The aim of the Master thesis is to identify determinants of SVOD platforms that drive biggest value for the user.

The objectives of the Master thesis are:

1. Using academic literature analysis to systematize determinants driving the adaptation of SVOD business model.
2. Establish a research methodology to investigate the relationship between determinants of SVOD platforms and user value.
3. By conducting quantitative research to assess the relationship between determinants of SVOD platforms and user value.

4. Adapt findings of the relationship between determinants of SVOD platforms and user value to innovate SVOD business model.

The object: The impact of determinants of the SVOD business model on user value creation.

The methods deployed by the Master thesis: Academic literature review, user questionnaire-based survey, descriptive statistics, correlation analysis and regression analysis.

The description of the structure of the Master thesis: Firstly, theoretical background of SVOD is analysed to understand main aspects that determines adaptation of SVOD model. Second part of the work is devoted to present quantitative research methodology, hypotheses, model, and other statistical analysis results. The section concludes with a discussion of the results confirmation (or refutation) of hypotheses and research limitations. At the end of the work conclusions and practical recommendations are presented.

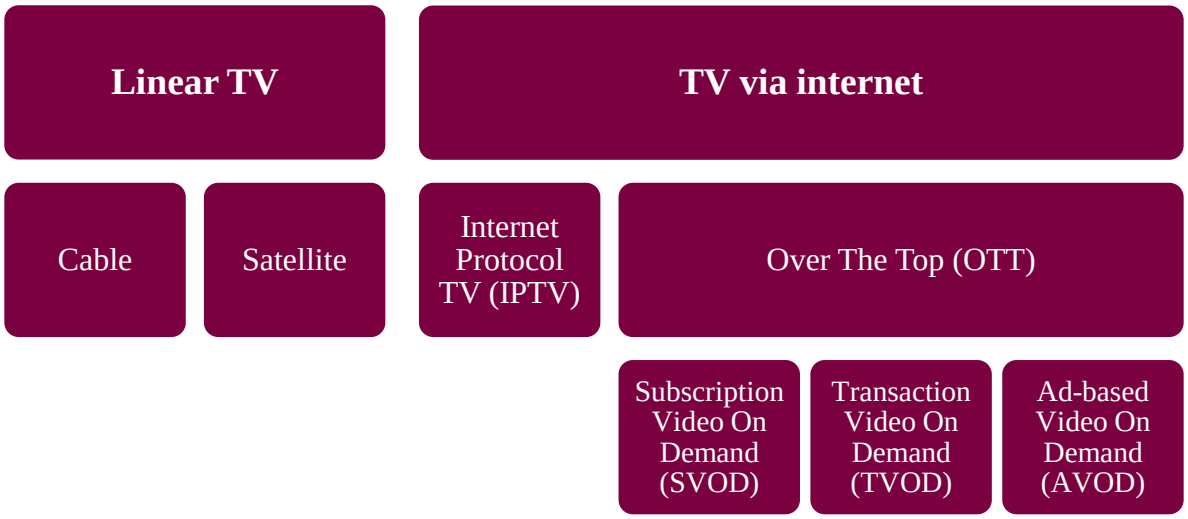
1. SUBSCRIPTION-VIDEO-ON-DEMAND AND USER VALUE THEORETICAL ASPECTS

1.1. Typology of streaming business models

Many studies indicate a revolution of television (TV), movies or series watching habits during past 10 years. For many years streaming video did not threaten traditional TV. The video files were extremely large, strong network capacity was needed (Arthofer & Rose, 2016). However, with technological development spreading across all aeries, telecommunications industry is not an exception. Now it is discussed that one of the key factors of the changing habits is the development and introduction of new technologies (Abreu et al., 2017). Better network infrastructure is developed to deliver long-form and live liner television content online to mass audience. On top of that, new technologies of video transmission created. Finally, the range of video player devices expanded from watching via TV only, to watching via computer, mobile phone, or tablet.

In order to provide a clear understanding of technological development Figure 1 depicts a taxonomy of ways to watch video content. On the highest lever there are linear TV – the traditional way and TV via internet – new technology. Traditional TV is divided by two well-known technologies: cable and satellite. More recent option is to watch TV via internet.

Figure 1 *A taxonomy of ways to watching TV content*



Source: compiled by the author, based on Jorge Abreu, 2017.

Video streaming over the internet has increased rapidly, and although many people may believe that all content on the internet are provided in the same way, from technological standpoint,

it is not (see Table 1). The main technologies are Internet Protocol Television (IPTV) and Over-The-Top (OTT). According to the literature IPTV is defined as a "managed service" that is provided by a TV service provider and delivered over a dedicated network. It typically requires specialized equipment, such as a Set Top Box (STB), to decode the signal and is often used for live television channels, on-demand movies, and TV shows (Lee et al., 2015). IPTV is typically more expensive to deploy than OTT due to the need for dedicated infrastructure. In contrast, OTT is a streaming service that delivers video content over the internet without the need for a dedicated network or specialized equipment. It is often delivered directly to smart TVs, computers, and mobile devices and provides a wide range of video-on-demand (VOD) content, including movies, TV shows (Snyman & Gilliard, 2019; Menon, 2022). The only requirement is a subscription to the service, especially if it is a paid service. In summary, IPTV is a managed service that requires specialized equipment and a dedicated network, while OTT is an open service that can be accessed through a variety of devices without the need for additional equipment. IPTV is generally used for live TV channels, while OTT is more focused on VOD content.

Table 1 *Comparison of IPTV and OTT service*

Comparison	IPTV	OTT
Content Provider:	Local telecom	Studio, channel, or independent service
Transmission Network:	Local telecom – dedicated owned or leased network	Any (public internet or local telecom)
Receiver:	Local telecom provides STB	Purchased by consumer (TV-box, Smart TV, computer, or mobile)

Source: compiled by the author, based on Sangwon Lee, 2015.

There are many different wordings when we talk about definition of VOD. The International Telecommunication Union (ITU) defines VOD as “a service in which the subscriber can view and/or select a stored video content whenever desired” (International Telecommunication Union, 2022). In a study by Ritzer and Jurgenson (2010), VOD is defined as "the ability to watch any video or movie, at any time, in any place, through a variety of technological devices.". However, they all mention the same features that allows for VOD to stand out:

- Availability of content: VOD allows users to access video content on demand, independent of time and place. This means that users can watch their favourite shows or movies whenever and wherever they want.
- Customization: VOD services offer users the ability to customize their viewing experience. Users can select what content, when and how they want to watch it. It is possible to pause, rewind, and fast-forward through content.
- Variety of content: VOD services offer a wide variety of content, including movies, TV shows, documentaries, and original programming. This variety of content allows users to find something they want to watch, no matter what their interests are.
- Accessibility: VOD services are accessible on a wide range of devices, including but not limited to smartphones, tablets, smart TVs, and gaming consoles. This accessibility makes it easy for users to access content no matter where they are or what device they have.
- On-demand delivery: VOD services use on-demand delivery technology to stream content to users. This technology allows users to access content quickly and easily without having to wait for downloads or buffering.

1.2. Video on demand business models concepts

With the risen adaptation of the OTT and VOD platforms new revenue models of these service were created. Launching VOD platform, one of the most critical decisions is to determine the right monetization model. According to Mulla (2022) there are 4 business models of video streaming platforms (see Table 2): Ad-based Video on Demand (AVOD), Subscription-based Video on Demand (SVOD), Transactional Video on Demand (TVOD), and Hybrid Business Models.

AVOD is a free digital video service that runs advertisements (Mulla, 2022). The main consumer base of AVOD are the ones who do not wish to pay for streaming services, however, agree to watch ads before reaching actual content. As reported by Palomba (2020) AVOD “marketplace had manifested for lesser-known streaming services, or services that may not be able to compete against SVOD services”. Boyarsky (2021) argues that AVOD proves to be more advantageous for creators with a significant audience or fan base because the compensation for each individual ad view is relatively low, hence requiring a considerable volume of views to generate substantial revenue. The most popular example is YouTube, where different size creators able to break through.

To sum up, in this strategy allows advertisers to use content for their campaigns while utilizing ad income to cover production costs.

SVOD is similar to traditional cable television in a way that SVOD grants customers access to a catalogue of video content for a recurring daily, weekly, or monthly rate (Boyarsky, 2021). This kind of service allows users to access an entire video library and the freedom and convenience of watching from a computer, tablet, or smartphone (Mulla, 2022). For those users who do not like advertising, this option might be better than AVOD, since it does not include any ads and allows limitless streaming as long as the subscription is valid. In general terms, it's an "all-you-can-eat" buffet. Due to the absence of binding agreements and a perceived high value for money, SVOD has emerged as the most profitable monetization model that generates consistent revenue from every user and holds the largest share in the OTT market (Gallier, 2021). In fact, the major players in the streaming industry such as Netflix, Hulu, and Amazon Prime Video, as well as recent entrants like Apple TV+, Disney+, and HBO, have adopted the SVOD approach. However, Mulla (2022) stress that, in comparison to other models, SVOD models are more likely to experience subscription cancelling due to changes in content, price, or subscription tiredness.

TVOD allows audiences to purchase or rent individual videos rather than subscribing to access an entire library of content as in SVOD (Boyarsky, 2021). This model is particularly useful for live events (sport events, award ceremonies and etc.) and is also known as Pay-Per-View (PPV). Since there is no fee to join, TVOD is suitable for larger audiences who may not be consistent viewers. Platforms such as Apple iTunes, Google Play, and Amazon Prime Video function as digital retailers where consumers can pay for the content they buy, also known as Electronic Sell-Throughs (EST) (KPMG, 2020). This model works well for OTT providers who may not have enough content to launch a platform and is effective for premiering movies or one-time sporting events (Mulla, 2022). However, the success of TVOD largely depends on the marketing strategy used to promote the content and the pricing options offered to consumers. Overall, TVOD can be a useful monetization strategy for content providers looking to offer exclusive or brand-new content to a broader audience. The flexibility of TVOD allows consumers to purchase content one at a time without the obligation of a subscription fee, making it an attractive option for those who may not want to commit to a long-term subscription. However, the success of this model will depend on the content's quality and appeal, as well as the platform's marketing efforts to attract and retain customers.

Table 2 *Comparison of video streaming business models*

Criteria	AVOD	SVOD	TVOD	Hybrid
Definition	Ad-supported, free access to content	Subscription-based, access to full library	Pay-per-view, rent or purchase individual videos	Combination of different revenue models
Revenue generation	Advertising revenue	Subscription fees	One-time purchase or rental fees	Multiple revenue streams
Customers	Large, diverse audience	Consistent, loyal subscribers	Occasional viewers	Both loyal subscribers and occasional viewers
Content	Broad range of content, including TV shows and movies	Full library of content	Limited release, new content	Flexible, wide range of content
Benefits	Free access to content for users, potential for high ad revenue	Predictable revenue from subscribers, steady cash flow	Targeted promotions for specific content, revenue from rentals and purchases	Increased revenue and flexibility with multiple models
Challenges	Ad revenue can be unpredictable, need for large audience	Churn rate can affect revenue, need for consistent subscribers	Limited audience for specific content, need for marketing	Finding the right balance between revenue models
Uniqueness	Offers free access to content through advertising	Provides access to full library for a fixed price	Users pay only for what they watch, targeted promotions	Combination of different revenue models
Examples	YouTube, Pluto TV, IMDb TV	Netflix, Amazon Prime Video, Hulu, Disney+	iTunes, Google Play	Amazon Prime Video, YouTube Premium

Source: compiled by the author, based on Mulla (2022).

Because SVOD, AVOD, and TVOD each have pros and cons of their own, many media businesses choose to combine these strategies (Carty, 2022). This blend of monetization strategies is known as the **Hybrid Business Model**, which is not a separate business model but rather a way of structuring content as an offering (Mulla, 2022). By combining different business models into one, VOD platforms can offer consumers greater flexibility in terms of content consumption and payment options. For instance, a platform may offer a subscription-based model for access to a library of content, as well as individual rental or purchase options for exclusive or new releases. This hybrid approach allows providers to cater to a broader audience and potentially generate more revenue. In fact, many platforms already employ this approach by implementing a combination of revenue models to enhance the user experience and provide the best value for money (Gallier, 2021). One of the best examples is Amazon Prime where audiences pay a subscription to access a library of contents (SVOD) but also have the option to purchase new release or specific sporting event for an additional fee (TVOD). YouTube provides viewers with free content supported by ads, while also offering a subscription-based service for premium content. This hybrid approach, combining AVOD and SVOD, allows users to sample the available content before committing to a subscription. Despite this, YouTube has faced challenges in converting its vast user base into paying subscribers, with only a small percentage, approximately 3% (80 million premium users from total 2.5 billion users in 2022), opting for its premium offering (Iqbal, 2023). It can be concluded that implementing a hybrid business model requires careful planning and consideration, as it can be challenging to balance the different revenue streams effectively. Providers must ensure that the pricing strategy is fair and competitive while also meeting their financial goals. Additionally, it is essential to maintain a seamless user experience across all monetization models to avoid confusing or frustrating customers. Overall, the Hybrid Business Model can offer numerous benefits to VOD providers by providing greater flexibility and value to consumers. Still, it requires a strategic approach to ensure success and maximize revenue potential.

To sum up, video viewing practices have undergone a significant shift in recent years, with an increasing number of viewers opting for streaming services over traditional TV. This shift has led to the emergence of different business models, such as SVOD, AVOD, TVOD, and hybrid models, to monetize the content and generate revenue. Each model has its own unique benefits and challenges. AVOD can be unpredictable in terms of advertising revenue, while SVOD requires consistent subscribers to maintain a steady cash flow. TVOD has limited audience reach for specific content, and Hybrid requires finding the right balance between revenue models. Ultimately, the

choice of revenue model depends on the platform's goals and audience, and many platforms use a combination of models to provide the best value for their users.

1.3. Determinants driving the adaptation of subscription-video-on-demand business model

SVOD services have become increasingly popular in recent years, and their business models have evolved as a result. Understanding the determinants driving the adaptation of SVOD business models is crucial for streaming service providers to remain competitive and retain subscribers. This adaptation can be influenced by various factors, such as convenience to use, content acquisition and creation, genre and content diversity, personalization and customization, quality, pricing, branding, and the availability of compatible devices (see Table 3).

Convenience and accessibility are one of the most important determinants driving the adaptation of SVOD business model. The emergence of SVOD services has made it convenient for consumers to access and watch their favourite TV shows and movies on-demand, at any time and place they prefer, without the need for a cable or satellite subscription. This convenience has attracted a large number of consumers who are willing to pay for the services. According to the study by Huasasquiche-Carbajal et al. (2022) convenience and accessibility were found to be the most significant factors in the adoption of SVOD services during the COVID-19 pandemic. Consumers who were forced to stay at home due to lockdowns found it more convenient to access SVOD services than traditional television. Moreover, SVOD providers have made it easy for consumers to sign up for their services with simple registration processes and flexible subscription plans. This has also contributed to the convenience and accessibility of SVOD services. The study by Mulla (2022) found that consumers desire to be free from any constrains and value the ease of subscription and cancellation, which is a key factor in their decision to choose an SVOD service. Overall, convenience and accessibility have played a significant role in driving the adaptation of SVOD business model, as they offer a convenient, flexible, and accessible way for consumers to access and watch their favourite content.

Content acquisition and creation also plays an important role in the success of SVOD services. Platforms need to offer a wide range of content to attract subscribers and retain their loyalty. The study by Snyman ans Gilliard (2019) indicates that the availability of exclusive and original content is one of the key factors influencing the adoption of streaming platforms. SVOD providers invest heavily in producing original content to differentiate themselves from their competitors and increase their subscriber base (Nagaraj et al., 2021). The creation of original

content not only helps platforms to stand out, but it also provides an opportunity to build brand equity and loyalty (Palomba, 2022). However, content acquisition can be costly, and platforms need to balance the cost of content with the price they charge for their services. In addition to original content, the study by Chang and Meyerhoefer (2020) suggests that the quality of content is also a crucial factor that influences subscribers' viewing behaviour. Therefore, SVOD platforms need to ensure that the content they offer is of high quality and caters to the interests of their target audience. Overall, the acquisition and creation of high-quality and original content are critical factors in the success of SVOD platforms. These factors help to differentiate platforms from their competitors, build brand loyalty, and enhance user satisfaction.

Not only original content but **genre and content diversity** strongly impact adaptation of the SVOD business model. Consumers often have varied interests and preferences, and the availability of a diverse range of genres and content can influence their decision to subscribe to an SVOD service. A study by Chang and Meyerhoefer (2020) found that the availability of a broad range of content genres, such as drama, comedy, and action, positively influenced consumers' willingness to subscribe to an SVOD service. In another study Kim et al. (2020) found out that reality shows were the most popular genre in viewer preferences, with over 70% preferring this type of programming. The study also highlighted that the level of content diversity available on an SVOD platform had a significant impact on the consumer's perceived value of the service. Furthermore, study by Snyman and Gilliard (2019) emphasized that a broad range of content genres and languages can increase the attractiveness of an SVOD platform to global audiences. This is because audiences in different regions and countries often have unique preferences and interests, and offering diverse content can help attract and retain subscribers from different parts of the world. In summary, genre and content diversity are critical factors in driving the adaptation of the SVOD business model, as they positively influence consumer willingness to subscribe, perceived value of the service, and brand loyalty and equity. Also, offering a broad range of content genres and languages can help attract and retain subscribers from different parts of the world, expanding the potential audience for an SVOD platform.

Table 3 *Determinants driving the adaptation of subscription-video-on-demand business model*

Factor	Convenience and accessibility	Content acquisition and creation	Genre and content diversity	Personalization and customization	Quality and reliability	Pricing and value proposition	Branding and marketing	Technological advancements
Cha and Chan-Olmsted (2012)					✓			✓
Banerjee et al. (2013)					✓			
Cesareo and Pastore (2014)						✓	✓	
Bouwman et al. (2015)					✓	✓		
Palomba (2016)				✓				
Agrali et al. (2018)				✓				
Moeller and Helberger (2018)				✓				
Cebeci et al. (2019)						✓		✓
Dasgupta and Grover (2019)					✓	✓		✓
Snyman and Gilliard (2019)		✓	✓	✓				
Allam and Chan-Olmsted (2020)						✓		✓
Bhullar and Chaudhary (2020)					✓	✓		
Camilleri and Falzon (2020)						✓		
Chang and Meyerhoefer (2020)		✓	✓					
Kim et al. (2020)			✓					
Yoo et al. (2020)	✓							
Gupta and Singharia (2021)						✓		
Gupta et al. (2021)					✓		✓	
Nagaraj et al. (2021)	✓							
Ramasoota and Kitikamdhorn (2021)						✓		
Huasasquiche-Carbajal et al. (2022)	✓							
Mulla (2022)	✓		✓					
Palomba (2022)		✓						
Putri N. P. (2023)							✓	
Number of mention (importance of each factor):	**4**	**3**	**4**	**4**	**6**	**9**	**3**	**4**

Source: compiled by the author.

