

Factors Influencing Video Streaming Services Among College Students

Nathalie Ye, Jillian Notkin, Guenevere Dunstan, Natalia Trifunovic

Boston University

December 9th, 2020

TABLE OF CONTENTS

Introduction	3
Literature Review	3
Proposed Predictors	9
Measures	11
Instrument	17
Methodology	33
Results	34
Analysis of Measures	34
Analysis of Variations of Measures	38
Correlations	48
Discussion	60
Recommendations	67
References	73

Introduction

Netflix is a media services provider that offers a subscription-based streaming service. As competition from other online-streaming services becomes more present, Netflix would like to increase the number of college student subscriptions. Our team is searching for variables that directly affect college students' decisions in deciding which streaming service to purchase. The dependent variables for our study include college students' usage of Netflix as well as the likelihood that users will keep their subscription to Netflix, or switch to a competitor service. This paper includes a literature review as well as an analysis of data and proposed predictors. This will aid us in our understanding of choice criteria on online streaming services for college students. Additionally, the collection of data will allow us to make recommendations to Netflix on how to increase the number of college students' subscriptions.

Literature Review

Understanding your target audience's behaviors and motivations aids in predicting what consumers will buy, how to convince investors, and how to improve the call to action. As streaming services have become the majority of fast entertainment, major conglomerates have competed for the top video streaming service. Over the past five years, researchers have studied what motivates the younger generation to binge-watch and why they subscribe to one service over the other.

Binge watching is when one watches more than one episode of the same show in one sitting. In a study done by Merikivi et al. in 2017, binge watching is presented as a two-dimensional system usage concept, including behavioral and cognitive involvement components. The components are then used to study their impact on user satisfaction, which can be high or low. Merikivi et al. (2017) explored the relationship between binge watching and user satisfaction. The authors conducted an

online survey of 227 respondents of students of Central China Normal University and tested using Partial Least Squares modeling. The option for video streaming services includes major video streaming services in China including Youku, Tudou, and iQiyi etc., all of which contain online advertising content. Results show that involvement with binge watching is overestimated and does not define user satisfaction. Users seem to use these services several times a week; this minimizes the disturbance and distraction that advertisements cause. Thus, binge watching occurs only occasionally because advertisements in these video streaming services reduce the desire to binge watch (Merikivi et al., 2017).

In another study conducted by Logan in 2011, the survey method was used to find the relationship between advertisement disruption and the use of online streaming services. An independent group's t-test indicated a significant difference between the means, suggesting that users of online television regarded advertising as more intrusive than television users (Logan, 2011). Hence, since Netflix does not contain advertisements, users are more likely to engage in binge-watching as their experience remains uninterrupted; this increases the level of quality of the service.

Moreover, a study done by Merrill and Rubenking in 2019 studied the duration young adults watch television shows on video streaming services and how it contributes to their feelings towards binge watching. In this study, (N=651) college undergraduates, between ages 18-54, participated in a controlled online survey examining their self-control and self-regulation of binge-watching frequency and duration. In the current investigation, about 89.4% of the participants reported that they engage in binge watching. The prevalence of binge watching among college students might also suggest that binge watching is more likely to be viewed as a norm and not a

risky behavior (Merrill & Rubenking, 2019, p.7). “Lastly, self-control did not predict binge-watching frequency or binge-watching duration” (p. 7).

One IT feature that most online streaming services have is a recommender system, which induces users to stay on the site. Hasan et al. (2018) aimed to understand what factors predict users’ excessive use of online video streaming services and whether that includes the use of recommender systems. The authors used an online questionnaire tool and surveyed 490 regular users of at least one of major video streaming services including YouTube, Netflix, and Amazon Prime; the users are also from different countries including the United States, Bangladesh, Canada, China, France, Greece etc. (Hasan et al., 2018). Information regarding the users’ use of recommender systems and other constructs were collected through Likert type scales for the majority of the constructs (Hasan et al., 2018). The results show that the use of a recommendation system is one of the statistically significant variables at the 0.05 level, proving that it leads to excessive usage of video streaming services.

Perception of the importance of original content in video streaming services as a factor is studied by Jenner (2016). Netflix offers a distinctly different video streaming platform than other services, as it not only offers the chance to catch up on missed programming, but it now provides its viewers with original dramas (Jenner, 2016). Netflix provides “a perfect example of the disruption of distinctions between film, television, DVD, and online video platforms such as Vimeo or YouTube” (Jenner, 261). Netflix signals a move away from the medium of television, placing itself as the direct link between the consumers and producers. While Netflix does have shareholders and partnerships, it is a company that advertises itself to subscribers. One way it does this is by offering free-trial memberships to new members. Netflix also relies heavily on social

media buzz to promote their own original content. Netflix's choice to rerun old series as well as produce new content draws on the practices of binge-watching (Jenner, 2016).

In addition, Netflix allows subscribers to watch shows like *Arrested Development* and other Netflix original series on their own schedule, a major factor that contributes to binge-watching (Jenner, 2016). From a consumer perspective, two major drawbacks are prevalent when it comes to traditional television (Pisharody, 2013). First, television does not provide flexibility, as the consumer is not able to watch certain programs on their own schedule. Secondly, television often clutters the consumer with an overwhelming amount of channels that they are not interested in. (Pisharody, 2013). Streaming services like Netflix have allowed the consumer to bypass the struggles of flexibility and clutter by allowing them to choose what they want to watch at any given time (Pisharody, 2013).

In a research study conducted by Lee et al. in 2018, they explored a number of factors that consumers consider when choosing cable television and online streaming options. Hypothesis 7a for this study is that "there is a positive relationship between customer service and the use of online streaming" (p. 13). Hypothesis 7b for this study is that "there is a positive relationship between customer service and satisfaction of cable TV" (p. 13). To evaluate these hypotheses, the authors designed a questionnaire and administered it to students at a public university in New England (Lee et al., 2018). The authors evaluated the data using multivariate statistical analysis to test the hypotheses (Lee et al., 2018). The results of the research revealed that customer service is the main driver to customer satisfaction while social trends persuade the adoption of online streaming (Lee et al., 2018). As such, quality of service includes customer service, which can make users continue to subscribe to the service.