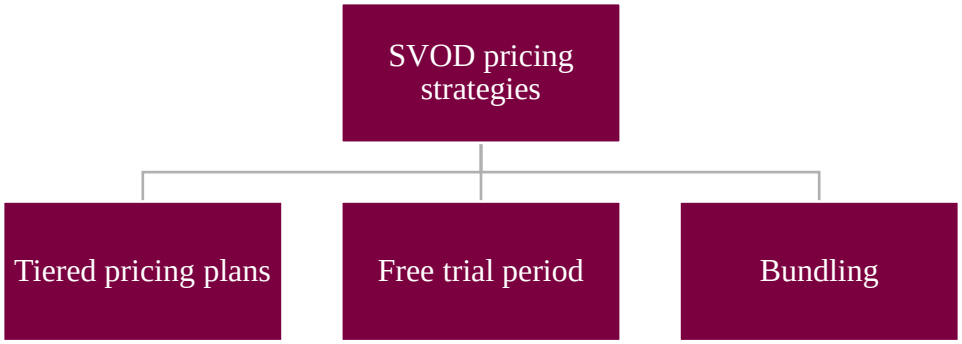
Personalization and customization have become increasingly important determinants in the adaptation of the SVOD business model. Many consumers are looking for a more personalized experience when it comes to their viewing habits, and streaming services are finding ways to cater to these demands. Research by (Palomba, 2016) highlights the importance of personalization and customization for SVOD companies, noting that personalized recommendations and curated content can lead to increased customer satisfaction and loyalty. Additionally, Snyman and Gilliard (2019) note that personalization can also lead to increased revenue through targeted advertising and the ability to charge higher subscription fees for more personalized content. Agrali, et al. (2018) also discuss the importance of personalization and customization, noting that offering viewers the ability to create their own playlists or follow personalized recommendations can improve their overall viewing experience. Moeller and Helberger (2018) presents a critical examination of the concept of personalization in the context of platformized media, highlighting the importance of considering issues such as privacy, transparency, and accountability. Overall, personalization and customization are crucial factors in the success of SVOD platforms. By providing viewers with a personalized viewing experience, streaming services can increase customer satisfaction, loyalty, and revenue.

The importance of **quality and reliability** in the adaptation of the SVOD business model is discussed in several articles. It was found out that content quality, perceived usefulness, and perceived ease of use have a significant impact on the intention to use SVOD service (Bouwman et al., 2015; Bhullar & Chaudhary, 2020). Additionally, Cha and Chan-Olmsted (2012) and Banerjee et al., (2013) examined the substitutability between online video platforms and traditional television and found that content quality is a key factor in determining the preference to switch from traditional TV to VOD. It can be concluded that customers have high expectations for the quality of content offered by SVOD services. With so much competition in the market, consumers are likely to switch to another service if they are dissatisfied with the quality of the content. Therefore, SVOD providers must invest in high-quality content that meets the expectations of their subscribers. Furthermore, according to Dasgupta and Grover (2019) and Gupta et al., (2021) reliability is essential to maintain customer satisfaction. If a service is consistently down or experiences frequent technical issues, customers are likely to cancel their subscription and move to a different service. This is particularly important for live events, such as sports, where interruptions or buffering can be very frustrating for viewers. In conclusion, quality and reliability are crucial determinants that influence the adoption and success of the SVOD business model. Video streaming services that offer

high-quality content and reliable service are more likely to attract and retain customers (Shri et al., 2023). Absence of these determinants often leads to termination of the customer's subscription.

Another important determinant for successful adaptation for SVOD business model is **pricing and value proposition.** The value proposition represents the value offered to customers, while pricing is the cost that consumers must pay to receive that value. Research has shown that pricing and value proposition are essential factors affecting the adoption of OTT platforms. Several studies have suggested that the monthly subscription price of SVOD should be competitive and affordable, considering the value that the service offers to customers (Allam & Chan-Olmsted, 2020; Gupta & Singharia, 2021). In addition, it has been noted that customers are willing to pay more for an ad-free VOD service (Cebeci et al., 2019). Based on these articles, three main pricing strategies are distinguished: tiered pricing plans, free trial period and bundling (see Figure 2).

Figure 2 *Subscription-video-on-demand pricing strategies*



Source: compiled by the author, based on Cebeci et al., (2019).

According to U.S. Chamber of Commerce tiered pricing offers flexibility and scalability to customers while offering opportunities to upsell different service levels for added revenue (Allcot, 2021). In SVOD this strategy involves offering different subscription tiers with varying levels of content, features, and pricing. The goal is to appeal to a wider range of customers with different budgets and preferences, while also potentially increasing revenue and reducing churn (Ramasoota & Kitikamdhorn, 2021). In Ramasoota and Kitikamdhorn (2021) article authors analyse Netflix pricing tiers in Thailand: Mobile, Basic, Standard and Premium. A mobile tier offer access via mobile app only and standard definition video quality, while a premium tier offer access in any device, Ultra HD video quality, and higher number of screens to watch at the same time.

SVOD free trial periods are a common and effective marketing tool used by SVOD services to attract new subscribers. By offering a limited-time period of full access to the service, SVOD services can provide potential customers with an opportunity to experience the service and potentially increase the likelihood of converting them to paid subscribers (Allam & Chan-Olmsted, 2020). Examples of SVOD services that offer free trial periods include Netflix, Hulu, and Amazon Prime Video. Netflix and Hulu offer a free trial period of one month to new subscriber. While Amazon Prime Video offers a 30-day free trial as part of the broader Amazon Prime subscription.

SVOD bundling refers to the practice of combining SVOD services into a single package or bundle, typically for a discounted price (Dasgupta & Grover, 2019). This approach is becoming increasingly common as consumers increasingly subscribe to multiple streaming services to access the content they want. One example of an SVOD bundle is the Disney Bundle, which combines Disney+, Hulu, and ESPN+ into a single package for a discounted price (Disney Bundle, 2023). The goal of SVOD bundling is to offer consumers a more convenient and cost-effective way to access the content they want, while also helping streaming services differentiate themselves in an increasingly crowded market. By offering a bundle of services, streaming companies can increase the overall value proposition for consumers, while also potentially reducing churn and increasing customer loyalty.

Another related determinant to pricing is value proposition, customers are willing to pay more if they perceive the service to be more valuable (Bhullar & Chaudhary, 2020). According to Cebeci et al., (2019) the perceived value of a service and its perceived cost have a positive relationship with the customer's intention to use the service. In addition, the value proposition of a service is a significant determinant of customer satisfaction and loyalty (Camilleri & Falzon, 2020). Thus, the pricing strategy should be based on the perceived value of the service. Customers often associate SVOD platforms with their original content, and they are more likely to subscribe to a service that offers unique and exclusive content. As Cesareo and Pastore (2014) and Camilleri and Falzon (2020) suggested, the value proposition of a service should include the availability of exclusive content that cannot be accessed through other platforms. Original content, such as TV series and movies, has been found to be particularly important in attracting and retaining customers, as it offers a unique selling proposition (USP) that distinguishes the service from its competitors (Cha & Chan-Olmsted, 2012). It has been recommended that SVOD providers invest in creating original content to differentiate their service and create a sustainable competitive advantage (Bouwman et al., 2015).

In conclusion, the value proposition and pricing strategy are essential determinants affecting the adoption and success of SVOD platforms. The value proposition should deliver high-quality content, a unique experience, and exclusive content, while the pricing strategy should reflect the perceived value of the service. Different customer segments have different preferences, and the value proposition and pricing strategy should cater to these differences.

Branding and marketing are crucial for streaming services to stand out in a competitive environment. According to Cesareo and Pastore (2014) streaming companies with high brand equity tend to attract and retain subscribers better. Research provides confirmation that consumers' knowledge and involvement with the service does make a difference in their intention to try the services themselves (Cesareo & Pastore, 2014). Gupta et al., (2021) found that brand image and word-of-mouth recommendations are critical factors influencing user adoption. Therefore, many SVOD platforms have focused on brand-building strategies such as social media marketing and influencer marketing to improve brand awareness and image.

Social media marketing involves using social media platforms to promote a brand's products or services. For SVOD platforms, this might involve creating social media accounts on platforms such as Facebook, Instagram, Twitter, and TikTok and using them to share trailers, behind-the-scenes content, and other promotional materials. By doing so, SVOD platforms can increase brand awareness and reach a wider audience. Social media marketing has been shown to be an effective strategy for SVOD platforms, with Putri N.P. (2023) study finding that "social media marketing will increase customer loyalty to SVOD Netflix, and conversely, the worst the implementation of social media marketing will decrease customer loyalty".

Influencer marketing involves partnering with social media influencers who have a large following to promote a brand's products or services. For SVOD platforms, this might involve working with YouTubers or Instagram influencers who have a large following in the entertainment or streaming space. For instance, Hulu collaborated with some of the biggest stars in the world. Selena Gomez, one of the leads of Only Murders in the Building, has 364 million Instagram followers. Kim Kardashian of The Kardashians: 336 million Instagram followers (Lawrence, 2022). By partnering with influencers, SVOD platforms can reach a wider audience and build brand awareness. Influencer marketing has become an increasingly popular strategy for SVOD platforms, with Deloitte study finding that "about 4 in 10 social media users follow an influencer, and younger users are more likely to find recommendations from influencers important to their purchasing decisions" (Deloitte, 2021).

In conclusion, to succeed in the SVOD business model, streaming companies must have strong branding and marketing strategies that cater to consumers' preferences, attitudes, and behaviours towards streaming services. Using different social media platforms to provide promotional material, personalized marketing messages, brand building using other popular influencers are some of the key elements that have been identified in the literature. Understanding these strategies and their underlying motivations can help SVOD platforms attract and retain customers in an increasingly competitive market.

The SVOD business model is highly dependent on various **technological advancements and features** that are crucial in attracting and retaining customers. According to a systematic literature review by Allam & Chan-Olmsted (2020), the most important technological feature of SVOD services is the quality of the content offered. This includes the range of titles, exclusivity, and timeliness of releases. SVOD services are also highly dependent on the quality and speed of their streaming technology. This is reflected in their adaptive streaming technologies, which provide customers with a high-quality video experience even with low internet speeds. Other critical technological features in the SVOD business model include user interface design and search algorithms (Cebeci et al., 2019). The user interface design should be simple, attractive, and intuitive, enabling customers to navigate the platform easily. The search algorithms should be effective, providing customers with relevant results to their queries. Moreover, Dasgupta and Grover (2019) emphasized the importance of cross-device accessibility, allowing customers to access the service from various devices such as smartphones, tablets, and smart TVs. Similarly, Cha and Chan-Olmsted (2012) highlighted the importance of platform compatibility, allowing customers to access SVOD services on different platforms such as Apple TV, Amazon Fire TV, and Roku. In conclusion, the most important technological features in the SVOD business model include content quality, streaming technology, user interface design, search algorithms, cross-device accessibility, and platform compatibility. These features play a significant role in attracting and retaining customers in the highly competitive SVOD market.

To sum up, in the literature we found that SVOD business model is a combination of many determinants. These determinants include convenience and accessibility, content acquisition and creation, genre and content diversity, personalization and customization, quality and reliability, pricing and value proposition, branding and marketing, and technological advancements. Each of these factors plays a critical role in shaping customer’s perceived value. Consumers today have a wide range of choices, and therefore, companies must focus on providing high-quality content,

personalized experiences, and value for money. Additionally, companies must invest in marketing and branding efforts to differentiate themselves in a crowded market. Finally, companies must also keep up with technological advancements to provide reliable and seamless user experiences. Created value of the SVOD business model depends on a quantity and quality of these determinants. Streaming platforms that can deliver great quality on these determinants are more likely to attract and retain subscribers and succeed in the highly competitive and growing streaming market.

1.4. The concept of perceived value

The scientific theory of perceived value encompasses various theoretical frameworks and perspectives that aim to understand how consumers perceive and evaluate the value they receive from products or services. The concept of perceived value has its roots in marketing and consumer behaviour research. It emerged as a key construct in the field of marketing during the 1980s and 1990s. Scholars recognized that customers' perceptions of value played a crucial role in shaping their purchase decisions and overall satisfaction (see Table 4).

Zeithaml (1988) defined “perceived value” as the consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given. “The definition of perceived value” from Zeithaml (1988) is very popular and became a reference of many researchers (Suryadi et al., 2018). To obtain this definition, Zeithaml (1988) conducted an in-depth interviews study of consumers. The aim was to gain insights into their understanding and opinions on value. Her work, along with Mary Jo Bitner and Dwayne D. Gremler, on the SERVQUAL model, which includes perceived value as one of the dimensions of service quality, has had a significant impact on understanding customer perceptions and evaluations.

In his influential article titled "Customer value: The next source for competitive advantage," Robert B. Woodruff delves into the concept of customer value and its role in marketing strategy and customer relationship management. Woodruff's work has made significant contributions to our understanding of customer value, including perceived value, and its implications for gaining a competitive advantage (Suryadi et al., 2018). Woodruff argues that customer value is a crucial determinant of a company's success in the marketplace. He states that customer value encompasses not only the functional benefits of a product or service but also the emotional, social, and psychological benefits that customers derive from their interactions with a company (Woodruff, 1997). Woodruff emphasizes the importance of understanding customers' needs, desires, and preferences to create and deliver value that aligns with their expectations. Additionally, he states that

a customer value orientation “will mean rethinking organizational culture, structure and managerial capabilities” (Woodruff, 1997). Woodruff also stresses the importance of customer relationship management in enhancing customer value and cultivating long-term customer loyalty. Overall, Woodruff's article emphasizes the significance of customer value, including perceived value, as a source of competitive advantage. His work provides valuable insights into the strategic role of customer value in marketing and highlights the need for businesses to focus on understanding and delivering superior value to their customers.

Later on, Holbrook (1999) stated that value is customer experience in using product by defining “consumer value as an interactive relativistic preference experience” (Holbrook, 1999). In his article "Consumer value: A framework for analysis and research" Morris B. Holbrook presents a comprehensive framework for analysing and researching consumer value. The article emphasized the subjective and experiential aspects of consumer value, including perceived value, and its relationship with consumer behaviour. His framework highlights the multidimensional nature of consumer value, encompassing both utilitarian and hedonic dimensions. He argues that consumer value is not solely based on the functional attributes of a product or service but also includes the emotional, social, and symbolic benefits derived from consumption experiences. Furthermore, Holbrook emphasizes the importance of considering the dynamic nature of consumer value. He acknowledges that consumer value is not fixed but can change over time and across different consumption contexts. The article encourages researchers to explore the factors that influence the formation and change of consumer value, such as individual characteristics, social influences, and situational factors. Overall, Holbrook's article provides a valuable framework for understanding and analysing consumer value. It underscores the multidimensionality and dynamic nature of value and highlights the need for further research in this area.

Furthermore, in their article "Consumer perceived value: The development of a multiple item scale" (Sweeney & Soutar, 2001) Jill C. Sweeney and Daniel W. Soutar focus on the development of a scale to measure consumer perceived value. The article aims to provide a comprehensive and reliable instrument for assessing consumers' perceptions of value across different industries and contexts. The authors recognize the significance of perceived value as a key determinant of consumer behaviour and decision-making. They highlight the need for a valid and standardized measurement tool to capture the multidimensional nature of perceived value accurately. Authors conduct extensive research to ensure the reliability and validity of the Perceived Value Scale (PERVAL). They employ rigorous statistical techniques, such as exploratory factor analysis

Table 4 *Perceived value concepts*

Authors	Research focus	Definition of Perceived Value/Value	Contribution
Zeithaml (1988)	Consumer perceptions of price, quality, and value.	One of the dimensions of service quality.	Impact on understanding customer perceptions and evaluations through the SERVQUAL model.
Woodruff (1997)	Customer value as a source of competitive advantage.	Customer value as the next source for competitive advantage.	Understanding customer value in marketing strategy and customer relationship management.
Holbrook (1999)	Presents comprehensive framework for analysing and understanding consumer value	Multidimensional construct that encompasses utilitarian, hedonic, symbolic, and emotional dimensions.	Emphasis on subjective and experiential aspects of consumer value and its relationship with consumer behaviour.
Sweeney and Soutar (2001)	Development of a multiple item scale for measuring consumer perceived value	Consumer's overall assessment of the utility or worth derived from a product or service, considering the benefits received and the sacrifices made.	Research on perceived value across industries and contexts.
Vargo and Lusch (2004, 2008)	Evolving to a new dominant logic for marketing.	The result of this co-creation process, where customers actively participate in shaping and determining value through their interactions with service providers.	Introduction of Service-Dominant (S-D) Logic, emphasizing service and value co-creation.

Source: compiled by the author.

and confirmatory factor analysis, to identify the underlying dimensions and assess the scale's psychometric properties. The resulting scale consists of multiple items that capture different facets of consumer perceived value. The article also discusses the practical implications of the PERVAL scale's development. Sweeney and Soutar emphasize the usefulness of the PERVAL scale for both academic research and managerial decision-making (Zhang et al., 2021). The scale provides a standardized means of measuring perceived value, allowing researchers to compare and analyse data across different studies and industries. Marketers and practitioners can utilize the scale to better understand consumers' perceptions and preferences, enabling them to develop more effective marketing strategies and value propositions. Overall, Sweeney and Soutar's (2021) article contribute significantly to the field of marketing and consumer behaviour by providing a robust measurement tool for assessing consumer perceived value. The development of a standardized scale enhances the understanding of perceived value across industries and contexts, facilitating further research and practical applications in marketing and consumer-related fields.

Moreover, Vargo and Lusch have made significant contributions to the field of marketing with their ground-breaking concept of "Service-Dominant (S-D) Logic." This perspective challenges the traditional goods-dominant logic and emphasizes the centrality of service and value co-creation in marketing exchanges. They argue that value is not inherent in products but is instead co-created through interactions between customers and providers. They propose that service should be viewed as the fundamental basis for exchange, where goods are merely a means for facilitating the service experience (Vargo & Lusch, 2004). Building on their previous work, Vargo and Lusch further refine and develop the concepts of S-D Logic. They provide a comprehensive overview of the key principles and foundational assumptions of S-D Logic, emphasizing the shift from a goods-cantered perspective to a service-cantered perspective (Vargo & Lusch, 2008). The authors discuss the implications of S-D Logic for marketing theory, research, and practice, highlighting the importance of value-in-use, co-creation, and relationships in value creation. These articles by Vargo and Lusch have been highly influential in reshaping the field of marketing and challenging traditional notions of value and exchange (Sánchez-Picot et al., 2023). Their contributions have paved the way for a more customer-centric and service-oriented approach to marketing, emphasizing the co-creation of value and the importance of relationships in delivering superior customer experiences.

To sum up, all of these authors have contributed to the understanding of perceived value in the context of marketing and customer behaviour. They recognize the importance of perceived value as a crucial factor and explored various aspects of perceived value, including its dimensions,

measurement, antecedents, consequences, and relationship with customer behaviour. Valarie A. Zeithaml, Mary Jo Bitner, and Dwayne D. Gremler's work on the SERVQUAL model has had a notable impact on understanding customer perceptions and evaluations, with perceived value as one of the dimensions of service quality. Morris B. Holbrook emphasizes the subjective and experiential aspects of consumer value and its connection to consumer behaviour. Jill C. Sweeney and Daniel W. Soutar have conducted research on perceived value across different industries and contexts, exploring its antecedents and consequences. Robert B. Woodruff's contributions lie in the understanding of customer value within marketing strategy and customer relationship management. Finally, Vargo and Lusch (2008) have introduced the transformative concept of "Service-Dominant (S-D) Logic," challenging the traditional goods-dominant logic and emphasizing the central role of service and value co-creation in marketing exchanges. While there are similarities among these authors in their focus on perceived value and their significant contributions to the field, there are also differences in their research emphasis, time periods of publication, and specific areas of focus within marketing. Their collective work has enriched the understanding of perceived value and its implications for marketing theory and practice, contributing to the evolving field of marketing and customer behaviour.

1.5. Previous research results on the impact of determinants of the subscription-video-on-demand business model on user value creation

In this subsection, the empirical results of the research conducted on the impact of determinants of the SVOD business model on user value creation will be summarized. This research builds upon the theoretical framework discussed in the master's paper, exploring the interconnections between these factors, and revealing an academic niche in the field.

The study by Palomba “Do SVOD product attribute trade-offs predict SVOD subscriptions and SVOD account access?” (2020) indicates that price is the most significant factor influencing consumer value in SVOD services. Consumers perceive overpaying for an SVOD service compared to other SVOD attributes as the greatest loss they face. Channel access was found to be second most important components in evaluating an SVOD service. Consumers value television networks slightly more than cable channels, reflecting the importance of live news, sports, and prime-time content. Original content was ranked as the third most important attribute, with certain streaming shows like “Stranger Things” and “Game of Thrones” offering higher utility (Palomba, 2020). On the other hand, exclusive content was found to be the least important attribute for consumers,

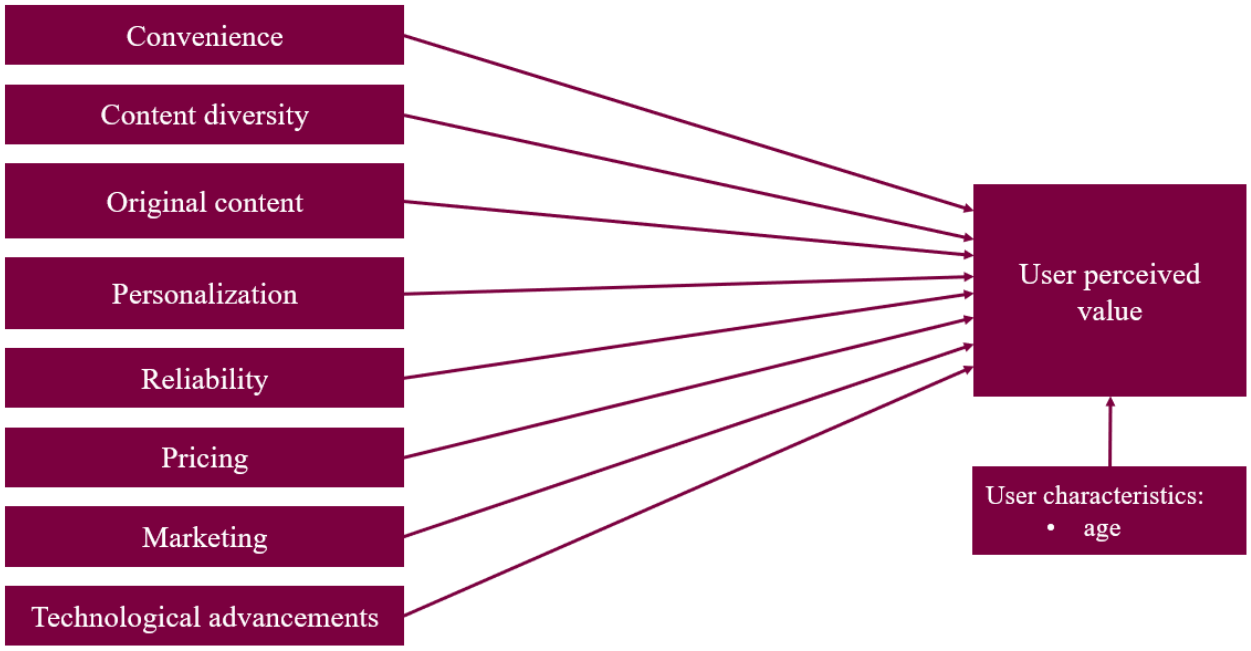
indicating that access to diverse content is of greater concern. However, later study by Palomba “Building OTT brand loyalty and brand equity: Impact of original series on OTT services” (2022) highlight the importance of original content in shaping brand personality perceptions, influencing brand loyalty and perceived customer value. Thus, even if original content is not as important as price, it still creates significant influence for the user perceived value.

Furthermore, study by Nagaraj et al. (2021) identified these significant factors driving consumer subscription behaviour: global personalized content, convenience features, interactive features, quality, and subscription price. Additionally, the study found that willingness to subscribe SVOD declined with age, while education and occupation were positively related to subscription willingness (Nagaraj et al., 2021). Income and household structure also influenced subscription willingness. Since other papers did not analyse age influence deeply it could be niche for further investigation. The study by Dasgupta and Grover (2019) focuses on millennial consumers. Their research provided similar results by distinguishing these main determinants: convenience, content, price, and mobility. It was highlighted “that mobility and freedom of OTT platforms to attract customers who value on-the-go entertainment” (Dasgupta & Grover, 2019).

Similar results were provided by Gupta et al., (2021). In their study 6 independent variables were provided: perceived ease of use, perceived usefulness, content quality, cost, content variety and privacy. The reliability of each factor is above 0.7, it means that each variable is reliable, and all the above factors are important and should be taken into consideration for building customer driven strategies. Moreover, Allam and Chan-Olmsted (2020) in their study about video streaming industry in Egypt find out that successful platforms focused on producing high-quality, original, and transnational content that resonated with the local market. Investment in technology to enhance customers watching experience was also crucial. Cultural considerations were highlighted as well since successful business model in the Arab region requires an understanding of the political, cultural, and social context and having a regional or global appeal (Allam & Chan-Olmsted, 2020).

In conclusion, the existing literature has examined and empirically analysed various determinants mentioned in the theoretical part. However, the lack of consistency in research methodologies and the different factors analysed in different papers prevents from seeing the overall view, understanding, and addressing the main question of which determinants of SVOD are most valued by users. Therefore, due to the absence of such research, this study aims to conceptualize SVOD determinants and the user value phenomenon, while also validating the author's construct as depicted in Figure 3.

Figure 3 *The impact of SVOD determinants on user value conceptual research model*



Source: compiled by the author.

After a thorough analysis, the literature identified eight determinant blocks that have the potential to impact customer value. However, due to concerns about research accuracy, such as potential misunderstandings, lack of clarity regarding user preferences, and imprecise relationships, it was decided not to use these complex blocks. Instead, one specific determinant was selected from each block for further analysis in the research section. Moreover, intriguing observations regarding the influence of users' age were noted, prompting the decision to further analyse this aspect in the research.

2. ANALYSIS OF THE RELATIONSHIP BETWEEN DETERMINANTS OF SUBSCRIPTION-VIDEO-ON-DEMAND AND USER PERCEIVED VALUE

The literature analysis revealed that relationship between SVOD business model and user value creation is highly interconnected and has a significant impact on usage of SVOD platforms. By continuously innovating and improving the SVOD business model, companies can enhance the user experience, offer a wider range of content choices, and deliver greater value to their subscribers. This chapter examines the methodology used to meet the aim and specific objectives of the Master thesis outlined in the introduction.

Therefore**, this Master thesis aims:**

a) identifying and evaluating the key determinants that influence user perceived value in SVOD platforms for understating how these determinants contribute to the creation of value for users in Lithuania.
b) evaluating the effect of the demographic characteristic of user age as the control variable on these relationships.

The main research question is therefore: How and to which extent user perceived value is influenced by SVOD determinants and user age.

The objectives are to:

1. To examine the impact of the identified determinants (convenience, content diversity, original content, personalization, reliability, pricing, marketing, and technological advancements) on user perceived value.
2. To explore the moderating effect of demographic factor – user age on the relationship between determinants and user value.
3. To provide insights and recommendations to SVOD providers on how to enhance user value creation through strategic improvements in the identified determinants.

To examine these relationships the research will adopt a quantitative research design to gather and analyse data from a sample of SVOD platform users. This design allows for the systematic examination of relationships between SVOD determinants and user value, and the exploration of the effect of demographic characteristics as control variables on these relationships.

Dependent variable: user perceived value (measured in a 5-point Likert scale).

Independent variables: convenience, content diversity, original content, personalization, reliability, pricing, marketing, and technological advancement (measured in a 5-point Likert scale).

Moderator variables: user age (measured in ratio scale).

Data collection method: a questionnaire-based survey (in Lithuanian language).

Data analysis method (tools): descriptive analysis (SPSS), regression analysis (SPSS), moderation analysis (SPSS, PROCESS macro by A. Hayes).

2.1. Research hypotheses

After a thorough review of the literature, it is evident that the convenience of SVOD platforms significantly influences user-perceived value. Supporting this, research by Nagaraj et al., (2021) and Mulla (2022) reveals a positive correlation between convenience and users' propensity to subscribe to the service. From that it comes hypothesis, that convenience would also positively impact user perceived value of the service.

Hypothesis 1 (H1) – the greater the convenience the higher the user perceived value of the service.

Another important determinant is content diversity. Studies by Chang and Meyerhoefer (2020) and Kim et al., (2020) establish a positive correlation between a broad range of content genres and consumers' willingness to subscribe, emphasizing the impact of content diversity on perceived value. Additionally, research by Snyman and Gilliard (2019) highlights the global appeal of SVOD platforms, attributing it to the inclusion of diverse content genres and languages, further reinforcing the significance of content diversity in enhancing user-perceived value.

Hypothesis 2 (H2) – the diversity of content libraries positively influences user perceived value.

Based on the consistent findings across multiple studies, the significance of original content in shaping user perceptions and contributing to the success of SVOD platforms hypothesis was crafted. Empirical evidence from Snyman and Gilliard (2019) study underscores the important role of original content in driving the adoptation of streaming platforms. Palomba (2022) study emphasiszes the dual benefits of origical content – setting platforms apart and fostering brand equity and loyalty.

Hypothesis 3 (H3) – the availability of original content positively influences user perceived value.

The increasing importance of personalization and customization in the SVOD business model is evident as consumers seek tailored viewing experiences. Palomba (2016) research emphasizes the pivotal role of personalized recommendations and curated content, linking them to heightened customer satisfaction and loyalty. However, Moeller and Helberger (2018) critical examination of personalization in platformed media emphasizes considerations like privacy, transparency, and accountability. The results from Carissa et al., (2023) suggest that the direct impact of personalization on continuance intention is not observed; instead, its influence occurs indirectly through the mediation of habit.

Hypothesis 4 (H4) – personalization algorithms positively influence user perceived value.

The significance of reliability in the SVOD business model adaptation is underscored by research findings. Studies by Bouwman et al., (2015) and Bhullar and Chaudhary (2020) reveal that quality and perceived ease of use significantly impact the intention to use SVOD services. Dasgupta and Grover (2019) and Gupta et al., (2021) assert that reliability is essential for customer satisfaction, especially in live events like sports, where interruptions can be frustrating. Additionally, in the study of Shin (2009) perceived quality of service significantly impact perceived usefulnes. Thus, the reliability is critical determinant influencing the adoption of SVOD platforms, with services offering reliable service being more likely to attract and retain customers.

Hypothesis 5 (H5) – the reliability of SVOD platforms positively influences user perceived value.

Perceived price level plays a crucial role in shaping users' attitudes towards a service (Zeithaml, 1988). Studies emphasize the importance of competitive and affordable monthly subscription prices, considering the value offered to customers (Allam & Chan-Olmsted, 2020; Gupta & Singharia, 2021). Furthermore, it is critical to prioritize the availability of a variety of subscription options to serve users with different levels of affordability (Gupta & Singharia, 2021). For simplicity later in analysis we call it pricing.

Hypothesis 6 (H6) – the pricing strategy positively influences user perceived value.

To enhance brand awareness and image, many SVOD platforms employ strategic brand-building approaches, including social media marketing and influencer collaborations (Paz, 2020). Consumer knowledge and engagement with the service significantly impact their intention to try the services (Cesareo & Pastore, 2014). In Putri N.P. (2021) study was confirmed that social media marketing has a positive and significant effect on customer loyalty. For simplicity later in analysis we call it marketing.

Hypothesis 7 (H7) – effective social media marketing positively influences user perceived value.

Technological advancements constitute the backbone of the SVOD business model, significantly influencing customer attraction and retention. The efficiency of streaming technology, characterized by adaptive streaming technologies ensuring high-quality video experiences, plays a pivotal role, particularly in low internet speed scenarios (Allam & Chan-Olmsted, 2020). In Carissa et al., (2023) study it was confirmed that system quality positively influences user's perceived usefulness with emphasis on the convenience of accessing services across multiple devices, and platform compatibility further contribute to the technological foundation.

Hypothesis 8 (H8) – technological advancement positively influences user perceived value.

To fully understand relationship between main SVOD determinants and user perceived value moderator variable, user age, is introduced. This nuanced approach is crucial for unravelling viewership trends across diverse generations (Mulla, 2022). Some studies delve into demographic analysis, revealing a notable decline in participants' willingness to subscribe as age increases. Essentially, the younger generation exhibits greater willingness to embrace SVOD services, as evidenced by findings from (Nagaraj et al., 2021). In Palomba (2021) study analyze distinct genre preferences and device usage patterns among various age groups, providing valuable insights to validate the hypothesis that user age moderates the relationship between different determinants (H9-H16) and user-perceived value in the context of SVOD services.

Hypothesis 9 (H9) – user age moderates the relationship between convenience and user perceived value.

Hypothesis 10 (H10) – user age moderates the relationship between diversity of content and user perceived value.

Hypothesis 11 (H11) – user age moderates the relationship between availability of original content and user perceived value.

Hypothesis 12 (H12) – user age moderates the relationship between personalization algorithms and user perceived value.

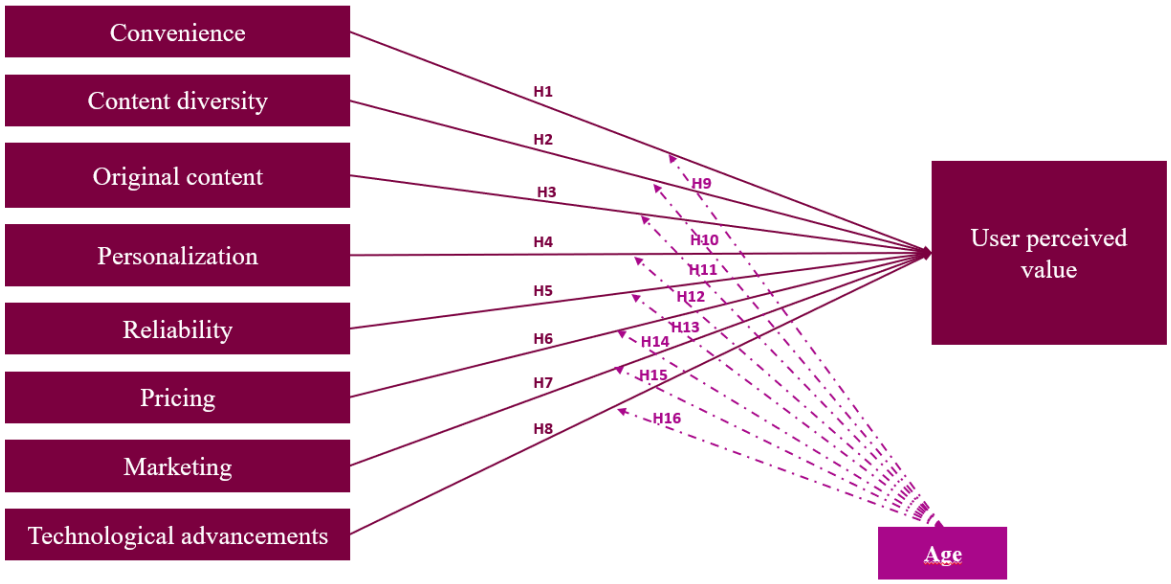
Hypothesis 13 (H13) – user age moderates the relationship between reliability and user perceived value.

Hypothesis 14 (H14) – user age moderates the relationship between pricing strategy and user perceived value.

Hypothesis 15 (H15) – user age moderates the relationship between social media marketing and user perceived value.

Hypothesis 16 (H16) – user age moderates the relationship between technological advancement and user perceived value.

Figure 4 *The impact of SVOD determinants on user value research model*



Source: compiled by the author.

2.2. Data collection method

Research instrument. Empirical data were collected by submitting a standardized, closed-ended questionnaire to respondents (see Annex 1). The questionnaire was developed in English and later translated to Lithuanian. The structure of questionnaire consisted of these blocks.

1. **The control question** served the purpose of verifying respondent engagement with SVOD platforms, requiring a confirmation of usage for at least one such platform. Respondents indicating a negative response to this query in the online survey were deemed ineligible for study participation, leading to their exclusion from the research sample. This screening criterion was implemented to ensure the relevance and applicability of collected data in accordance with the defined research objectives. Additionally, respondents were requested to specify their subscriptions to SVOD services and identify the primary service they use. This selection was made to ensure that respondents focused exclusively on their experiences with the main service when

responding to the subsequent questions, thereby avoiding the integration of diverse platform experiences.

2. The assessment of perceived user convenience in using SVOD platforms was conducted through the adaptation of the **Technology Acceptance Model (TAM) framework questionnaire proposed by Venkatesh and Davis (2000) and used by Heijden (2004)**. The construct has three statements designed to evaluate the user's perceived convenience. Statements such as “The interaction with SVOD platform is easily understandable”, “Interaction with SVOD platform does not require a lot of mental effort” and “I find it easy to get SVOD platform to do what I want it to do” were used to represent this construct. Responses were recorded on a Likert scale ranging from 1 to 5, with 1 indicating "strongly disagree," 2 for "disagree," 3 for "neutral," 4 for "agree," and 5 for "strongly agree.". Higher scores on the scale correspond to elevated levels of user satisfaction. In Heyden (2004) study, Cronbach's $\alpha = 0,87$.
3. The assessments of content diversity, original content, pricing, and technological advancement, and perceived value of SVOD platforms were conducted through the adaptation of **E-S-QUAL scale based on Parasuraman et al., (2005).** This adaptation, executed by Sousa (2021), became necessary due to the fact that this scale initially was created for measuring service quality on websites. The adjustments were made to enhance the relevance and applicability of the scale in the context of SVOD platforms and streaming video services. For each determinant there are three statements designed. For content diversity construct statements such as “I’m satisfied with the amount of content available”, “I’m satisfied with the variety of genres” and “I’m satisfied with the variety of languages and the quality of subtitles” were used. For original content construct: “I’m satisfied with the amount of original/exclusive content”, “I’m satisfied with the amount of new content available” and “I’m satisfied with the speed with which new content is added to the platform”. For pricing strategy construct: “I’m satisfied with the choice of different types of subscription plans”, “I’m satisfied with the choice of different payment methods” and “I’m satisfied with the cancelation policy and terms and conditions”. For technological advancement construct: “I’m satisfied with ability to stream content on multiple devices at the same time”, “I’m satisfied with overall quality of the media” and “I’m satisfied with the ease of finding assets on the platform (search engine).”. For perceived value construct: “The overall convenience of using this SVOD

platform.”, “The overall value you get from this site for your money and effort.” and “General satisfaction of the SVOD platform.”. Responses were recorded on a Likert scale ranging from 1 to 5, with 1 indicating "strongly disagree," 2 for "disagree," 3 for "neutral," 4 for "agree," and 5 for "strongly agree.". Higher scores on the scale correspond to elevated levels of user satisfaction. In Sousa (2021) study, Cronbach's α = 0,853.