In the Merrill and Rubenking study, the factor of self-regulation for users was explored. Participants in the Merrill and Rubenking's study completed eight surveys responding to 12-13 statements on a 5-7 point scale ranging from "Never" to "Always" and "Strongly disagree" to "Strongly agree." Regarding frequency, Merrill and Rubenking found individuals will use binge-watching to procrastinate from their academic work, and those with self-regulation deficiencies have a greater tendency to stream for longer periods of time. "Self-regulation did not predict binge-watching duration" (p.8). As streaming is associated with enjoyment, reward watching increases the frequency of binge-watching. Duration's major factors include sex and enjoyment. Females were found to have an increased likelihood to stream for extended hours compared to males. The frequency could not identify enjoyment, as it was found by the duration of watching television. Narrative driven content is more enjoyable and explains why binge-watching is a sensation-seeking behavior. In the current investigation, about 89.4% of the participants reported that they engage in binge-watching.

There are many motivational factors that users have when it comes to usage of video streaming services, and entertainment seeking serves as one of them. In the 2018 study of Hasan et al., it is revealed that "The advent of video streaming services which have personalized the content and delivery has further increased the reach by providing a higher variety of content to keep different usage choices for entertainment served" (Hasan et al., 2018, p.223). Results show that although entertainment seeking did not lead to excessive video usage when moderated by age, it influenced excessive video usage (Hasan et al., 2018).

In addition, in the study of Hasan et al. in 2018, information seeking as a motivational factor was one of the factors that were statistically significant, meaning that it can lead to excessive video usage. Users collect information through video streaming services for work and leisure

purposes, and videos have easier information transmission capacity. As the authors discussed in the article, “videos with their rich information content and conveying capability make it a great source for any kind of skill development or learning or information gathering of any other sense” (Hasan et al., 2018, p.227).

Psychological factors including self-control are statistically significant in the study of Hasan et al. in 2018, which means that lack of self-control can lead to excessive video usage. This is because users that lack self-control watch online streaming videos excessively, and people who are unemployed, retired, and have part-time jobs tend to have lower self-control (Hasan et al., 2018).

Self-esteem is another psychological factor that can lead to excessive online video streaming usage (Hasan et al., 2018). Video streaming services provide users with a lack of self-esteem, a mechanism of engagement and without social interactions and peer pressure (Hasan et al., 2018). Since there is no peer pressure or judgment, accessing online video streaming services can help users find comfort (Hasan et al., 2018). Interestingly, self-esteem is moderated by places, specifically, excessive video usage occurs more commonly in the office and in school. This further supports the authors’ reasoning of why low self-esteem increases video usage, as users can avoid social interaction and setups (Hasan et al., 2018).

Variables

Dependent Variables:

- College students' usage of Netflix
- Likelihood that users will keep their subscription of Netflix or switch to it

Proposed predictors:

Binge-watching:

- Engagement in binge-watching (Merikivi et al. 2018)
- Attitude towards binge-watching (Merrill & Rubenking, 2019)

Quality of service / features:

- Perception of Recommendation system (Hasan et al., 2018)
- Attitude towards advertisements (Merikivi et al., 2018) (Logan, 2011)
- Perception of importance of original content in video streaming services (Jenner et al., 2016)
- Perception of importance of independent scheduling in video streaming services (Jenner et al., 2016) (Pisharody et al., 2013)
- Perception of customer service (Lee et al., 2018)

Motives:

- Entertainment seeking (Hasan et al., 2018)
- Information seeking (Hasan et al., 2018)
- Reward Watching as a motivation (Merrill & Rubenking, 2019)
- Procrastination as a motivation (Merrill & Rubenking, 2019)
- Enjoyment watching as a motivation (Merrill & Rubenking, 2019)

Psychological factors:

- Self-control (Hasan et al., 2018) and (Merrill & Rubenking, 2019)
- Self-esteem (Hasan et al., 2018)
- Self-regulation (Merrill & Rubenking, 2019)

Measures

	Strongly Disagree	Disagree	Feel Neutral	Agree	Strongly Agree
<u>Self-control (Merrill & Rubenking, 2019): An individual’s ability to resist temptation of secondary tasks to ensure the completion of a primary task.</u>					
I don’t get distracted by other tasks when I need to complete my primary task.					
I often cannot resist the temptation to work on other tasks even though I should be working on a more important task. R					
I often cannot get my primary task done on time because I cannot control my desires. R					
I always prioritize my tasks and follow through.					
<u>Self-esteem (Hasan et al., 2018): the extent to which individuals’ are confident about their self-worth and abilities.</u>					
I often feel successful.					
I often feel useless. R					
I am unimportant to society. R					
I often feel confident about my abilities.					
<u>Self-regulation (Merrill & Rubenking, 2019): The extent to which individuals can regulate their own actions to ensure that sufficient progress is made towards the completion of a goal.</u>					

I plan to make sure I will be able to complete my tasks.					
I adjust my actions based on my progress towards completion of a task.					
I complete my tasks in a timely manner.					
I don't manage my time and actions when I try to complete a task. R					

	Never	Very rarely	Rarely	Occasionally	Frequently	Very frequently
<u>Engagement in Binge-watching (Merikivi et al., 2017): How frequently consumers engage in binge-watching, or watch more than one episode of a show in one sitting.</u>						
How often do you engage in binge-watch in an average week?						

	Strongly Disagree	Disagree	Feel neutral	Agree	Strongly Agree
<u>Attitude towards binge-watching (Merrill & Rubenking, 2019) : The consumer's tendency to believe that binge-watching is a norm and not a risky behavior.</u>					
Binge-watching is perfectly normal behavior.					
Binge-watching does not come with any risks.					
Everyone I know who binge watches does not have any unhealthy consequences.					
Binge watching is a common behavior in society.					