4. The assessment of personalization in SVOD platforms was conducted using adaptation of **Carissa et al., (2023) questionnaire**. The construct has three statements designed to evaluate personalization “I feel that the movie recommendations provided by SVOD platform are according to my taste”, “I feel that the content provided by SVOD platform is personalized to my needs” and “I feel like SVOD platform has provided me with personalized movie recommendations and the results are exactly what I expected”. Responses were recorded on a Likert scale ranging from 1 to 5, with 1 indicating "strongly disagree," 2 for "disagree," 3 for "neutral," 4 for "agree," and 5 for "strongly agree.". Higher scores on the scale correspond to elevated levels of user satisfaction. In Carissa, et al. (2023) study personalization questions have Cronbach's α = 0,819.
5. The assessment of reliability of SVOD platforms was conducted using a modified **TAM conceptual framework by Shin (2009)** in his research questionnaire. The construct has three statements designed to evaluate reliability such as “I feel that SVOD platform provides very reliable service”, “I feel that the speed of SVOD platform is fast” and “I feel that SVOD platform is secure to use”. Responses were recorded on a Likert scale ranging from 1 to 5, with 1 indicating "strongly disagree," 2 for "disagree," 3 for "neutral," 4 for "agree," and 5 for "strongly agree.". Higher scores on the scale correspond to elevated levels of user satisfaction. In Shin (2009) study, the Cronbach's α scores ranged between 0,72 and 0,91, suggesting acceptable construct reliability.
6. The assessment of social media marketing of SVOD platforms was conducted using part of **Tresna and Wijaya (2015) questionnaire.** The construct has three statements designed to evaluate social media marketing impact of SVOD platforms: “SVOD platform reveals its company information though their profiles on social media”, “I can easily recognize SVOD platform by its profile picture on social media” and “SVOD platform shares interesting pictures from their content on social media”. Responses were recorded on a Likert scale ranging from 1 to 5, with 1 indicating "strongly disagree," 2

for "disagree," 3 for "neutral," 4 for "agree," and 5 for "strongly agree.". Higher scores on the scale correspond to elevated levels of user satisfaction. In Tresna and Wijaya (2015) study, this construct has Cronbach's $\alpha = 0{,}898$.

7. **Demographic questions.** In this research four characteristics were considered important – respondents' gender, age, education, and personal monthly income after taxes. One of them i.e. user age, was chosen to serve as a moderating variable for all the pairwise independent and dependent variable relationships of the research model.

Pilot study. In order to assess the effectiveness of the implemented instruments and evaluate the quality of organizational procedures and methods of the questionnaire, the pilot study was organized (Tidikis, 2003). 6 respondents completed a questionnaire, followed by a face-to-face interview for discussion. The data gathered in the pilot study were used to improve the wording of 13 statements that appeared not clear due to translation from English to Lithuanian. The final survey instrument in Lithuanian language is presented in Annex 2. The data of pilot study was not incorporated in further research.

Questionnaire distribution. The questionnaire was created on manoapklausa.lt e-platform and was conducted from 6th of February 2024 till 9th of March 2024. The respondents were approach through different social media channels ("Facebook", "LinkedIn"). All respondents were informed about the purpose and duration of the study before starting to fill in the questions. Additionally, respondents were ensured about their anonymity and confidentiality. There was no time limit for completing the questionnaire. The survey was conducted in Lithuanian language.

Sampling method. In this research, the participant criteria are not tightly defined, with no strict requirements for age, gender, or other factors. The key consideration is that respondents must have a SVOD subscription. The respondents were chosen using a nonprobability convenience sampling method, a widely adopted approach in academia for its efficiency in terms of time and cost savings.

The survey sample. In recent literature, it has been suggested that the sample size should be proportionate to the variables employed in factor analysis (Pakalniškienė, 2012). The recommended ratio varies from 10:1 (at least ten respondents for each variable) to 2:1 (at least two respondents for each variable). For this study, a middle-ground ratio of 5:1 was selected, requiring at least five respondents for each variable. Based on this 5:1 ratio, the study has a sample requirement of 30 statements multiplied by 5 respondents, resulting in no less than 150 participants (Tabachnick and

Fidell, 1996 quoted from Pakalniškienė, 2012). The quantitative survey involved 207 respondents who have subscribed to at least one SVOD service.

2.3. Overview of the respondents

In this section the data from a sample of 207 respondents is presented. Table 5 shows the demographic profile of the participants in this research. Based on the data collected, the distribution of respondents by gender is 37,2% men, 62,3% women and 0,5% other. Regarding age distribution, it was divided into 4 categories based on possible different watching preferences: young adults 18–24 years old, early adults 25–30 years old, adults/young families 31–39 years old, middle-aged 40+ years old. The majority of respondents fall within the 25–30 years old bracket (46,9%), followed by 18–24 years old (24,6%), indicating a relatively young cohort.

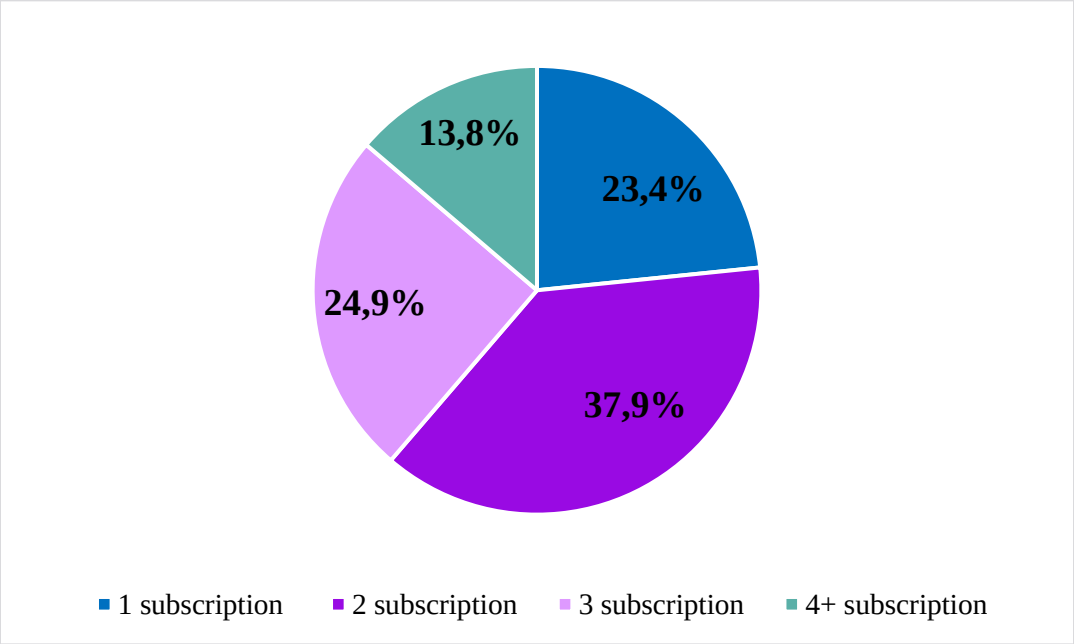
Table 5 *Demographic characteristics of survey respondents*

Demographic characteristics		Frequency	Percentage (%)
Gender	Male	77	37,2
	Female	129	62,3
	Other	1	0,5
Age	18–24 years old	51	24,6
	25–30 years old	97	46,9
	31–39 years old	35	16,9
	40+ years old	24	11,6
Education	Less than a high school diploma	0	0
	Highschool degree or equivalent	36	17,4
	Associate degree	37	17,9
	University degree	131	63,3
	Other	3	1,4
Personal monthly income (after taxes)	Under 600 Eur	29	14,0
	601–1000 Eur	27	13,0
	1001–1500 Eur	59	28,5
	1501–2000 Eur	43	20,8
	Over 2000 Eur	49	23,7

Source: compiled by the author, based on the results of a quantitative research.

In terms of education, a significant portion holds a university degree (63,3%), with smaller proportions having completed high school (17,4%) or an associate degree (17,9%). Interestingly, no participants reported having less than a high school diploma. The data presents a varied financial environment when looking at personal monthly income after taxes, with significant percentages earning more than 1000 Eur: 1001–1500 Eur (28,5%), 1501–2000 Eur (20,8%) and over 2000 Eur (23,7%). These results offer a thorough overview of the demographic makeup of the study participants and provide insightful background information.

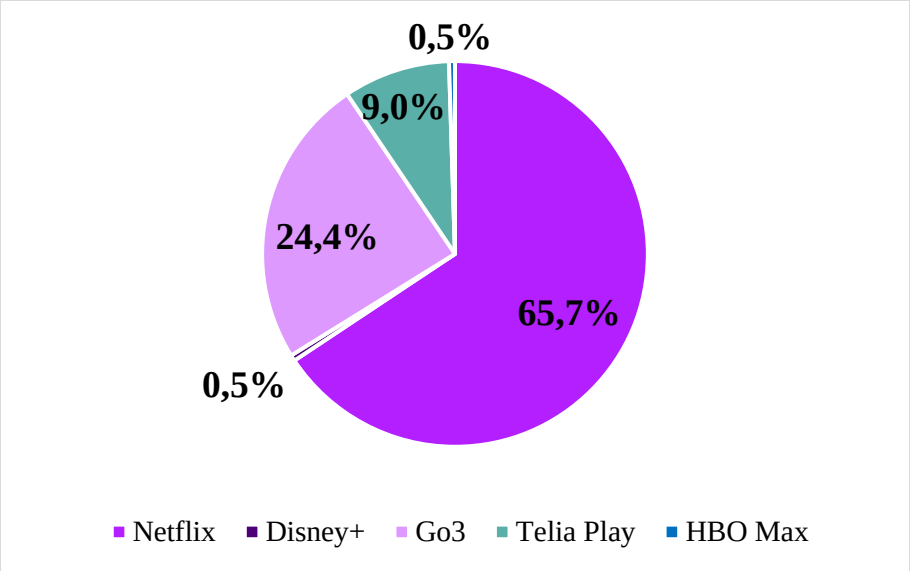
Figure 5 *Amount of SVOD subscriptions per respondent*



Source: compiled by the author, based on the results of a quantitative research.

Collected data offers insights into the subscription patterns and preferences regarding SVOD services among the respondents. On average, each respondent subscribes to 2,5 SVOD services. When considering the number of SVOD subscriptions per respondent (Figure 5), the largest share (37,9%) falls under the category of two subscriptions. The Figure 6 highlights Netflix as the predominant SVOD platform among respondents, with a significant 65,7% selecting it as their primary service. Following Netflix, the next most favoured platform is Go3, chosen by 24,4% of participants. Telia Play follows suit, albeit with a smaller share, capturing the preference of 9.0% of respondents. This analysis highlights Netflix's domination as the top platform of choice by giving a clear overview of SVOD service preferences and subscription patterns across the questioned population.

Figure 6 *Respondents main SVOD platform*



Source: compiled by the author, based on the results of a quantitative research.

2.4. User survey data analysis and research discussion

2.4.1. Reliability and validity

To evaluate the internal consistency of the questionnaire items, Cronbach's Alpha was used. When a questionnaire has multiple Likert-scale questions, this reliability score is usually used to assess the scale's dependability (Pakalniškienė, 2012). Since every item in the research questionnaire was reduced to a 5-point Likert scale, it was decided to assess the reliability of the scale using Cronbach's Alpha. This coefficient of reliability goes from 0 to 1. If the obtained α coefficient of reliability is zero, it indicates that all of the questionnaire items are completely independent of one another (Pakalniškienė, 2012). If items have strong correlation, the α coefficient will be near to 1. A Cronbach's alpha of 0,6 is good for research, but it is often desired that Cronbach's alpha would be 0,7 or higher (Pakalniškienė, 2012).

The Cronbach's Alpha coefficient was calculated using SPSS 29.0.2 software for a questionnaire with 27 items, each using a 5-point Likert scale. The resulting coefficient, shown in Table 6, had a value of 0,926 indicating strong internal consistency. Furthermore, considering the questionnaire's multidimensional structure (nine independent constructs, each with three questions) separate Cronbach's Alpha coefficients were generated for each construct. This approach made it easier to examine internal consistency reliability within each subscale, allowing for a more comprehensive evaluation of the instrument's psychometric qualities.

Table 6 *Reliability statistics: Cronbach Alpha*

Construct	Cronbach's Alpha	Number of Items
Full construct	**0,926**	**27**
Convenience	0,841	3
Content diversity	0,697	3
Original content	0,840	3
Personalization	0,874	3
Reliability	0,823	3
Pricing	0,685	3
Marketing	0,759	3
Technological advancement	0,670	3
Perceived value	0,840	3

Source: compiled by the author, based on the results of a quantitative research.

Before performing statistical analysis, the test dataset was evaluated for distribution normality using the Kolmogorov-Smirnov and Shapiro-Wilk tests (Table 7). Each survey construct was regarded as a single determinant. The 95% confidence level tests found that the data for all nine analyzed variable scales did not fulfill the criteria for normal distribution ($p < 0.05$), indicating a non-parametric distribution.

Table 7 *Results of normal distribution analysis*

Determinant	Kolmogorov-Smirnov	*p*	Shapiro-Wilk	*p*
Convenience	0,172	<0,001	0,852	<0,001
Content diversity	0,126	<0,001	0,943	<0,001
Original content	0,138	<0,001	0,959	<0,001
Personalization	0,141	<0,001	0,953	<0,001
Reliability	0,195	<0,001	0,915	<0,001
Pricing	0,161	<0,001	0,948	<0,001
Marketing	0,130	<0,001	0,942	<0,001
Technological advancement	0,149	<0,001	0,920	<0,001
Perceived value	0,198	<0,001	0,916	<0,001

Source: compiled by the author, based on the results of a quantitative research.

2.4.2. Descriptive statistics of research data

At first, descriptive statistics were used to investigate the relationships between convenience, content diversity, original material, personalization, reliability, pricing, marketing, technical advancement, and perceived value. These included minimum, maximum, averages, standard deviations, and variances values for the research determinants (Table 8).

Table 8 *Statistical indicators of measured determinants*

Determinant	Minimum	Maximum	Mean	Standard Deviation	Variance
Convenience	1,00	5,00	4,22	0,75	0,57
Content diversity	1,00	5,00	3,74	0,77	0,60
Original content	1,00	5,00	3,56	0,83	0,70
Personalization	1,00	5,00	3,49	0,80	0,63
Reliability	2,00	5,00	4,09	0,65	0,42
Pricing	1,00	5,00	3,66	0,72	0,51
Marketing	1,00	5,00	3,74	0,77	0,59
Technological advancement	1,67	5,00	4,14	0,66	0,44
Perceived value	1,33	5,00	4,02	0,62	0,39

Source: compiled by the author, based on the results of a quantitative research.

To assess whether the research determinants are related to each other Spearman correlation was applied (Table 9 and Annex 5). Significant statistical relationships were found among all variables.

Table 9 *Correlation coefficients of determinants*

Determinant	1.	2.	3.	4.	5.	6.	7.	8.	9.
1. Convenience	–								
2. Content diversity	0,347**	–							
3. Original content	0,296**	0,594**	–						
4. Personalization	0,289**	0,428**	0,515**	–					
5. Reliability	0,449**	0,398**	0,376**	0,290**	–				
6. Pricing	0,359**	0,443**	0,427**	0,287**	0,428**	–			
7. Marketing	0,322**	0,325**	0,232**	0,237**	0,361**	0,204**	–		
8. Technological advancement	0,486**	0,418**	0,430**	0,429**	0,480**	0,386**	0,287**	–	

Determinant	1.	2.	3.	4.	5.	6.	7.	8.	9.
9. Perceived value	0,481**	0,584**	0,625**	0,478**	0,472**	0,422**	0,332**	0,514**	–

Source: compiled by the author, based on the results of a quantitative research.
Remark. ** $p < 0{,}001$.

2.4.3. Impact of SVOD determinants on user perceived value analysis

The purpose of this chapter is to test the relationship between user perceived value and SVOD determinants. The chapter will utilize pairwise relationship, conceptual model and test hypotheses raised earlier.

At first pairwise relationships were analyzed between each SVOD determinant and user perceived value (see Table 10 and Annex 6). All relationships were found statistically significant and other measures appropriate for correct analysis: Anova F test confirmed suitability of the data for regression analysis and the Durbin–Watson test indicates no significant autocorrelation in the residuals, supporting the reliability of the regression analysis. Furthermore, while the correlation appears to be rather high, the multicollinearity test verified that there is no multicollinearity between the variables (VIF values range from 1,291 to 2,113) (see Annex 6).

R-squared value of 0,271 suggest that approximately 27,1% of the variance in the user perceived value can be explained by the SVOD platform convenience. R-squared value of 0,400 suggest that approximately 40,0% of the variance in the user perceived value can be explained by the diversity of content libraries in SVOD platform. R-squared value of 0,441 suggest that approximately 44,1% of the variance in the user perceived value can be explained by the availability of original content in SVOD platform. R-squared value of 0,275 suggest that approximately 27,5% of the variance in the user perceived value can be explained by the SVOD platform personalization algorithms. R-squared value of 0,242 suggest that approximately 24,2% of the variance in the user perceived value can be explained by the SVOD platform reliability. R-squared value of 0,279 suggest that approximately 27,9% of the variance in the user perceived value can be explained by the pricing strategy of SVOD platform. The effect size (R-squared = 0,092) suggests that only approximately 9,2% of the variance in user perceived value can be explained by effective social media marketing alone. In statistical terms, this effect size may be considered relatively small. R-squared value of 0,323 suggest that approximately 32,3% of the variance in the user perceived value can be explained by the technological advancement of SVOD platform.

Table 10 *Pairwise relationship of perceived value with SVOD determinants*

	Perceived value			
Determinant	**B**	***β***	***t***	***p***
Convenience	0,429	0,520	8,727	**<0,001**
	R^2 = 0,271; F= 76,168; ***p*<0,001**			
Content diversity	0,509	0,632	11,689	**<0,001**
	R^2 = 0,400; F= 136,634; ***p*<0,001**			
Original content	0,495	0,664	12,706	**<0,001**
	R^2 = 0,441; F= 161,449; ***p*<0,001**			
Personalization	0,410	0,524	8,816	**<0,001**
	R^2 = 0,275; F= 77,715; ***p*<0,001**			
Reliability	0,471	0,492	8,094	**<0,001**
	R^2 = 0,242; F= 65,521; ***p*<0,001**			
Pricing	0,458	0,528	8,900	**<0,001**
	R^2 = 0,279; F= 79,207; ***p*<0,001**			
Marketing	0,246	0,304	4,561	**<0,001**
	R^2 = 0,092; F= 20,800; ***p*<0,001**			
Technological advancement	0,532	0,569	9,900	**<0,001**
	R^2 = 0,323; F= 98,008; ***p*<0,001**			

Source: compiled by the author, based on the results of a quantitative research.
Remark. B - unstandardized coefficient; *β* - standardized coefficient; t – t test value; *p* – confidence level.