<u>Reward watching as a motivation for binge-watching:</u> (Merrill & Rubenking, 2019): The consumer's tendency to engage in binge-watching as a type of reward, as it is an enjoyable experience.					
I use binge watching to reward myself.					
I feel rewarded after binge watching.					
I reward myself after accomplishing a task by binge-watching.					
I don't binge-watch to feel rewarded. R					

Services & Features

	Strongly Disagree	Disagree	Feel Neutral	Agree	Strongly Agree
<u>Perception of Importance of Recommender Systems (Hasan et al., 2018):</u> The degree to which consumers consider having recommendation systems as an important factor for video streaming services.					
Online video streaming services must have a recommendation system.					
It is important for online video streaming services to make recommendations for me.					
Recommendation systems on online video streaming services are needless. R					
Recommendation systems are essential to online video streaming services.					
<u>Attitude Towards Advertising (Merikivi et al., 2018):</u> The consumer's tendency to believe that advertising negatively impacts video streaming experience.					
Advertisements are a disruption to my online video streaming experience.					
Advertisements distract me from my video streaming experience.					
Advertisements make my video streaming experience irritable.					

Advertisements reduce my desire to stream videos online.					
<u>Perception of Importance of Distribution of Original Content</u> (Jenner et al., 2016): the extent to which consumers perceive distribution of original content as an important factor for online video streaming services.					
I value original content in video streaming services					
Original content in online video streaming services is important to me					
I don't care if the online video streaming service has original content R					
Original content is essential for an online video streaming service.					
<u>Perception of Importance of Independent Scheduling</u> (Jenner et al., 2016): the extent to which consumers perceive the ability to watch any program they want at any time an important factor for online video streaming services.					
Users of video streaming services should be able to watch a program at any time.					
Users of video streaming services should be able to watch videos sporadically.					
Independent scheduling is essential for an online video streaming service.					
I don't care if I can only watch specific videos at a time determined by the online video streaming service. R					
<u>Perception of Importance of Customer Service</u> (Lee et al., 2018) : the extent to which consumers perceive customer service as a critical component for online video streaming services					
Customer service is a critical factor I consider when choosing an online video streaming service.					
I don't care about customer service when choosing an online video streaming service. R					
Good customer service is essential for online video streaming services.					

I value good customer service for online video streaming services.					
--	--	--	--	--	--

Motives

	Strongly Disagree	Disagree	Feel Neutral	Agree	Strongly Agree
<u>Entertainment seeking as a motivation (Hasan et al., 2018): the extent to which consumers consider entertainment as a motivation for using video streaming services.</u>					
I use online video streaming services in order to entertain myself.					
I use online video streaming services for fun.					
I use online video streaming services to feel happy.					
I use online video streaming services for leisure.					
<u>Information seeking as a motivation (Hasan et al., 2018): the extent to which consumers consider seeking information as a motive for using video streaming services</u>					
I use online video streaming services to get new ideas.					
I use online video streaming services to learn.					
I use online video streaming services to accomplish work assigned to me.					
I use online video streaming services to be informed.					
<u>Procrastination as a motivation (Merrill & Rubenking, 2019): the extent to which consumers procrastinate from doing their work through online video streaming services.</u>					

I often use online video streaming services instead of finishing a necessary task.					
Online video streaming services distract me from doing my work.					
I often delay my work due to the use of online video streaming services.					
I only use online video streaming services after I accomplish my tasks. R					
Enjoyment watching as a motivation: the extent to which consumers associate watching online videos with enjoyment and return to the same service to receive that same satisfaction (Merrill & Rubenking, 2019)					
I use online video streaming services as a form of enjoyment.					
I use online video streaming services to feel satisfied.					
I do not enjoy watching programs with online video streaming services. R					
If I enjoy using an online video streaming service, I will use the same service again in the future.					

Frequency of Watching Online Video Streaming Services

Approximately how many shows have you watched through video streaming services in the past week?(If none, please write "0") _____

During the past week, approximately how many times did you use an online video streaming service from each of the following services? If you did not watch videos from a specific online video streaming service, please write "zero"

Netflix _____

Hulu _____

Amazon Prime Video _____

Disney Plus _____

Intention to Watch through Online Video Streaming Services in the Future

How likely are you to watch any show on online video streaming services in the next week?

Very likely -> Very unlikely

If you were to watch from an online video streaming service tomorrow, how likely would you be to watch from the following:	Very Unlikely	Unlikely	Feel Neutral	Likely	Very Likely
Netflix					
Hulu					
Amazon Prime Video					
Disney Plus					

Year in School

Which of the following describes your current academic level?
Freshmen, Sophomore, Junior, Senior, Graduate

Age

How old are you? ____

Gender

Are you male or female? Male Female Other

Instrument:

Factors Influencing Streaming Services

Start of Block: Default Question Block

Q1 We are conducting this study to learn about students' opinions about a variety of current topics. Thank you for taking the time to complete our survey. Your responses are anonymous.

Q2 The first questions are about you. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice.

	Strongly Disagree (1)	Disagree (2)	Feel Neutral (3)	Agree (4)	Strongly Agree (5)
I don't get distracted by other tasks when I need to complete my primary task. (1)	<input type="radio"/>				
I often cannot resist the temptation to work on other tasks even though I should be working on a more important task. (2)	<input type="radio"/>				
I often cannot get my primary task done on time because I cannot control my desires. (3)	<input type="radio"/>				
I always prioritize my tasks and follow through. (4)	<input type="radio"/>				
I often feel successful. (5)	<input type="radio"/>				
I often feel useless. (6)	<input type="radio"/>				
I am unimportant to society. (7)	<input type="radio"/>				
I often feel confident about my abilities. (8)	<input type="radio"/>				

I plan to make sure I will be able to complete my tasks. (9)

I adjust my actions based on my progress towards completion of a task. (10)

I complete my tasks in a timely manner. (11)

I don't manage my time and actions when I try to complete a task. (12)

Q3 This question is about binge-watching, which is when you watch more than one episode of a show in one sitting. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice.

	Never (1)	Very Rarely (2)	Rarely (3)	Occasionally (4)	Frequently (5)	Very Frequently (6)
How often do you engage in binge-watch in an average week? (1)	<input type="radio"/>					

Q4 The next set of questions are also about binge-watching. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice.

	Strongly Disagree (1)	Disagree (2)	Feel Neutral (3)	Agree (4)	Strongly Agree (5)
Binge-watching is perfectly normal behavior. (1)	<input type="radio"/>				
Binge-watching does not come with any risks. (2)	<input type="radio"/>				
Everyone I know who binge watches does not meet any unhealthy consequences. (3)	<input type="radio"/>				
Binge watching is a common behavior in society. (4)	<input type="radio"/>				
I use binge watching to reward myself. (5)	<input type="radio"/>				
I feel rewarded after binge watching. (6)	<input type="radio"/>				
I reward myself after accomplishing a task by binge-watching. (7)	<input type="radio"/>				
I don't binge-watch to feel rewarded. (8)	<input type="radio"/>				

Q5 The next set of questions are about online video streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice.

	Strongly Disagree (1)	Disagree (2)	Feel Neutral (3)	Agree (4)	Strongly Agree (5)
Online video streaming services must have a recommendation system. (1)	<input type="radio"/>				
It is important for online video streaming services to make recommendations for me. (2)	<input type="radio"/>				
Recommendation systems on online video streaming services are needless. (3)	<input type="radio"/>				
Recommendation systems are essential to online video streaming services. (4)	<input type="radio"/>				
Advertisements are a disruption to my online video streaming experience. (5)	<input type="radio"/>				
Advertisements distract me from my video streaming experience. (6)	<input type="radio"/>				
Advertisements make my video streaming experience irritable. (7)	<input type="radio"/>				
Advertisements reduce my desire to stream videos online. (8)	<input type="radio"/>				

I value original content in online video streaming services. (9)

Original content in online video streaming services is important to me. (10)

I don't care if the online video streaming service has original content. (11)

Original content is essential for an online video streaming service. (12)



Q6 The next set of questions are also about online video streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice.

	Strongly Disagree (1)	Disagree (2)	Feel Neutral (3)	Agree (4)	Strongly Agree (5)
Users of video streaming services should be able to watch a program at any time. (1)	<input type="radio"/>				
Users of video streaming services should be able to watch videos sporadically. (2)	<input type="radio"/>				
Independent scheduling is essential for an online video streaming service. (3)	<input type="radio"/>				
I don't care if I can only watch specific videos at a time determined by the online video streaming service. (4)	<input type="radio"/>				
Customer service is a critical factor I consider when choosing an online video streaming service. (5)	<input type="radio"/>				

I don't care about customer service when choosing an online video streaming service. (6)

Good customer service is essential for online video streaming services. (7)

I value good customer service for online video streaming services. (8)

I use online video streaming services in order to entertain myself. (9)

I use online video streaming services for fun. (10)

I use online video streaming services to feel happy. (11)

Q7 Again, the next set of questions are about online streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice.

	Strongly Disagree (1)	Disagree (2)	Feel Neutral (3)	Agree (4)	Strongly Agree (5)
I use online video streaming services to get new ideas. (1)	<input type="radio"/>				
I use online video streaming services to learn. (2)	<input type="radio"/>				
I use online video streaming services to accomplish work assigned to me. (3)	<input type="radio"/>				
I use online video streaming services to be informed. (4)	<input type="radio"/>				
I often use online video streaming services instead of finishing a necessary task. (5)	<input type="radio"/>				
Online video streaming services distract me from doing my work. (6)	<input type="radio"/>				

I often delay my work due to the use of online video streaming services. (7)

I only use online video streaming services after I accomplish my tasks. (8)

I use online video streaming services as a form of enjoyment. (9)

I use online video streaming services to feel satisfied. (10)

I do not enjoy watching programs with online video streaming services. (11)

If I enjoy using an online video streaming service, I will use the same service again in the future. (12)

Q8 Approximately how many shows have you watched through online video streaming services in the past week? (If none, please write "0").

Q9 During the past week, approximately how many shows have you watched on each of the following online video streaming services? If you did not watch any show from a specific online video streaming service, please write "zero."

- _____ Netflix (1)
- _____ Hulu (2)
- _____ Amazon Prime Video (3)
- _____ Disney Plus (4)

Q10 How likely are you to watch a show on an online video streaming service in the next week?

- Very Unlikely (1)
- Unlikely (2)
- Neither likely nor unlikely (3)
- Likely (4)
- Very Likely (5)

Q11 If you were to watch a show from an online video streaming service tomorrow, how likely would you be to watch from the following:

	Very Unlikely (1)	Unlikely (2)	Neither Likely Nor Unlikely (3)	Likely (4)	Very Likely (5)
Netflix (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hulu (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amazon Prime Video (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disney Plus (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 Which of the following describes your current academic level?

- Freshmen (1)
 - Sophomore (2)
 - Junior (3)
 - Senior (4)
 - Graduate Student (5)
-

Q13 What is your gender?

- Male (1)
 - Female (2)
 - Other (3)
-

Q14 What is your age?

End of Block: Default Question Block

Methodology

In order to attract more college students to subscribe to Netflix, we came up with the research question, “what are the factors influencing video streaming services among college students?” Firstly, we conducted a literature review by researching past studies that are related to video streaming services. Based on our literature review, we listed proposed predictors that are relevant to our research question. Subsequently, we assigned measures for each construct in order to gather data from college students based on the questionnaire we created.