However, the idea that a single SVOD determinant and user perceived value have a completely independent relationship is not real in practice. A comprehensive examination of the literature reveals that these factors are closely related and combined to create a coherent model of SVOD platforms. Thus, after independently analyzing each determinant's influence on user perceived value, it was decided to examine the combined conceptual model variant. All eight determinants have been put into a single regression equation (see Table 11 and Annex6).

Table 11 *Conceptual model of all SVOD determinants relationship on user perceived value*

	Perceived value			
Determinant	**B**	***β***	***t***	***p***
Constant	0,653		3,032	**0,003**
Convenience	0,162	0,197	3,701	**<0,001**
Content diversity	0,163	0,203	3,317	**0,001**

	Perceived value			
Original content	0,251	0,288	4,553	**<0,001**
Personalization	0,071	0,091	1,641	0,102
Reliability	0,105	0,109	1,989	**0,048**
Pricing	0,074	0,085	1,530	0,128
Marketing	-0,028	-0,034	-0,691	0,490
Technological advancement	0,112	0,120	2,067	**0,040**

Source: compiled by the author, based on the results of a quantitative research.
Remark. B - unstandardized coefficient; *β* - standardized coefficient; t – t test value; *p* – confidence level.

For statistically correct analysis some of the determinants were eliminated after being analysed at a confidence level of 0,05 and final conceptual model created (see Table 12). Values obtained during the analysis: R^2 coefficient = 0,616, constant (C) = 0,693, Anova F test (F = 64,412, p < 0,001) confirmed suitability of the data for regression analysis and the Durbin–Watson test (1,968) indicates no significant autocorrelation in the residuals, supporting the reliability of the regression analysis (see Annex 6). The multicollinearity test verified that there is no multicollinearity between the variables (VIF values range from 1,419 to 1,838) (see Annex 6). At the conclusion, five out of eight determinants remained: convenience, content diversity, original content, reliability, and technological advancement, all of which have a positive impact on user perceived value. R-squared value of 0,616 suggest that approximately 61,6% of the variance in the user perceived value can be explained by these five SVOD determinants.

Table 12 *Conceptual model of statistically significant SVOD determinants relationship on user perceived value*

	Perceived value			
Determinant	**B**	***β***	***t***	***p***
Constant	0,693		3,301	**0,001**
Convenience	0,164	0,200	3,832	**<0,001**
Content diversity	0,184	0,228	3,848	**<0,001**
Original content	0,250	0,335	5,670	**<0,001**
Reliability	0,117	0,123	2,333	**0,021**
Technological advancement	0,139	0,149	2,614	**0,010**

Source: compiled by the author, based on the results of a quantitative research.
Remark. B - unstandardized coefficient; *β* - standardized coefficient; t – t test value; *p* – confidence level.

Hypothesis 1 (H1) – the greater the convenience the higher the user perceived value of the service.

Based on analysed data, the hypothesis (H1) stating that the greater the convenience, the higher the user perceived value of the service is **accepted.** Results validate the conclusions reached by earlier investigators in the field (Nagaraj et al, 2021; Mulla, 2022).

Hypothesis 2 (H2) – the diversity of content libraries positively influences user perceived value.

Based on analysed data, the hypothesis (H2) stating that the diversity of content libraries positively influences user perceived value is **accepted.** The findings support the conclusions reached by earlier studies (Chang & Meyerhoefer, 2020; Snyman & Gilliard, 2019).

Hypothesis 3 (H3) – the availability of original content positively influences user perceived value.

Based on analysed data, the hypothesis (H3) stating that the availability of original content positively influences user perceived value is **accepted.** Result is consistent with previous research findings (Snyman & Gilliard, 2019; Palomba, 2016).

Hypothesis 4 (H4) – personalization algorithms positively influence user perceived value.

Based on analysed data, the hypothesis (H4) stating that personalization algorithms positively influence user perceived value is **rejected.** This finding rejects Palomba's (2016) study and proves Carissa et al., (2023) claim that there is no direct impact of personalization.

Hypothesis 5 (H5) – the reliability of SVOD platforms positively influences user perceived value.

Based on analysed data, the hypothesis (H5) stating that the reliability of SVOD platforms positively influence user perceived value is **accepted.** The findings support the conclusions reached by earlier studies (Bouwman et al., 2015; Dasgupta & Grover, 2019; Guptaet al., 2021; Shin, 2009).

Hypothesis 6 (H6) – the pricing strategy positively influences user perceived value.

Based on analysed data, the hypothesis (H6) stating that the pricing strategy positively influence user perceived value is **rejected.** Result is not consistent with previous research findings (Allam & Chan-Olmsted, 2020; Gupta & Singharia, 2021). The hypothesis was most likely rejected because it focused primarily on one aspect of pricing rather than taking pricing into account as a whole.

Hypothesis 7 (H7) – effective social media marketing positively influences user perceived value.

Based on analysed data, the hypothesis (H7) stating that effective social media marketing positively influence user perceived value is **rejected.** Results contradict conclusions reached by earlier investigators in the field (Cesareo & Pastore, 2014; Paz, 2020; Putri N.P., 2021). Social

media marketing, like pricing, is merely a small part of the overall marketing strategy. As a result, the limited depth of the three offered questions may have limited the full investigation of this determinant.

Hypothesis 8 (H8) – technological advancement positively influences user perceived value.

Based on analysed data, the hypothesis (H8) stating that technological advancement positively influence user perceived value is **accepted.** This finding validates results by Allam & Chan-Olmsted (2020) and Carissa et al., (2023).

2.4.4. User age as moderator analysis

Moderator regression analysis was used to determine whether user age acts as a moderator in the link between SVOD determinants and customer perceived value. For analysis 8 moderation equations were compiled based on the same logic: X (SVOD determinant) predicts Y (user perceived value) under the influence of moderator M (user age). Model 1 from SPSS's Hayes Process macro was used in the analysis. By using this model, it is possible to test for interaction effects and determine if the strength of relationship changes at different levels of moderator (Hair, et al., 2021).

The moderator analysis indicates that all eight interactions can be interpreted using the independent variable and the moderator as all R^2 coefficients are sufficient and statistically significant (p<0,001). However, when user age was assessed as a moderator, it was determined that user age has no statistically significant effect on the relationship between SVOD determinant and user perceived value, with p-value ranging from 0,106 to 0,913. Table 11 provides the interaction coefficients for the variables moderated by the user age, whereas Annex 7 provides the moderator analysis data.

Table 13 *User age as moderator analysis results*

Independent variable (X)	Dependent variable (Y)	Moderator (W) and independent variable interaction			Moderator (W) influence		
		R^2	F	*p*	R^2_{change}	F	*p*
Convenience	Perceived user value	0,290	27,679	**<0,001**	0,009	2,641	0,106
Content diversity	Perceived user value	0,403	45,624	**<0,001**	0,000	0,023	0,876

Independent variable (X)	Dependent variable (Y)	Moderator (W) and independent variable interaction			Moderator (W) influence		
Original content	Perceived user value	0,442	53,684	**<0,001**	0,001	0,261	0,610
Personalization	Perceived user value	0,276	25,776	**<0,001**	0,000	0,012	0,913
Reliability	Perceived user value	0,255	23,218	**<0,001**	0,002	0,530	0,467
Pricing	Perceived user value	0,293	27,980	**<0,001**	0,000	0,015	0,904
Marketing	Perceived user value	0,097	7,256	**<0,001**	0,000	0,172	0,679
Technological advancement	Perceived user value	0,328	33,031	**<0,001**	0,000	0,021	0,884

Source: compiled by the author, based on the results of a quantitative research.

Hypothesis 9 (H9) – user age moderates the relationship between convenience and user perceived value.

Values obtained during the analysis: R^2 change coefficient = 0,009, F = 2,641, p < 0,106. The moderator analysis demonstrates that the relationship between convenience and user perceived value is not strengthened by the user age (high p-value). Based on this, the hypothesis (H9) stating that user age moderates the relationship between convenience and user perceived value is **rejected.**

Hypothesis 10 (H10) – user age moderates the relationship between diversity of content and user perceived value.

Values obtained during the analysis: R^2 change coefficient = 0,000, F = 0,023, p < 0,876. The moderator analysis demonstrates that the relationship between content diversity and user perceived value is not strengthened by the user age (high p-value). Based on this, the hypothesis (H10) stating that user age moderates the relationship between diversity of content and user perceived value is **rejected.**

Hypothesis 11 (H11) – user age moderates the relationship between availability of original content and user perceived value.

Values obtained during the analysis: R^2 change coefficient = 0,001, F = 0,261, p < 0,610. The moderator analysis demonstrates that the relationship between original content and user perceived value is not strengthened by the user age (high p-value). Based on this, the hypothesis (H11) stating that user age moderates the relationship between availability of original content and user perceived value is **rejected.**

Hypothesis 12 (H12) – user age moderates the relationship between personalization algorithms and user perceived value.

Values obtained during the analysis: R^2 change coefficient = 0,000, F = 0,012, p < 0,913. The moderator analysis demonstrates that the relationship between personalization algorithms and user perceived value is not strengthened by the user age (high p-value). Based on this, the hypothesis (H12) stating that user age moderates the relationship between personalization algorithms and user perceived value is **rejected.**

Hypothesis 13 (H13) – user age moderates the relationship between reliability and user perceived value.

Values obtained during the analysis: R^2 change coefficient = 0,002, F = 0,530, p < 0,467. The moderator analysis demonstrates that the relationship between reliability and user perceived value is not strengthened by the user age (high p-value). Based on this, the hypothesis (H13) stating that user age moderates the relationship between reliability and user perceived value is **rejected.**

Hypothesis 14 (H14) – user age moderates the relationship between pricing strategy and user perceived value.

Values obtained during the analysis: R^2 change coefficient = 0,000, F = 0,015, p < 0,904. The moderator analysis demonstrates that the relationship between pricing strategy and user perceived value is not strengthened by the user age (high p-value). Based on this, the hypothesis (H14) stating that user age moderates the relationship between pricing strategy and user perceived value is **rejected.**

Hypothesis 15 (H15) – user age moderates the relationship between social media marketing and user perceived value.

Values obtained during the analysis: R^2 change coefficient = 0,000, F = 0,172, p < 0,679. The moderator analysis demonstrates that the relationship between social media marketing and user perceived value is not strengthened by the user age (high p-value). Based on this, the hypothesis

(H15) stating that user age moderates the relationship between social media marketing and user perceived value is **rejected.**

Hypothesis 16 (H16) – user age moderates the relationship between technological advancement and user perceived value.

Values obtained during the analysis: R^2 change coefficient = 0,000, F = 0,021, p < 0,884. The moderator analysis demonstrates that the relationship between technological advancement and user perceived value is not strengthened by the user age (high p-value). Based on this, the hypothesis (H16) stating that user age moderates the relationship between technological advancement and user perceived value is **rejected.**

The rejected hypotheses (H9 – H16) contradict the findings of prior studies, such as Mulla's (2022) viewership trends between generations and Palomba's (2021) results on distinct genre preferences and device usage patterns among age groups.

2.4.5. Conclusions of findings and recommendations

The complete investigation of the factors influencing user perceived value in SVOD services involved the testing of sixteen hypotheses. Each of which attempted to find the relationship between different determinants and user perceived value. The finding revealed a balanced outcome, with five hypotheses accepted and eleven rejected (see Table 14).

Table 14 *Hypothesis test results*

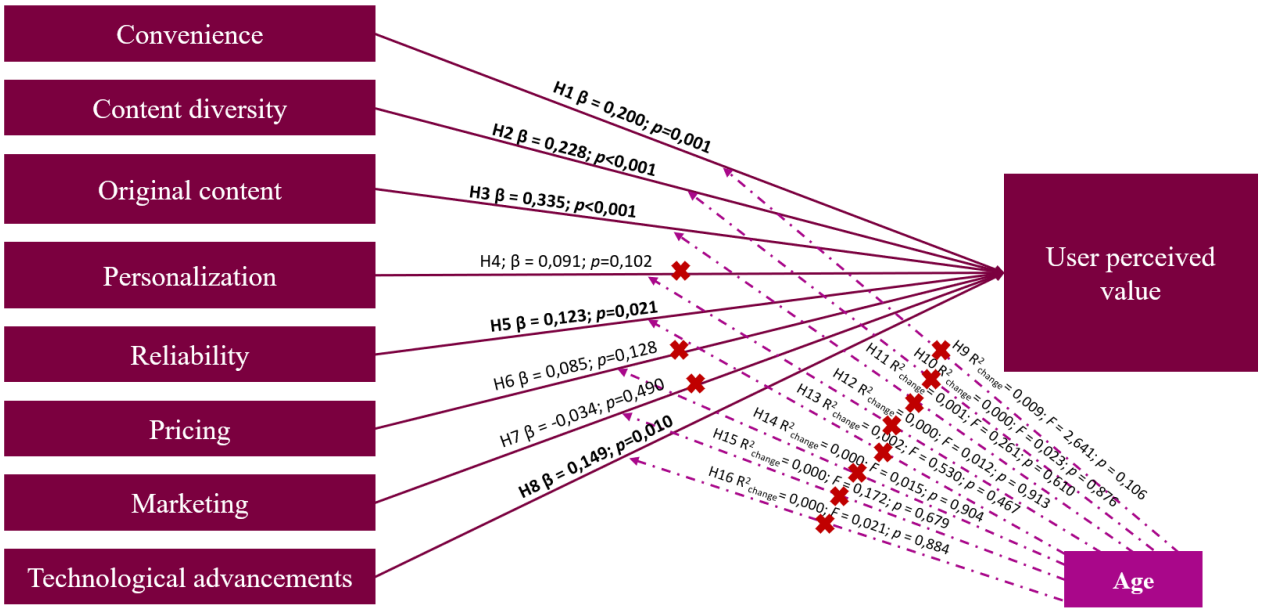
Hypothesis	Results
H1	**Accepted**
H2	**Accepted**
H3	**Accepted**
H4	Rejected
H5	**Accepted**
H6	Rejected
H7	Rejected
H8	**Accepted**
H9	Rejected
H10	Rejected
H11	Rejected

Hypothesis	Results
H12	Rejected
H13	Rejected
H14	Rejected
H15	Rejected
H16	Rejected

Source: compiled by the author, based on the results of a quantitative research.

The research supports the literature analysis discussion of the critical influence of SVOD determinants on user perceived value (Carissa et al., 2023; Lestari & Soesanto, 2020; Palomba, 2020; Huasasquiche-Carbajal etal., 2022; Dasgupta & Grover, 2019; Nagaraj et al., 2021). Among these determinants, convenience, content diversity, original content, reliability, and technological advancements emerged as significant drivers of user perceived value. The summarized results of the study are presented in the impact of SVOD determinants model (see Figure 7).

Figure 7 *The impact of SVOD determinants on user value model*



Source: compiled by the author, based on the results of a quantitative research.
Remark. Statistically significant results are marked in bold.

The greater the convenience the higher the user perceived value emphasizes the significance of user-friendly interfaces, navigation, availability on any device and easy access to the content. SVOD platforms should focus on features that improve convenience to attract and maintain users.

The diversity of content libraries positively influences user perceived value, because of its adaptation to users' wide range of tastes and preferences. SVOD services should invest in growing their content libraries to create a broad range of genres and adaptations to local viewing habits. Furthermore, not only amount of content influence user perceived value but also the amount and availability of original content in the platform. Original and exclusive content sets a platform apart from its competitors and draws users seeking unique watching experiences. Investing in high-quality original content is critical for any SVOD platform. User perceived value is also influenced by SVOD platform reliability, which includes steady performance, minimal downtime, and lags. To sustain user perceived value and trust it is essential to ensure that the service is dependable and well-functioning. It is recommended to maintain strong infrastructure, do timely upgrades to maintain high reliability. Also, in this research technological advancement positive impact of user perceived value was confirmed. Advanced viewing technologies, adaptive streaming quality and various features improve user experience. To remain competitive in today's fast-paced technological innovation environment, SVOD platforms have constantly seek ways to improve their technical foundation and integrate new features.

To sum up confirmed hypotheses complements literature analysis and implies that optimizing these determinants should be given top priority to improve user perceived value in SVOD services. It is important to notice that these determinants are highly interconnected, thus enhancing one by itself might not be sufficient to significantly boost user perceived value. Rather, a holistic approach emphasizing the complex nature of the SVOD business model is required. To prevent exclusions, providers must simultaneously work on multiple determinants, for example, offering a wide variety of unique content is important, however ignoring technology developments could still lead to poor user perceived value. As a recommendation, platforms should handle the difficulty of achieving resonance in all determinants by paying close attention to details. As a result, it is critical to prioritize tracking important data, conducting platforms review and actively collecting feedback from users. Moving forward, platforms must maintain close relationships with their customers and make data-driven decisions based on the information obtained.

Remaining determinants: personalization, pricing strategy and social media marketing in this research did not emerge as significant drivers of user perceived value. These findings contradict with some of the researchers' studies (Palomba, 2016; Allam & Chan-Olmsted, 2020; Gupta & Singharia, 2021; Cesareo & Pastore, 2014; Paz, 2020). However, it proves Carissa et al., (2023) claim that there is no direct impact of personalization to user perceived value. There are several

possible explanations for this. For instance, personalization might not have been adequately captured in certain platforms, thereby hindering respondents' ability to evaluate it accurately. Or it might suggest that while personalization could improve user perceived value, it might not be a primary determinant. In addition, pricing strategy and social media marketing are parts of broader determinants, such as pricing and marketing strategies in general. It is critical to recognize the limitations of this research, especially regarding its scope, which made it necessary to exclude several topics for thorough examination.

Although the research did not find that demographic parameter – user age – had a moderating effect on the relationship between determinants and user perceived value (see Figure 7), SVOD providers should continue to be aware of the various demands and tastes of various age groups. Tailored content suggestions, convenience, and marketing techniques according to age groups can still be quite beneficial in drawing in new members and keeping existing ones.

2.5. Limitation of the study

The limitations of the study should also be mentioned, and they should be considered when evaluating the results and modeling future SVOD determinants and user perceived value research.

Firstly, while the research sample size of 207 respondents and the use of a nonprobability convenience sampling approach are sufficient for statistical analysis, they do not ensure the findings of the research are representative and applicable to the wider population of SVOD users. For future investigations aiming to achieve representative outcomes, it is recommended that a probabilistic sampling technique be used, and that the required sample size be attained. This would demand a platform-specific database containing user data.

Moreover, this research included respondents who used a variety of different platforms. Even though the majority chose Netflix, Go3 and Telia Play as their primary platform, the inclusion of many platforms may cause data distortion due to the varying strength and weaknesses of each platform. It would be interesting to focus on the unique issues of a single platform in future research attempts by looking at it solely. This strategy would make it easier to pinpoint specific problems and create more concrete recommendations and might help to achieve research with representative sampling technique.

Furthermore, this research focused on the holistic approach of SVOD business model, which resulted in the examination of multiple SVOD determinants. After literature analysis only one part of complexed determinants was chosen. Additionally, this approach limited the research depth, as

only three statements were dedicated to each determinant in the questionnaire. For further research, it could be beneficial to focus more on deeply understanding the complex components and structure of fewer determinants.

CONCLUSIONS

1. The topology analysis reveals that streaming business models can be categorized into four models, such as Ad-based Video on Demand (AVOD), Subscription-based Video on Demand (SVOD), Transactional Video on Demand (TVOD), and Hybrid Business Models. These different models have evolved to meet the diverse preferences of consumers and adapt to the dynamic market conditions. By offering a range of options, streaming platforms can effectively cater to the needs and expectations of their target audience.
2. The literature review emphasizes the importance of various determinants in the success of SVOD business models. These determinants include convenience and accessibility, content acquisition and creation, genre and content diversity, personalization and customization, quality and reliability, pricing and value proposition, branding and marketing, and technological advancements. Each of these factors plays a crucial role in enhancing user experiences, attracting subscribers, and differentiating SVOD services from competitors in the highly competitive market. By focusing on these determinants, SVOD providers can effectively meet consumer needs and preferences, leading to increased user satisfaction and business growth. Furthermore, the literature review revealed that certain demographic factors i.e. age impact the perceived user value.
3. Following a comprehensive examination of academic literature, different methodologies, and the aim of this research: 16 hypotheses were raised for the research and an appropriate questionnaire construct was conceptualized. Comprising distinct blocks, each aligned with a specific determinant, the questionnaire also incorporates supplementary control, perceived value, and demographic questions. This methodological approach ensures a thorough exploration of the identified determinants within the research framework and moderator variable.
4. Empirical research revealed that eight determinants: convenience, content diversity, original content, personalization, reliability, pricing strategy, social media marketing and technological advancements have positive influence on user perceived value of SVOD platforms when analysing it separately. However, within unified model out of the eight identified determinants, only five demonstrated statistical significance: convenience, content diversity, original content, reliability, and technological advancements. The remaining three determinants – personalization, pricing strategy, and social media marketing – did not exhibit statistical significance.
5. The moderator analysis examining the impact of the demographic parameter – user age – on the relationship between SVOD determinants and user perceived value revealed no statistically

significant influence. In this regard, all eight of the hypotheses were rejected, indicating that there was no significant variation in SVOD determinant and user perceived value relationships.

6. This research and its findings are scientifically and practically significant because of its holistic approach, which emphasizes the complex nature of the SVOD business model. Due to its scientific novelty and limited research on the impact of SVOD determinants on user perceived value, this phenomenon should be explored further in academic research, with a focusing on a more in-depth analysis of each determinant. Finally, SVOD platforms should prioritize improvements of determinants that have a strong positive impact on user perceived value when developing this business model.

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SUMMARY

THE IMPACT OF DETERMINANTS OF THE SUBSCRIPTION -VIDEO-ON-DEMAND BUSINESS MODEL ON USER VALUE CREATION

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Master Thesis

Global Business and Economics master programme

Faculty of Economics and Business Administration, Vilnius University

Supervisor Assoc. Prof. Dr. Aurelija Ulbinaitė, Vilnius, 2024

65 pages, 14 charts, 7 figures, 64 references.

The main purpose of this the master thesis is to identify determinants of subscription-video-on-demand (SVOD) platforms that drive biggest user perceived value and assess the relationship between them.

The master thesis consists of three parts: the literature analysis, empirical research and its results, conclusions and recommendations.

Literature analysis presents typology of streaming services and different video on demand business models. Furthermore, it systemizes different authors perspectives on fundamental SVOD determinants: convenience, content diversity, original content, personalization, reliability, pricing strategy, social media marketing, and technological advancements and introduces theoretical concept of perceived value. The theoretical part is finished with the connections between the mentioned phenomena, the results of previous empirical research and the discussions of academics.

Following the literature analysis, empirical research was conducted to assess the relationship between selected SVOD determinants and user perceived value. Additionally, moderator effect of user age on relationship were analysed. A quantitative study was conducted in which 207 SVOD users participated. The results of the research were statistically processed with the SPSS programme and PROCESS macro by A. Hayes. Cronbach's Alpha coefficient was used to determine the alignment of the Likert scales of the construct. It was higher than 0,7 which indicates that the scales used were consistent. Spearman correlation was applied in order to establish a correlation between SVOD determinants and user perceived value.

The research found that five out of eight determinants positively impact user perceived value: convenience, content diversity, original content, reliability, and technological advancements. Personalization, pricing strategy and social media marketing did not have statistically significant effect. Furthermore, it was found that user age does not act as a moderator and does not influence the relationship between SVOD determinants and user perceived value.

Due to its scientific novelty and limited research on the impact of SVOD determinants on user perceived value, this phenomenon should be explored further in academic research, with a focusing on a more in-depth analysis of each determinant. SVOD platforms should prioritize improvements of determinants that have a strong positive impact on user perceived value when developing this business model.

Keywords: streaming, video-on-demand, subscription business model, user value determinants

SANTRAUKA

PRENUMERUOJAMOS VAIZDO PROGRAMŲ PASLAUGOS (ANGL. SUBSCRIPTION-VIDEO-ON-DEMAND, SVOD) VERSLO MODELIO VEIKSNIAI, KURIANTYS VERTĘ KLIENTUI

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Darbo vadovė – Assoc. Prof. Dr. Aurelija Ulbinaitė, Vilnius, 2024

Darbą sudaro 65 puslapiai, 14 lentelės, 7 paveikslų, 64 nuorodos.

Pagrindinis šio darbo tikslas – nustatyti prenumeruojamos vaizdo programos paslaugos (SVOD) verslo modelio veiksnius, kurie sukuria didžiausią kliento suvokiamą vertę ir įvertinti jų tarpusavio ryšį.

Darbas sudarytas iš trijų dalių: literatūros analizės, empirinio tyrimo ir tyrimo rezultatų, išvadų ir rekomendacijų.

Literatūros analizė pristato srautinio perdavimo paslaugų tipologiją ir skirtingus vaizdo programų paslaugos verslo modelius. Taip pat, susisteminti skirtingi autorių požiūriai į pagrindinius SVOD veiksnius: patogumą, turinio įvairovę, originalų turinį, personalizavimą, patikimumą, kainodaros strategiją, socialinių tinklų rinkodarą ir technologinę pažangą bei pristatoma teorinė suvokiamos vertės samprata. Teorinė dalis baigiama minėtų reiškinių sąsajomis, ankstesnių empirinių tyrimų rezultatais ir akademikų diskusijomis.

Remiantis literatūros analize buvo atliktas empirinis tyrimas siekiant įvertinti pasirinktų SVOD veiksnių bei kliento suvokiamos vertės ryšį. Papildomai, buvo analizuojamas kliento amžiaus kaip moderatoriaus poveikis ryšiams. Atliktas kiekybinis tyrimas, kuriame dalyvavo 207 SVOD paslaugas turintys klientai. Tyrimo rezultatai statistiškai apdoroti naudojant SPSS programinę įrangą bei A. Hayes PROCESS makrokomandą. Konstrukcijos Likerto skalių išlygiavimui buvo naudojamas Cronbacho alfa koeficientas. Gautas koeficientas didesnis nei 0,7 ir parodo, kad

naudojamos skalės buvo nuoseklios. Spearman koreliacija buvo pritaikyta siekiant nustatyti koreliaciją tarp SVOD veiksnių ir kliento suvokiamos vertės.

Tyrimas parodė, kad penki iš aštuonių veiksnių teigiamai veikia kliento suvokiamą vertę: patogumas, turinio įvairovė, originalus turinys, patikimumas ir technologinė pažanga. Personalizavimas, kainų strategija ir socialinių tinklų rinkodara statistiškai reikšmingo poveikio neturėjo. Taip pat, buvo nustatyta, kad vartotojo amžius neveikia kaip moderatorius ir neturi įtakos ryšiui tarp SVOD veiksnių ir kliento suvokiamos vertės.

Dėl mokslinės temos naujumo ir SVOD veiksnių įtakos vartotojo suvokiamai vertei tyrimo ribotumo, šis reiškinys turėtų būti toliau nagrinėjamas atliekant tolesnius akademinius tyrimus. Rekomenduojama tyrimuose skirti daugiau dėmesio gilesnei kiekvieno veiksnio analizei. Norint gerinti SVOD verslo modelį platformos turėtų teikti pirmenybę veiksnių, kurie turi teigiamą poveikį vartotojų suvokiamai vertei gerinimui.

Raktiniai žodžiai: srautinis perdavimas, vaizdo programos paslaugos, prenumeratos verslo modelis, vartotojo vertę lemiantys veiksniai

ANNEXES

Annex 1 *SVOD determinants and user perceived value evaluation questionary in English*

Dear respondent,

I am Miglė Belevičiūtė, a master student at Vilnius University's Global business and economics study program. I am doing research on my master's thesis "The impact of determinants of the subscription-video-on-demand (SVOD) business model on user value creation". The purpose of the research is to determine factors that determine the customer's use of the service and the most created value.

*The survey consists of **16** closed-ended questions that will take you **10 minutes** to answer.*

The survey is anonymous, the results obtained will be used for scientific purposes only.

Thank You for your time!

1. Do you use subscription-video-on-demand (SVOD) services (at least one) (eg Netflix, Disney+, Go3, Telia Play, etc.)? If you answered "No" to this question, do not fill out the questionnaire further.
    - Yes
    - No

2. Check all the services you subscribe to:
    - Netflix
    - Disney+
    - Amazon Prime Video
    - Go3
    - Telia Play
    - Hulu
    - HBO MAX
    - Apple TV+
    - Other (please specify)

3. Check the main service you are using the most (answer all the questions below with the main service in mind only):
    - Netflix
    - Disney+
    - Amazon Prime Video
    - Go3
    - Telia Play

- Hulu
- HBO MAX
- Apple TV+
- Other (please specify)

In this section, you will respond to questions concerning your main video streaming service. Please evaluate your level of agreement with each statement on a scale ranging from "Strongly Disagree" to "Strongly Agree."

4. Convenience to use:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The interaction with SVOD platform is easily understandable.					
Interaction with SVOD platform does not require a lot of mental effort.					
I find it easy to get SVOD platform to do what I want it to do.					

5. Content diversity:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I’m satisfied with the amount of content available in the platform.					
I’m satisfied with the variety of genres in the platform.					
I’m satisfied with the variety of languages and the quality of subtitles in the platform.					

6. Original content (content unique to that platform or created by the platform itself):

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I’m satisfied with the amount of original/exclusive content.					

I’m satisfied with the amount of new content available.					
I’m satisfied with the speed with which new content is added to the platform.					

7. Personalization:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I feel that the movie recommendations provided by SVOD platform are according to my taste.					
I feel that the content provided by SVOD platform is personalized to my needs.					
I feel like SVOD platform has provided me with personalized movie recommendations and the results are exactly what I expected.					

8. Reliability:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I feel that SVOD platform provides reliable service.					
I feel that the speed of SVOD platform is fast.					
I feel that SVOD platform is secure to use.					

9. Pricing:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I’m satisfied with the choice of different types of subscription plans.					
I’m satisfied with the choice of different payment methods.					

I’m satisfied with the subscription cancelation policy and terms and conditions.					

10. Marketing communication:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
SVOD platform reveals its company information though their profiles on social media.					
I can easily recognize SVOD platform by its profile picture on social media.					
SVOD platform shares interesting pictures from their content on social media.					

11. Technological advancement:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I’m satisfied with ability to stream content on multiple devices at the same time.					
I’m satisfied with overall quality of the media.					
I’m satisfied with the ease of finding assets on the platform (search engine).					

12. Perceived value

	Extremely dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly satisfied
The overall convenience of using this SVOD platform.					
The overall value you get from this site for your money and effort.					
General satisfaction of the SVOD platform.					

13. What is your gender?
    - Male
    - Female
    - Other

14. What is your age?
    - (Write it here)

15. What is the highest degree or level of school you have completed?
    - Less than a high school diploma
    - Highschool degree or equivalent
    - Associate degree
    - University degree
    - Other (please specify)

16. What is your current personal monthly income (after taxes)?
    - Under 600 Eur
    - From 601 to 1000 Eur
    - From 1001 to 1500 Eur
    - From 1501 to 2000 Eur
    - Over 2000 Eur

Thank you for your participation!

Annex 2 *SVOD determinants and user perceived value evaluation questionary in Lithuanian*

Gerb. respondente,

esu Miglė Belevičiūtė Vilniaus Universiteto Globalaus verslo ir ekonomikos programos studentė. Šiuo metu atlieku baigiamojo magistro darbo tyrimą tema „Prenumeruojamos vaizdo programų paslaugos (angl. subscription-video-on-demand, SVOD) verslo modelio veiksniai, kuriantys vertę klientui". Tyrimo tikslas – išsiaiškinti faktorius, kurie nulemia kliento pasirinkimą naudotis paslauga ir suteikia klientui didžiausią vertę. bei sukuria daugiausia vertės.

*Apklausą sudaro **16** uždaro tipo klausimų, kuriuos atsakyti užtruksite **10 min.***

Apklausa yra anoniminė, gauti rezultatai bus naudojami tik moksliniais tikslais.

Ačiū Jums už Jūsų skirtą laiką!

1. Ar naudojatės prenumeruojamos vaizdo turinio paslaugomis (bent viena) (pvz., Netflix, Disney+, Go3, Telia Play ir pan.)? Jeigu į šį klausimą atsakėte „ne", toliau klausimyno nepildykite.
    - Taip
    - Ne

2. Pažymėkite visas prenumeruojamas vaizdo turinio paslaugas, kurias esate užsisakę:
    - Netflix
    - Disney+
    - Amazon Prime Video
    - Go3
    - Telia Play
    - Hulu
    - HBO MAX
    - Apple TV+
    - Other (please specify)

3. Pažymėkite savo pagrindinę paslaugą (kuria naudojatės dažniausiai). Toliau į visus klausimus atsakykite galvodami tik apie pagrindinę paslaugą.
    - Netflix
    - Disney+
    - Amazon Prime Video
    - Go3
    - Telia Play
    - Hulu
    - HBO MAX
    - Apple TV+
    - Other (please specify)

Šioje dalyje bus pateikti klausimai, susiję su jūsų pagrindine prenumeruojamo vaizdo turinio paslauga. Įvertinkite savo sutikimo su kiekvienu teiginiu lygį skalėje nuo „Visiškai nesutinku“ iki „Visiškai sutinku“.

4. Patogumas naudotis:

	Visiškai nesutinku	Nesutinku	Nei sutinku nei nesutinku	Sutinku	Visiškai sutinku
Interakcija su prenumeruojama vaizdo turinio platforma (angl. SVOD) yra lengvai suprantama.					
Interakcija su prenumeruojama vaizdo turinio platforma (angl. SVOD) nereikalauja didelių protinių pastangų.					
Man lengva priversti prenumeruojama vaizdo turinio platformą (angl. SVOD) daryti tai ką noriu.					

5. Turinio įvairovė:

	Visiškai nesutinku	Nesutinku	Nei sutinku nei nesutinku	Sutinku	Visiškai sutinku
Esu patenkintas platformoje esančio turinio kiekiu.					
Esu patenkintas platformoje pateikiamų žanrų įvairove.					
Esu patenkintas platformoje esančių kalbų įvairove ir subtitrų kokybe.					

6. Originalus turinys (unikalus, tik toje platformoje esantis arba pačios platformos sukurtas turinys):

	Visiškai nesutinku	Nesutinku	Nei sutinku nei nesutinku	Sutinku	Visiškai sutinku
Esu patenkintas originalaus/išskirtinio turinio kiekiu.					

Esu patenkintas naujo turinio kiekiu.					
Esu patenkintas naujo turinio įtraukimo į platformą greičiu.					

7. Personalizavimas:

	Visiškai nesutinku	Nesutinku	Nei sutinku nei nesutinku	Sutinku	Visiškai sutinku
Jaučiu, kad prenumeruojamos vaizdo turinio platformos (angl. SVOD) filmų rekomendacijos yra pagal mano skonį.					
Jaučiu, kad prenumeruojamos vaizdo turinio platformos (angl. SVOD) turinys yra pritaikytas mano poreikiams.					
Jaučiu, kad prenumeruojama vaizdo turinio platforma (angl. SVOD) suteikia suasmenintas filmų rekomendacijas, o rezultatai yra būtent tokie kokių tikiuosi.					

8. Patikimumas:

	Visiškai nesutinku	Nesutinku	Nei sutinku nei nesutinku	Sutinku	Visiškai sutinku
Prenumeruojama vaizdo turinio platforma (angl. SVOD) teikia patikimas paslaugas.					
Prenumeruojama vaizdo turinio platforma (angl. SVOD) yra greita.					
Prenumeruojama vaizdo turinio platforma (angl. SVOD) yra saugi naudotis.					

9. Kainodara:

	Visiškai nesutinku	Nesutinku	Nei sutinku nei nesutinku	Sutinku	Visiškai sutinku
Esu patenkintas prenumeratos planų įvairove.					
Esu patenkintas skirtingų mokėjimo būdų pasirinkimu.					
Esu patenkintas prenumeratos atšaukimo taisyklėmis ir sąlygomis.					

10. Rinkodaros komunikacija:

	Visiškai nesutinku	Nesutinku	Nei sutinku nei nesutinku	Sutinku	Visiškai sutinku
Prenumeruojama vaizdo turinio platforma (angl. SVOD) dalinasi informacija socialiniuose tinkluose.					
Prenumeruojamą vaizdo turinio platformą (angl. SVOD) nesunkiai atpažįstu iš jos profilio nuotraukos socialiniuose tinkluose.					
Prenumeruojama vaizdo turinio platforma (angl. SVOD) dalijasi įdomiomis nuotraukomis iš savo turinio socialiniuose tinkluose.					

11. Technologinė pažanga:

	Visiškai nesutinku	Nesutinku	Nei sutinku nei nesutinku	Sutinku	Visiškai sutinku
Esu patenkintas galimybe žiūrėti turinį keliuose įrenginiuose vienu metu.					
Esu patenkintas bendra pateikiamos medijos kokybe.					

Esu patenkintas turinio paieškos funkcionalumu.					

12. Suvokiama vertė

	Labai nepatenkintas	Nepatenkintas	Neutralus	Patenkintas	Labai patenkintas
Bendras patogumas naudotis paslauga.					
Bendra vertė, kurią gaunate iš šios platformos.					
Bendras pasitenkinimas platforma.					

13. Kokia jūsų lytis?
    - Vyras
    - Moteris
    - Kita

14. Koks yra jūsų amžius?
    - Įrašykite

15. Koks jūsų aukščiausias turimas išsilavinimas?
    - Žemesnis nei vidurinis
    - Vidurinis
    - Aukštasis neuniversitetinis
    - Aukštasis universitetinis
    - Kita (įrašyti)

16. Kokios jūsų vidutinės asmens mėnesio pajamos (po mokesčių)?
    - Iki 600 Eur
    - Nuo 601 iki 1000 Eur
    - Nuo 1001 iki 1500 Eur
    - Nuo 1501 iki 2000 Eur
    - Virš 2000 Eur

Dėkoju už Jūsų dalyvavimą!