We conducted a survey with the constructs and measures that we had and we distributed our questionnaire to 84 randomly selected college students, ages ranging from 18 to 24 with 70 females, 12 males, and 1 other. With our collection of data, we prepared our data for analysis by reverse coding our measures as needed and cleaning our data.

We then confirmed our data’s validity and reliability by computing Cronbach's Alpha and we maximized without giving up too many of our measures for each construct. This helped capture the variation in response patterns that were seen in our survey. Next, we computed an estimate of the true score for each latent variable. We then described and predicted the variation of our data by coming up with statistical inference and building confidence intervals when relevant. We also computed and measured the correlations between our predictors and dependent variables. Through our data analysis, we then generated recommendations by thinking strategically for Netflix to increase their college subscribers.

Results

Analysis of Measures

After collecting the data, we first prepared our data for analysis by cleaning our data. We reviewed the coding requirements of our constructs and measures and used SPSS Statistics to check the frequency distribution and ensured that there is nothing abnormal with the data. Next, we did a reliability analysis of our data and computed the measures of each construct to find out the reliability coefficient, Cronbach's Alpha, for every construct.

Finally, we maximized the reliability as we considered whether it was worth it to remove a measure of a construct to improve the Cronbach's Alpha: we only removed a measure if there will be a more than a 0.05 increase in the Cronbach's Alpha for the sake of consistency of stability of our constructs.

The construct, *self-control*, or an individual's ability to resist the temptation of secondary tasks to ensure the completion of a primary task, achieved a good level of reliability without removing any item. Although removing the item "I don't get distracted by other tasks when I need to complete my primary task" will improve the number to 0.668, we did not do that because it was a <0.05 increase. In the end, self-control obtained a Cronbach's Alpha of 0.638, which indicates that it is reliable.

Next, our construct, *self-esteem*, or the extent to which individuals' are confident about their self-worth and abilities, achieved a very high level of reliability. With a Cronbach's Alpha of 0.773, it shows that the construct is very reliable.

Similarly, *self-regulation*, or the extent to which individuals can regulate their own actions to ensure that sufficient progress is made towards the completion of a goal, achieved a high level of reliability with a Cronbach's Alpha of 0.675. Removing the item, "I complete my

tasks in a timely manner” would have increased the Cronbach's Alpha, but we did not do that as it was only a <0.02 increase, to 0.688.

For the construct, *attitude towards binge-watching*, or the consumer’s tendency to believe that binge-watching is a norm and not a risky behavior, achieved a mediocre level of reliability. It has a Cronbach’s Alpha of 0.577. Similar to self-regulation, as removing one item, “binge-watching does not come with any risks” would only increase the number to 0.582, we decided not to.

With all four items, the construct, *reward watching as a motivation for binge-watching*, or the consumer’s tendency to engage in binge-watching as a type of reward, achieved an excellent level of reliability. With a Cronbach’s Alpha of 0.814, none of the items were removed.

Similarly, the construct, *perception of importance of recommender systems*, or the degree to which consumers consider having recommendation systems as an important factor for video streaming services, also achieved an excellent level of reliability without removing any items from the construct. Its Cronbach's Alpha is 0.809, which indicates that there is a consistent pattern in the respondents’ answers to the measures of this construct.

The next construct, *attitude towards advertising*, or the consumer’s tendency to believe that advertising negatively impacts video streaming experience, achieved a Cronbach’s Alpha of 0.787, which means that it has a very good level of reliability; no items were removed from the construct either.

Another construct regarding online video streaming services’ features is the *perception of importance of distribution of original content*, or the extent to which consumers perceive distribution of original content as an important factor for online video streaming services. This construct obtained a very good level of reliability as well, with a Cronbach’s Alpha of 0.792.

The construct *perception of importance of independent scheduling*, or the extent to which consumers perceive the ability to watch any program they want at any time as an important factor for online video streaming services, received a Cronbach's Alpha of 0.619. After removing the item, "independent scheduling is essential for an online video streaming service," the Cronbach's Alpha increased to 0.661, meaning that it has a good level of reliability.

The next construct, *perception of importance of customer service*, or the extent to which consumers perceive customer service as a critical component for online video streaming services, has an excellent level of reliability. It has a Cronbach's Alpha of 0.834, which is the highest out of our constructs.

Originally, the construct *entertainment seeking as a motivation*, or the extent to which consumers consider entertainment as a motivation for using video streaming services, had a Cronbach's Alpha of 0.699. However, the item "I use online video streaming services to feel happy" was removed and the number increased to 0.750. Next, the item "I use online video streaming services for leisure" was also removed, resulting in the construct having a final Cronbach's Alpha of 0.831, which demonstrates an excellent level of reliability.

For the construct *information seeking as a motivation*, or the extent to which consumers consider seeking information as a motive for using video streaming services, it originally had a Cronbach's Alpha of 0.496, which means that it has an unacceptable level of reliability. However, after removing the item, "I use online video streaming services to be informed," the number increased to 0.519, which means that it has a mediocre level of reliability.

Under the construct *procrastination as a motivation*, or the extent to which consumers procrastinate from doing their work through online video streaming services, the item, "I only

use online video streaming services after I accomplish my tasks” was removed. Thus, the Cronbach’s Alpha increased from 0.650 to 0.752, reaching a very good level of reliability.

The last construct, *enjoyment watching as a motivation*, or the extent to which consumers associate watching online videos with enjoyment and return to the same service to receive that same satisfaction, had a Cronbach’s Alpha of 0.542. Removing the item “I use online video streaming services to feel satisfied” increased it to 0.638. Subsequently, removing the item “I do not enjoy watching programs with online video streaming services” increased it to a final value of 0.742, indicating another very good level of reliability.