Annex 3 *Demographic data of respondents in SPSS*

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	77	37,2	37,2	37,2
	Female	129	62,3	62,3	99,5
	Other	1	,5	,5	100,0
	Total	207	100,0	100,0	

Age range

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	51	24,6	24,6	24,6
	25-30	97	46,9	46,9	71,5
	31-39	35	16,9	16,9	88,4
	40+	24	11,6	11,6	100,0
	Total	207	100,0	100,0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	36	17,4	17,4	17,4
	3	37	17,9	17,9	35,3
	4	131	63,3	63,3	98,6
	99	3	1,4	1,4	100,0
	Total	207	100,0	100,0	

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	29	14,0	14,0	14,0
	2	27	13,0	13,0	27,1
	3	59	28,5	28,5	55,6
	4	43	20,8	20,8	76,3
	5	49	23,7	23,7	100,0
	Total	207	100,0	100,0	

Main SVOD

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Amazon Prime Video	3	1,4	1,4	1,4
	Apple TV+	2	1,0	1,0	2,4
	Disney+	1	,5	,5	2,9
	Go3	49	23,7	23,7	26,6
	HBO MAX	1	0,5	0,5	27,1
	Netflix	132	63,8	63,8	90,8
	Other	1	0,5	0,5	91,3
	Telia Play	18	8,7	8,7	100,0
	Total	207	100,0	100,0	

Annex 4 *Reliability and validity analysis in SPSS*

Reliability Statistics - all

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,926	,928	27

Reliability Statistics – Convenience

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,841	,843	3

Reliability Statistics – Content diversity

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,697	,708	3

Reliability Statistics – Original content

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,840	,840	3

Reliability Statistics – Personalization

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,840	,840	3

Reliability Statistics - Reliability

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,823	,825	3

Reliability Statistics – Pricing

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,685	,687	3

Reliability Statistics – Marketing

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,759	,756	3

Reliability Statistics – Technological advancement

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,670	,678	3

Reliability Statistics – User perceived value

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,840	,840	3

Tests of Normality

	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Convenience0	,172	207	<,001	,852	207	<,001
Contentdiversity0	,126	207	<,001	,943	207	<,001
Originalcontent0	,138	207	<,001	,959	207	<,001
Personalization0	,141	207	<,001	,953	207	<,001
Reliability0	,195	207	<,001	,915	207	<,001
Pricing0	,161	207	<,001	,948	207	<,001
Marketing0	,130	207	<,001	,942	207	<,001
Techadvancement0	,149	207	<,001	,920	207	<,001
Percievedvalue0	,198	207	<,001	,916	207	<,001

a. Lilliefors Significance Correction

Annex 5 *Descriptive statistics of research data in SPSS*

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Convenience0	207	1,00	5,00	4,2206	,75482	,570
Contentdiversity0	207	1,00	5,00	3,7375	,77259	,597
Originalcontent0	207	1,00	5,00	3,5556	,83350	,695
Personalization0	207	1,00	5,00	3,4879	,79626	,634
Reliability0	207	2,00	5,00	4,0853	,65005	,423
Pricing0	207	1,00	5,00	3,6602	,71655	,513
Marketing0	207	1,00	5,00	3,7375	,76699	,588
Techadvancement0	207	1,67	5,00	4,1433	,66453	,442
Percievedvalue0	207	1,33	5,00	4,0193	,62201	,387
Valid N (listwise)	207					

Correlations

			Convenience0	Contentdiversity0	Originalcontent0	Personalization0	Reliability0	Pricing0	Marketing0	Techadvancement0	Percievedvalue0
Spearman's rho	Convenience0	Correlation Coefficient	1,000	,347**	,296**	,289**	,449**	,359**	,322**	,486**	,481**
		Sig. (2-tailed)	.	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001
		N	207	207	207	207	207	207	207	207	207
	Contentdiversity0	Correlation Coefficient	,347**	1,000	,594**	,428**	,398**	,443**	,325**	,418**	,584**
		Sig. (2-tailed)	<,001	.	<,001	<,001	<,001	<,001	<,001	<,001	<,001
		N	207	207	207	207	207	207	207	207	207
	Originalcontent0	Correlation Coefficient	,296**	,594**	1,000	,515**	,376**	,427**	,232**	,430**	,625**
		Sig. (2-tailed)	<,001	<,001	.	<,001	<,001	<,001	<,001	<,001	<,001
		N	207	207	207	207	207	207	207	207	207
	Personalization0	Correlation Coefficient	,289**	,428**	,515**	1,000	,290**	,287**	,237**	,429**	,478**
		Sig. (2-tailed)	<,001	<,001	<,001	.	<,001	<,001	<,001	<,001	<,001
		N	207	207	207	207	207	207	207	207	207
	Reliability0	Correlation Coefficient	,449**	,398**	,376**	,290**	1,000	,428**	,361**	,480**	,472**
		Sig. (2-tailed)	<,001	<,001	<,001	<,001	.	<,001	<,001	<,001	<,001
		N	207	207	207	207	207	207	207	207	207
	Pricing0	Correlation Coefficient	,359**	,443**	,427**	,287**	,428**	1,000	,204**	,386**	,422**
		Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	.	,003	<,001	<,001
		N	207	207	207	207	207	207	207	207	207
	Marketing0	Correlation Coefficient	,322**	,325**	,232**	,237**	,361**	,204**	1,000	,287**	,332**
		Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	,003	.	<,001	<,001
		N	207	207	207	207	207	207	207	207	207
	Techadvancement0	Correlation Coefficient	,486**	,418**	,430**	,429**	,480**	,386**	,287**	1,000	,514**
		Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	<,001	<,001	.	<,001
		N	207	207	207	207	207	207	207	207	207
	Percievedvalue0	Correlation Coefficient	,481**	,584**	,625**	,478**	,472**	,422**	,332**	,514**	1,000
		Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	.
		N	207	207	207	207	207	207	207	207	207

**. Correlation is significant at the 0.01 level (2-tailed).

Annex 6 *Impact of SVOD determinants on user perceived value analysis in SPSS*

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,520[a]	,271	,267	,53241	1,986

a. Predictors: (Constant), Convenience0

b. Dependent Variable: Percievedvalue0

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21,591	1	21,591	76,168	<,001[b]
	Residual	58,110	205	,283		
	Total	79,700	206			

a. Dependent Variable: Percievedvalue0

b. Predictors: (Constant), Convenience0

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,209	,211		10,485	<,001
	Convenience0	,429	,049	,520	8,727	<,001

a. Dependent Variable: Percievedvalue0

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,632[a]	,400	,397	,48300	1,818

a. Predictors: (Constant), Contentdiversity0

b. Dependent Variable: Percievedvalue0

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31,876	1	31,876	136,634	<,001[b]
	Residual	47,825	205	,233		
	Total	79,700	206			

a. Dependent Variable: Percievedvalue0

b. Predictors: (Constant), Contentdiversity0

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,116	,166		12,732	<,001
	Contentdiversity0	,509	,044	,632	11,689	<,001

a. Dependent Variable: Percievedvalue0

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,664[a]	,441	,438	,46636	1,845

a. Predictors: (Constant), Originalcontent0

b. Dependent Variable: Percievedvalue0

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35,114	1	35,114	161,449	<,001[b]
	Residual	44,586	205	,217		
	Total	79,700	206			

a. Dependent Variable: Percievedvalue0

b. Predictors: (Constant), Originalcontent0

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,258	,142		15,863	<,001
	Originalcontent0	,495	,039	,664	12,706	<,001

a. Dependent Variable: Percievedvalue0

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,524[a]	,275	,271	,53095	1,906

a. Predictors: (Constant), Personalization0

b. Dependent Variable: Percievedvalue0

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21,909	1	21,909	77,715	<,001[b]
	Residual	57,792	205	,282		
	Total	79,700	206			

a. Dependent Variable: Percievedvalue0

b. Predictors: (Constant), Personalization0

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,591	,166		15,589	<,001
	Personalization0	,410	,046	,524	8,816	<,001

a. Dependent Variable: Percievedvalue0

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,492[a]	,242	,239	,54279	1,867

a. Predictors: (Constant), Reliability0

b. Dependent Variable: Percievedvalue0

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19,304	1	19,304	65,521	<,001[b]
	Residual	60,397	205	,295		
	Total	79,700	206			

a. Dependent Variable: Percievedvalue0

b. Predictors: (Constant), Reliability0

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,095	,241		8,708	<,001
	Reliability0	,471	,058	,492	8,094	<,001

a. Dependent Variable: Percievedvalue0

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,528[a]	,279	,275	,52956	2,029

a. Predictors: (Constant), Pricing0

b. Dependent Variable: Percievedvalue0

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22,212	1	22,212	79,207	<,001[b]
	Residual	57,488	205	,280		
	Total	79,700	206			

a. Dependent Variable: Percievedvalue0

b. Predictors: (Constant), Pricing0

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,342	,192		12,196	<,001
	Pricing0	,458	,051	,528	8,900	<,001

a. Dependent Variable: Percievedvalue0

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,304[a]	,092	,088	,59411	1,917

a. Predictors: (Constant), Marketing0

b. Dependent Variable: Percievedvalue0

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7,342	1	7,342	20,800	<,001[b]
	Residual	72,359	205	,353		
	Total	79,700	206			

a. Dependent Variable: Percievedvalue0

b. Predictors: (Constant), Marketing0

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,099	,206		15,053	<,001
	Marketing0	,246	,054	,304	4,561	<,001

a. Dependent Variable: Percievedvalue0

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,569[a]	,323	,320	,51287	2,113

a. Predictors: (Constant), Techadvancement0

b. Dependent Variable: Percievedvalue0

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25,779	1	25,779	98,008	<,001[b]
	Residual	53,921	205	,263		
	Total	79,700	206			

a. Dependent Variable: Percievedvalue0

b. Predictors: (Constant), Techadvancement0

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,814	,226		8,038	<,001
	Techadvancement0	,532	,054	,569	9,900	<,001

a. Dependent Variable: Percievedvalue0

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,791[a]	,626	,611	,38799	1,944

a. Predictors: (Constant), Techadvancement0, Marketing0, Pricing0, Personalization0, Convenience0, Reliability0, Contentdiversity0, Originalcontent0

b. Dependent Variable: Percievedvalue0

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49,895	8	6,237	41,432	<,001[b]
	Residual	29,806	198	,151		
	Total	79,700	206			

a. Dependent Variable: Percievedvalue0

b. Predictors: (Constant), Techadvancement0, Marketing0, Pricing0, Personalization0, Convenience0, Reliability0, Contentdiversity0, Originalcontent0

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	,653	,215		3,032	,003		
	Convenience0	,162	,044	,197	3,701	<,001	,666	1,502
	Contentdiversity0	,163	,049	,203	3,317	,001	,505	1,980
	Originalcontent0	,215	,047	,288	4,553	<,001	,473	2,113
	Personalization0	,071	,043	,091	1,641	,102	,612	1,635
	Reliability0	,105	,053	,109	1,989	,048	,625	1,600
	Pricing0	,074	,048	,085	1,530	,128	,616	1,622
	Marketing0	-,028	,040	-,034	-,691	,490	,775	1,291
	Techadvancement0	,112	,054	,120	2,067	,040	,559	1,788

a. Dependent Variable: Percievedvalue0

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,785[a]	,616	,606	,39035	1,968

a. Predictors: (Constant), Techadvancement0, Contentdiversity0, Convenience0, Reliability0, Originalcontent0

b. Dependent Variable: Percievedvalue0

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49,073	5	9,815	64,412	<,001[b]
	Residual	30,627	201	,152		
	Total	79,700	206			

a. Dependent Variable: Percievedvalue0

b. Predictors: (Constant), Techadvancement0, Contentdiversity0, Convenience0, Reliability0, Originalcontent0

Coefficients[a]

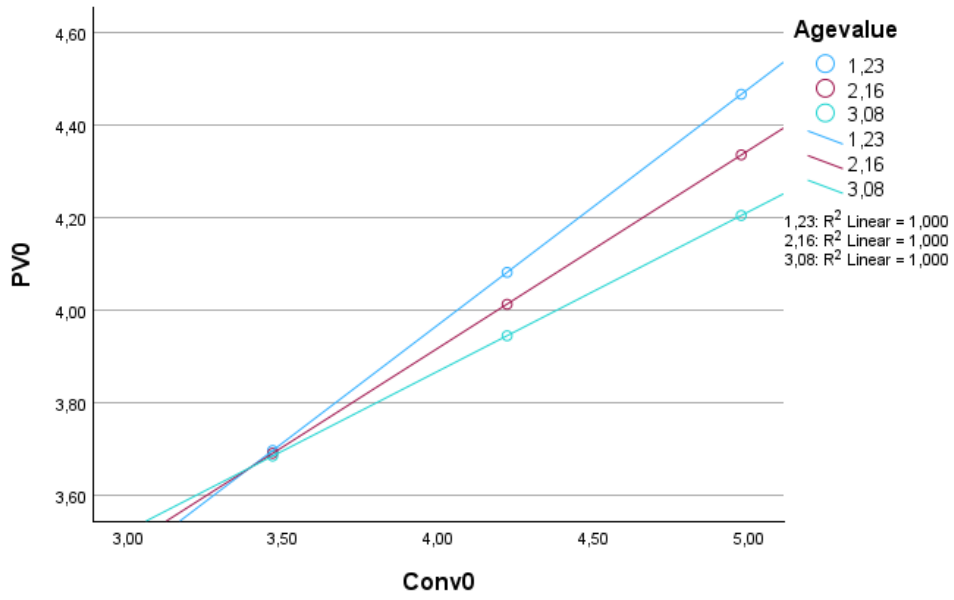
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,653	,215		3,032	,003		
	Convenience0	,162	,044	,197	3,701	<,001	,666	1,502
	Contentdiversity0	,163	,049	,203	3,317	,001	,505	1,980
	Originalcontent0	,215	,047	,288	4,553	<,001	,473	2,113
	Personalization0	,071	,043	,091	1,641	,102	,612	1,635
	Reliability0	,105	,053	,109	1,989	,048	,625	1,600
	Pricing0	,074	,048	,085	1,530	,128	,616	1,622
	Marketing0	-,028	,040	-,034	-,691	,490	,775	1,291
	Techadvancement0	,112	,054	,120	2,067	,040	,559	1,788

a. Dependent Variable: Percievedvalue0

Annex 7 *User age as moderator analysis in SPSS*

```
Run MATRIX procedure:
 ***************** PROCESS Procedure for SPSS Version 4.2 *****************
        Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
   Documentation available in Hayes (2022). www.guilford.com/p/hayes3
 **************************************************************************
Model  : 1
   Y  : PV0
   X  : Conv0
   W  : Agevalue

Sample
Size:  207
 **************************************************************************
OUTCOME VARIABLE:
PV0
 Model Summary
        R       R-sq        MSE          F        df1        df2          p
      ,539       ,290       ,279     27,679      3,000    203,000       ,000
 Model
             coeff         se          t          p       LLCI       ULCI
constant     1,558       ,563      2,766       ,006       ,447      2,668
Conv0         ,620       ,132      4,702       ,000       ,360       ,879
Agevalue      ,303       ,232      1,308       ,192      -,154       ,760
Int_1        -,089       ,055     -1,625       ,106      -,198       ,019

Product terms key:
Int_1    :       Conv0    x       Agevalue

Test(s) of highest order unconditional interaction(s):
      R2-chng          F        df1        df2          p
X*W       ,009      2,641      1,000    203,000       ,106
----------
   Focal predict: Conv0    (X)
         Mod var: Agevalue (W)

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/
   Conv0      Agevalue   PV0        .
BEGIN DATA.
     3,466      1,228      3,697
     4,221      1,228      4,082
     4,975      1,228      4,467
     3,466      2,155      3,691
```

```
     4,221     2,155     4,013
     4,975     2,155     4,336
     3,466     3,082     3,685
     4,221     3,082     3,945
     4,975     3,082     4,205
END DATA.
GRAPH/SCATTERPLOT=
Conv0    WITH     PV0      BY       Agevalue .

************************ ANALYSIS NOTES AND ERRORS ************************
Level of confidence for all confidence intervals in output:
  95,0000
 ------ END MATRIX -----
```




```
Run MATRIX procedure:
 ***************** PROCESS Procedure for SPSS Version 4.2 *****************
          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2022). www.guilford.com/p/hayes3
 **************************************************************************
Model  : 1
    Y  : PV0
    X  : ConDiv0
    W  : Agevalue

Sample
Size:  207
 **************************************************************************
OUTCOME VARIABLE:
PV0
```

Model Summary

R	R-sq	MSE	F	df1	df2	p
,635	,403	,235	45,624	3,000	203,000	,000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2,272	,406	5,591	,000	1,470	3,073
ConDiv0	,488	,105	4,659	,000	,281	,695
Agevalue	-,061	,173	-,353	,725	-,403	,280
Int_1	,007	,046	,152	,879	-,083	,097

Product terms key:
Int_1 : ConDiv0 x Agevalue

Test(s) of highest order unconditional interaction(s):

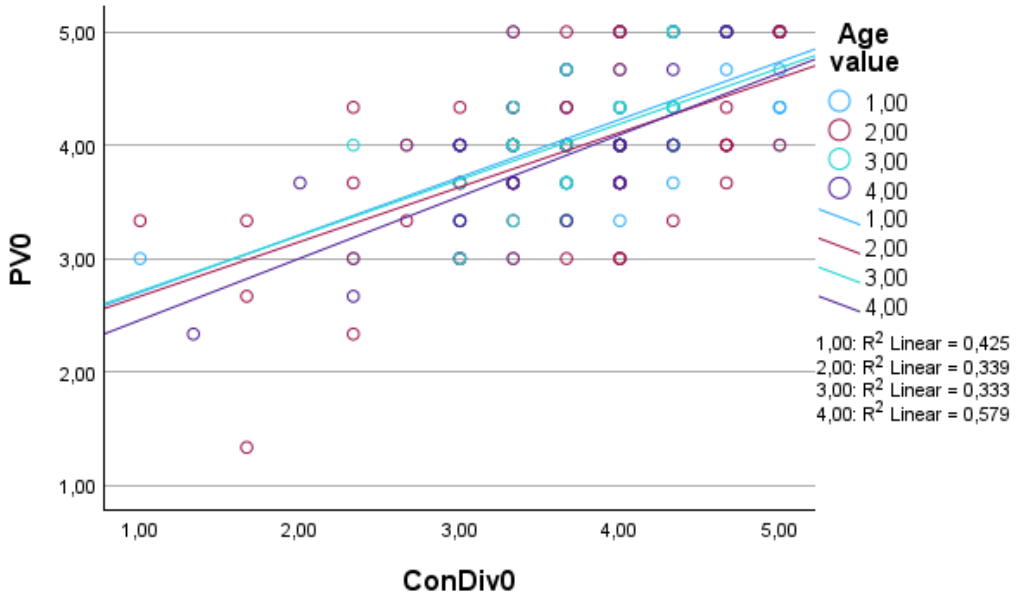
	R2-chng	F	df1	df2	p
X*W	,000	,023	1,000	203,000	,879

Focal predict: ConDiv0 (X)
Mod var: Agevalue (W)