Table for Reliability of Constructs

Construct	Cronbach’s Alpha	Number of Items	Items Removed
Self-control	0.668	4	N/A
Self-esteem	0.773	4	N/A
Self-regulation	0.675	4	N/A
Attitude towards binge-watching	0.577	4	N/A
Reward watching as a motivation for binge-watching	0.814	4	N/A
Perception of Importance of Recommender Systems	0.809	4	N/A
Attitude Towards Advertising	0.787	4	N/A

Perception of Importance of Distribution of Original Content	0.792	4	N/A
Perception of Importance of Independent Scheduling	0.661	4	1
Perception of Importance of Customer Service	0.834	4	N/A
Entertainment seeking as a motivation	0.831	4	2
Information seeking as a motivation	0.519	4	1
Procrastination as a motivation	0.752	4	1
Enjoyment watching as a motivation	0.742	4	2

Analysis of Variation of Constructs

As shown in the table above, we have four constructs that have an excellent level of reliability (Cronbach's Alpha >0.8) including *reward watching as a motivation for binge-watching*, *perception of importance of recommender systems*, *perception of Importance of customer service*, and *entertainment seeking as a motivation*.

Only one construct, *information seeking as a motivation* has a mediocre level of reliability (Cronbach's Alpha >0.5) whereas all other constructs have at least a good level of reliability.

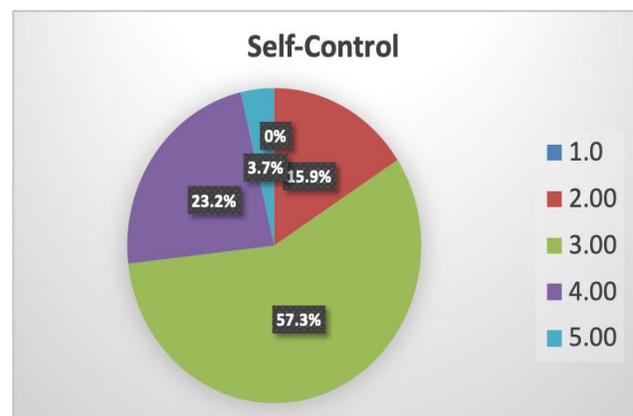
Of which, the following constructs have a very good level of reliability (Cronbach's Alpha >0.7): *self-esteem, attitude towards advertising, perception of importance of distribution of original content, procrastination as a motivation, and enjoyment watching as a motivation.*

Meanwhile, *self-control, self-regulation, and perception of importance of independent scheduling* have a good level of reliability (Cronbach's Alpha >0.6).

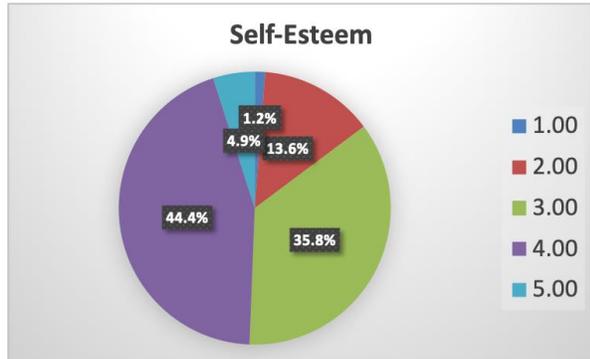
We did not perform a reliability analysis on our construct, *engagement in binge-watching*, as it only had one measure, "how often do you engage in binge-watch in an average week?" based on a 6-point scale ranging from "never" to "very frequently." However, we performed a correlation analysis for the construct along with other constructs as seen in the next section. All other constructs were based on a 5-point scale ranging from "strongly disagree" to "strongly agree."

We then computed the estimated true score of each construct for each respondent and measured the frequency of the estimated true score. Then, we calculated the sampling error of a proportion SE(p) through the formula we were given. We put on our data analyst hat and described the variation and predicted the variation for our constructs.

For the construct self-control, 26.9% (23.2% + 3.7%) of the sample population has moderate and very high self-control in contrast to those who are moderately low to prioritize tasks (15.9%). This means that there is a slight inclination towards a high level of self-control for our respondents. 57.3% of the respondents feel neutral" about their self-control capabilities and no respondents said they have an extremely



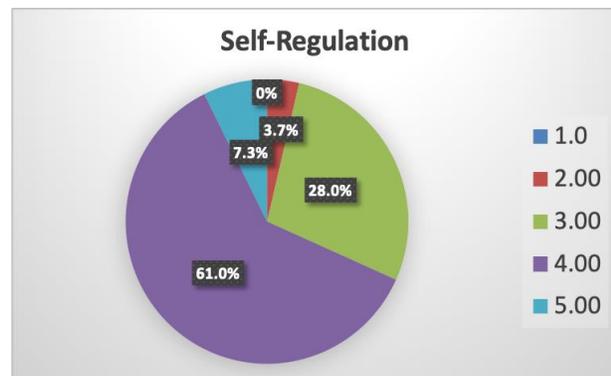
low level of self-point at 1 on the 5-point scale. We are 95% confident that the percentage of respondents in our sample who moderately / very highly believe that they have the ability to resist the temptation of secondary tasks to ensure the completion of a primary is $26.9\% \pm 9\%$.



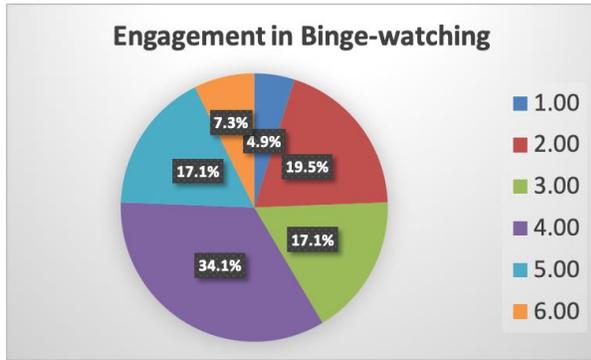
For self-esteem, 49.3% (44.4% + 4.9%) of the sample population has a moderate and very high amount of self esteem in contrast to 14.8% (1.2% + 13.6%) who have a very low and low amount of self-esteem. This means that there is a high amount of inclination towards a high level of

self-esteem within our respondents. We are 95% confident that the percentage of respondents who moderately and very highly believe that they are confident about their self-worth and abilities is $49.3\% \pm 11\%$.

For self-regulation, 68.3% (61% + 7.3%) of the sample population has a moderate and very high amount of self-regulation in contrast to 3.7% (0% + 3.7%) on the lower end who disagree. This means that there is an extremely high amount of



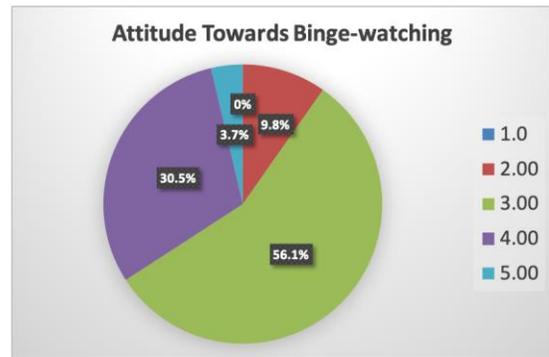
inclination towards a high level of self-regulation within our respondents. We are 95% confident that the percentage of respondents who moderately and very highly believe that they can regulate their own actions to ensure that sufficient progress is made towards the completion of a goal is $68.3\% \pm 10\%$.



For engagement in binge-watching, we found that 24.4% (17.1% + 7.3%) in our sample frequently and very frequently engage in binge-watching. However, there are also 24.4% (4.9% + 19.5%) of our sample who never and very rarely engage in binge-watching. Thus, this

variable is not strategically important for our client as the respondents' answers means that the data is too balanced and there is nothing we can act upon here.

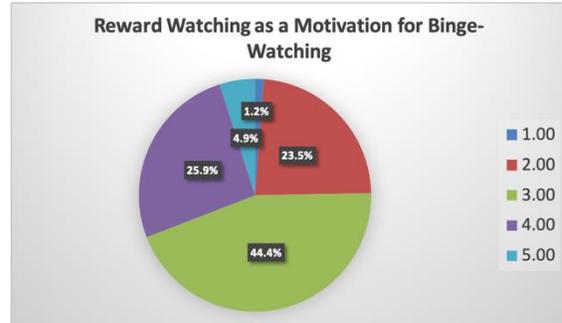
For attitude towards binge-watching, we found that 34.2% (30.5% + 3.7%) in our sample moderately and very highly believe that binge-watching is a norm and not a risky behavior in contrast to the 9.8% of those in our sample who disagree (there are none who strongly disagree). We



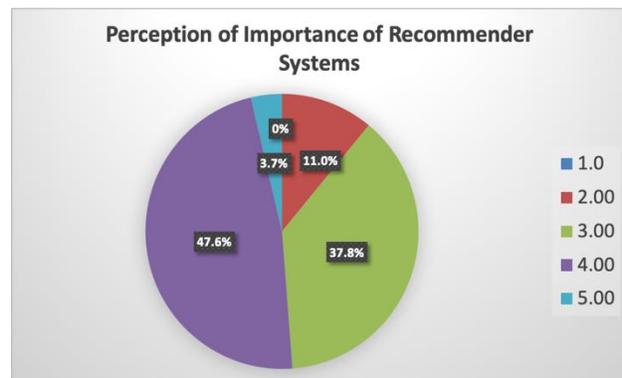
are 95% confident that the percentage of respondents who moderately and very highly believe that binge-watching is a norm and not a risky behavior is 34.2% +/- 10%. This could mean that when we are recommending for the client we can keep in mind the message, "binge-watching is normal behavior" when advertising for shows on Netflix.

For reward watching as a motivation for binge-watching, we found that 30.8% in our sample moderately and very highly engage in binge-watching as a type of reward in contrast to 24.7% in our sample who disagree and strongly disagree that they engage in binge-watching for reward watching. Thus, there is a slight inclination towards people who use binge-watching as a type of reward. We are 95% confident that the percentage of respondents who moderately and

very highly engage in binge-watching as a type of reward is 30.8% +/- 10%. This is useful information because we can recommend the client to frame the message as “reward yourself by binge-watching series on Netflix.”

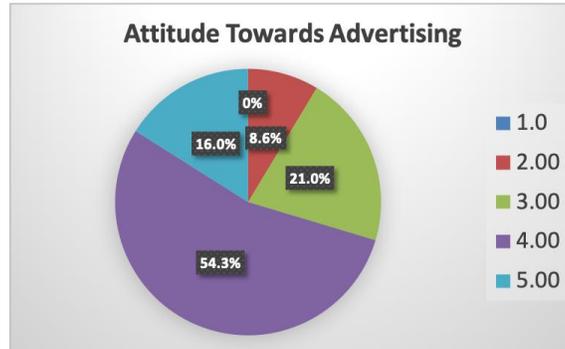


For *perception of importance of recommender systems*, we found that 51.3% (47.6% + 3.7%) in our sample moderately and very highly believe that recommendation systems are an important factor for online video streaming services in contrast to 11% who disagree that recommendation systems are important (none strongly disagreed). Over half of our sample agrees that recommendation systems are important. We are 95% confident that the percentage of respondents who moderately and very highly believe that recommendation systems are an important factor for online video streaming services is 51.3% +/- 11%. As Netflix already has a recommendation system installed, this emphasizes that they should keep it and perhaps improve upon the recommendation algorithm to make the experience even more pleasurable.