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/
  ConDiv0    Agevalue   PV0       .
BEGIN DATA.
     2,965     1,228     3,669
     3,738     1,228     4,053
     4,510     1,228     4,436
     2,965     2,155     3,631
     3,738     2,155     4,020
     4,510     2,155     4,409
     2,965     3,082     3,594
     3,738     3,082     3,988
     4,510     3,082     4,381
END DATA.
GRAPH/SCATTERPLOT=
ConDiv0  WITH     PV0      BY       Agevalue .
```

********** ANALYSIS NOTES AND ERRORS **********
Level of confidence for all confidence intervals in output:
95,0000
------ END MATRIX -----



Run MATRIX procedure:

***************** PROCESS Procedure for SPSS Version 4.2 *****************

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****

Model : 1

Y : PV0

X : OrgCon0

W : Agevalue

Sample

Size: 207

****

OUTCOME VARIABLE:

PV0

Model Summary

R	R-sq	MSE	F	df1	df2	p
,665	,442	,219	53,684	3,000	203,000	,000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2,155	,372	5,786	,000	1,421	2,889
OrgCon0	,538	,101	5,350	,000	,340	,736
Agevalue	,056	,158	,356	,723	-,256	,368
Int_1	-,023	,044	-,511	,610	-,110	,065

Product terms key:

Int_1 : OrgCon0 x Agevalue

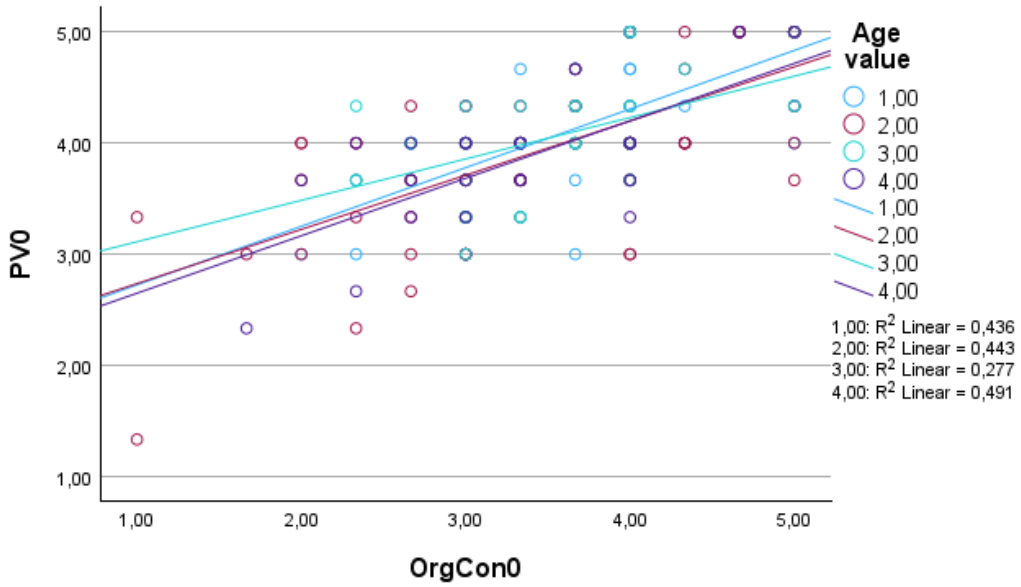
Test(s) of highest order unconditional interaction(s):

```
      R2-chng        F       df1       df2         p
X*W      ,001      ,261     1,000   203,000      ,610
----------
   Focal predict: OrgCon0  (X)
         Mod var: Agevalue (W)
```

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/
  OrgCon0    Agevalue   PV0       .
BEGIN DATA.
     2,722     1,228     3,613
     3,556     1,228     4,038
     4,389     1,228     4,464
     2,722     2,155     3,608
     3,556     2,155     4,016
     4,389     2,155     4,424
     2,722     3,082     3,603
     3,556     3,082     3,994
     4,389     3,082     4,384
END DATA.
GRAPH/SCATTERPLOT=
OrgCon0  WITH     PV0      BY       Agevalue .
```

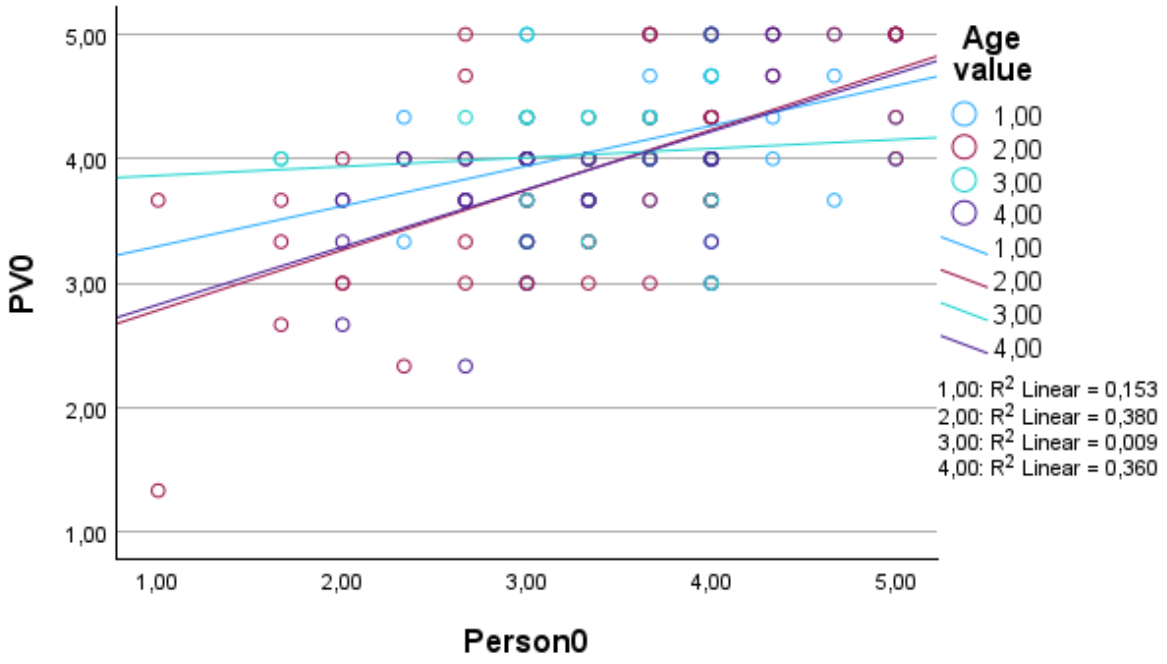
```
************************ ANALYSIS NOTES AND ERRORS *************************
Level of confidence for all confidence intervals in output:
  95,0000
------ END MATRIX -----
```



Run MATRIX procedure:

```
***************** PROCESS Procedure for SPSS Version 4.2 *****************
        Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
   Documentation available in Hayes (2022). www.guilford.com/p/hayes3
 **************************************************************************
Model  : 1
   Y  : PV0
   X  : Person0
   W  : Agevalue

Sample
Size:  207
 **************************************************************************
OUTCOME VARIABLE:
PV0

Model Summary
        R       R-sq        MSE          F        df1        df2          p
      ,525       ,276       ,284     25,776      3,000    203,000       ,000

Model
             coeff         se          t          p       LLCI       ULCI
constant     2,615       ,430      6,086       ,000      1,768      3,462
Person0       ,416       ,118      3,533       ,001       ,184       ,648
Agevalue     -,002       ,181       -,009       ,993       -,359       ,356
Int_1        -,006       ,052       -,109       ,913       -,108       ,097

Product terms key:
Int_1    :       Person0  x       Agevalue

Test(s) of highest order unconditional interaction(s):
      R2-chng          F        df1        df2          p
X*W       ,000       ,012       1,000    203,000       ,913
----------
   Focal predict: Person0  (X)
        Mod var: Agevalue (W)

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/
  Person0    Agevalue   PV0        .
BEGIN DATA.
     2,692      1,228      3,713
     3,488      1,228      4,038
     4,284      1,228      4,364
     2,692      2,155      3,697
```

```
     3,488     2,155     4,018
     4,284     2,155     4,340
     2,692     3,082     3,681
     3,488     3,082     3,999
     4,284     3,082     4,316
END DATA.
GRAPH/SCATTERPLOT=
Person0  WITH     PV0      BY       Agevalue .

************************ ANALYSIS NOTES AND ERRORS ************************
 Level of confidence for all confidence intervals in output:
  95,0000
 ------ END MATRIX -----
```




```
Run MATRIX procedure:
 ***************** PROCESS Procedure for SPSS Version 4.2 *****************
          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2022). www.guilford.com/p/hayes3
 **************************************************************************
Model  : 1
    Y  : PV0
    X  : Reliab0
    W  : Agevalue

Sample
Size:  207
 **************************************************************************
```

OUTCOME VARIABLE:
PV0

Model Summary

R	R-sq	MSE	F	df1	df2	p
,505	,255	,292	23,218	3,000	203,000	,000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2,689	,610	4,407	,000	1,486	3,892
Reliab0	,364	,146	2,493	,013	,076	,652
Agevalue	-,266	,270	-,985	,326	-,800	,267
Int_1	,048	,066	,728	,467	-,081	,177

Product terms key:
Int_1 : Reliab0 x Agevalue

Test(s) of highest order unconditional interaction(s):

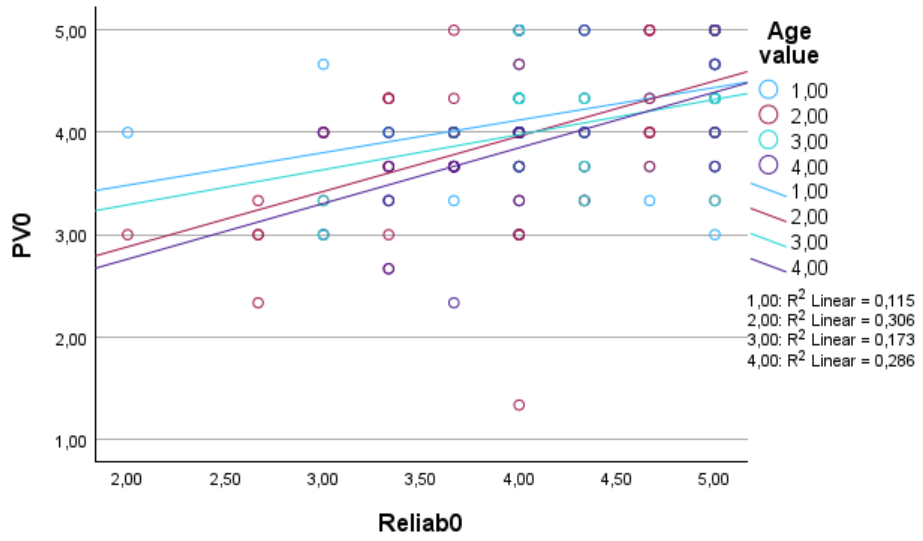
	R2-chng	F	df1	df2	p
X*W	,002	,530	1,000	203,000	,467

Focal predict: Reliab0 (X)
Mod var: Agevalue (W)

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/
  Reliab0    Agevalue   PV0       .
BEGIN DATA.
     3,435      1,228      3,814
     4,085      1,228      4,088
     4,735      1,228      4,363
     3,435      2,155      3,719
     4,085      2,155      4,022
     4,735      2,155      4,325
     3,435      3,082      3,623
     4,085      3,082      3,956
     4,735      3,082      4,288
END DATA.
GRAPH/SCATTERPLOT=
Reliab0  WITH     PV0      BY       Agevalue .
```

********** ANALYSIS NOTES AND ERRORS **********
Level of confidence for all confidence intervals in output:
95,0000
------ END MATRIX -----



Run MATRIX procedure:

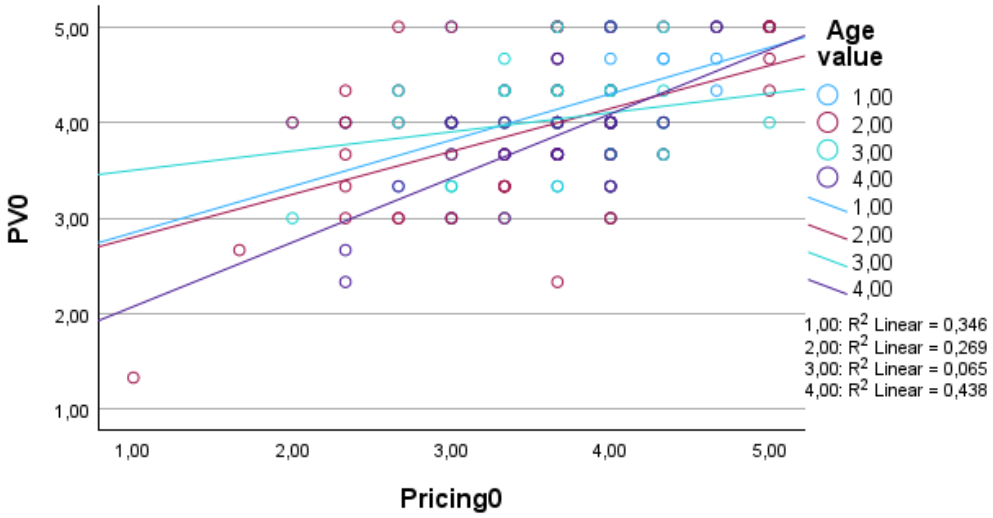
```
***************** PROCESS Procedure for SPSS Version 4.2 *****************
        Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
   Documentation available in Hayes (2022). www.guilford.com/p/hayes3
**************************************************************************
Model  : 1
   Y  : PV0
   X  : Pricing0
   W  : Agevalue

Sample
Size:  207
**************************************************************************
OUTCOME VARIABLE:
PV0
 Model Summary
        R      R-sq       MSE         F       df1       df2         p
      ,541      ,293      ,278    27,980     3,000   203,000      ,000

Model
            coeff         se          t          p       LLCI       ULCI
constant     2,482      ,494     5,022      ,000     1,508     3,457
Pricing0      ,466      ,131     3,559      ,000      ,208      ,725
Agevalue     -,052      ,227     -,228      ,820     -,500      ,396
Int_1        -,007      ,061     -,121      ,904     -,128      ,113

Product terms key:
Int_1    :       Pricing0 x       Agevalue

Test(s) of highest order unconditional interaction(s):
      R2-chng         F       df1       df2         p
X*W      ,000      ,015     1,000   203,000      ,904
----------
```

Focal predict: Pricing0 (X)
Mod var: Agevalue (W)

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/
  Pricing0   Agevalue   PV0       .
BEGIN DATA.
     2,944     1,228     3,765
     3,660     1,228     4,092
     4,377     1,228     4,420
     2,944     2,155     3,696
     3,660     2,155     4,019
     4,377     2,155     4,342
     2,944     3,082     3,628
     3,660     3,082     3,946
     4,377     3,082     4,264
END DATA.
GRAPH/SCATTERPLOT=
Pricing0 WITH     PV0      BY       Agevalue .
```

********** ANALYSIS NOTES AND ERRORS **********
Level of confidence for all confidence intervals in output:
 95,0000
------ END MATRIX -----



Run MATRIX procedure:
********** PROCESS Procedure for SPSS Version 4.2 **********
Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3
****
Model : 1

Y : PV0
X : Mark0
W : Agevalue

Sample
Size: 207
****
OUTCOME VARIABLE:
PV0
Model Summary

R	R-sq	MSE	F	df1	df2	p
,311	,097	,355	7,256	3,000	203,000	,000

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,062	,536	5,713	,000	2,005	4,118
Mark0	,282	,138	2,051	,042	,011	,553
Agevalue	,040	,210	,193	,847	-,373	,454
Int_1	-,023	,056	-,414	,679	-,135	,088

Product terms key:
Int_1 : Mark0 x Agevalue

Test(s) of highest order unconditional interaction(s):

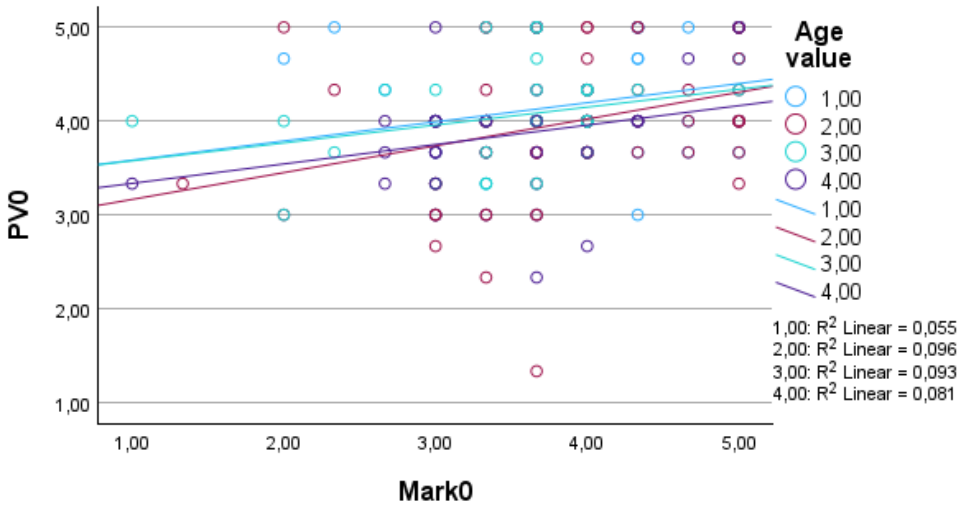
	R2-chng	F	df1	df2	p
X*W	,001	,172	1,000	203,000	,679

Focal predict: Mark0 (X)
Mod var: Agevalue (W)

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/
  Mark0     Agevalue   PV0       .
BEGIN DATA.
     2,971     1,228     3,864
     3,738     1,228     4,058
     4,505     1,228     4,252
     2,971     2,155     3,837
     3,738     2,155     4,014
     4,505     2,155     4,192
     2,971     3,082     3,810
     3,738     3,082     3,971
     4,505     3,082     4,132
END DATA.
GRAPH/SCATTERPLOT=
Mark0    WITH     PV0      BY       Agevalue .
```

********** ANALYSIS NOTES AND ERRORS **********
Level of confidence for all confidence intervals in output:
 95,0000
------ END MATRIX -----



Run MATRIX procedure:
 ***************** PROCESS Procedure for SPSS Version 4.2 *****************
         Written by Andrew F. Hayes, Ph.D.   www.afhayes.com
   Documentation available in Hayes (2022). www.guilford.com/p/hayes3
 ****
Model : 1
   Y : PV0
   X : Techadv0
   W : Agevalue

Sample
Size: 207

****
OUTCOME VARIABLE:
PV0
 Model Summary
        R   R-sq   MSE   F   df1   df2   p
      ,573   ,328   ,264   33,031   3,000   203,000   ,000
 Model
             coeff   se   t   p   LLCI   ULCI
constant   2,033   ,619   3,285   ,001   ,813   3,253
Techadv0   ,503   ,147   3,424   ,001   ,213   ,793
Agevalue   -,086   ,283   -,305   ,761   -,644   ,472
Int_1   ,010   ,068   ,145   ,884   -,125   ,145

Product terms key:
Int_1   :   Techadv0 x   Agevalue

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,000	,021	1,000	203,000	,884

Focal predict: Techadv0 (X)
Mod var: Agevalue (W)

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/
  Techadv0   Agevalue   PV0       .
BEGIN DATA.
     3,479     1,228     3,720
     4,143     1,228     4,062
     4,808     1,228     4,404
     3,479     2,155     3,672
     4,143     2,155     4,020
     4,808     2,155     4,369
     3,479     3,082     3,624
     4,143     3,082     3,979
     4,808     3,082     4,333
END DATA.
GRAPH/SCATTERPLOT=
Techadv0 WITH     PV0      BY       Agevalue .
```

********** ANALYSIS NOTES AND ERRORS **********
Level of confidence for all confidence intervals in output:
 95,0000
------ END MATRIX -----