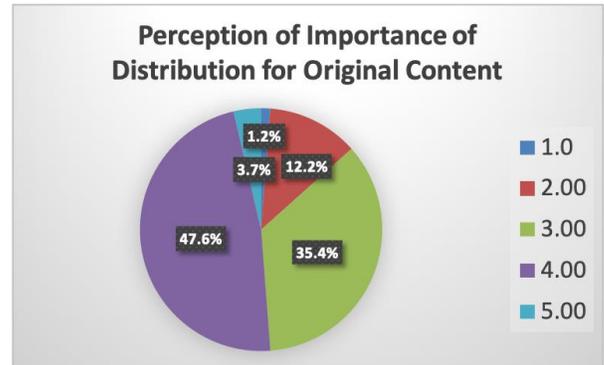


For attitude towards advertising, we found that 70% (54.3% + 16.3%) in our sample moderately and very highly believe that advertising negatively impacts online streaming compared to only 8.6% who disagree (none strongly disagreed). Interestingly, 16.3% strongly agreed that advertising can have a negative impact, which is the highest so far in our “strongly agree” response category. We are 95% confident that the percentage of respondents in the

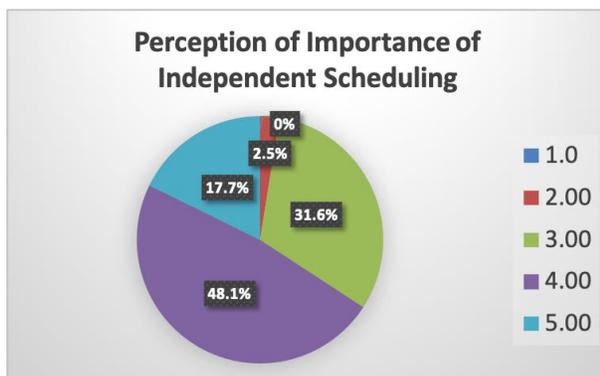
population who agree and strongly agree that advertising negatively impacts online streaming is 70%+- 10%. This is good news for Netflix because they do not have advertisements, but all of its competitors have advertisements.



For perception of importance of distribution of original content, 50% (47.6% + 3.7%) of the sample population view original content as an important factor for online streaming in contrast to 13% (12.2% + 1.2%) who disagree and strongly disagree. We are 95% confident that the percentage



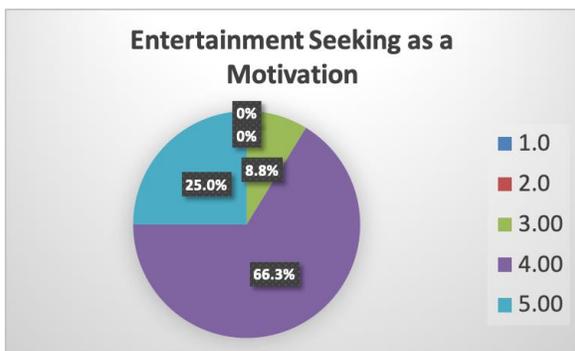
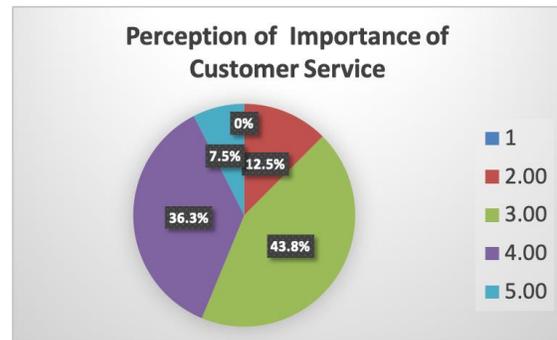
of respondents in the population who agree and strongly perceive distribution of original content as an important factor for online video streaming services is 50%+- 10%. Thus, we can recommend Netflix to put out more original content.



For perception of importance of independent scheduling, we found out that 65% (48.1% + 17.7%) of the sample population view independent scheduling as an important for online streaming in contrast to 2.5% who disagree. There is then a strong inclination

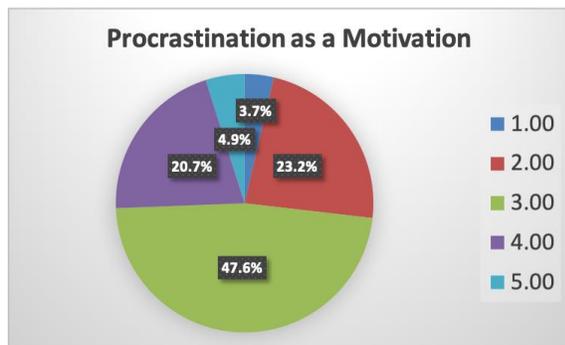
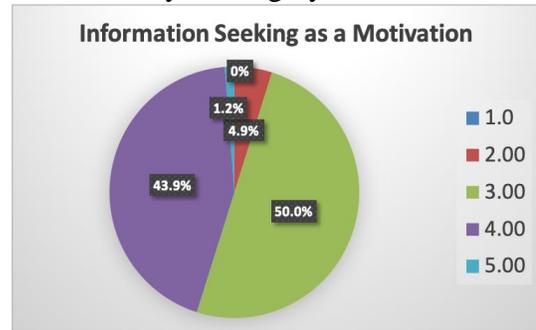
towards believing that independent scheduling is important. We are 95% confident that the percentage of respondents in the population who agree and strongly perceive the ability to watch any program they want at any time an important factor for online video streaming services is 65%+- 10%. Netflix should continue this way and release all episodes of a series at the same time rather than release an episode per week.

For *perception of importance of customer service*, we found that 43% (36.3% + 7.5%) of the sample population view customer service as an important factor for online streaming in contrast to 12.5% who disagree (none strongly disagreed). We are 95% confident that the percentage of respondents moderately and very highly believe that customer service is a critical component for online video streaming services is 43%+- 10%. Thus, Netflix should place an emphasis on customer service as their clients view it as a critical component for online video streaming services.



For entertainment seeking as a motivation, we found that 91% (66.3% + 25.0%) in our sample moderately and very highly believe that entertainment is a motivation for using video streaming services. We are 95% confident that the percentage of respondents moderately and very highly consider entertainment as a motivation for using video streaming services is 91% +- 6%. This means that Netflix should not prioritize video content for educational purposes on their home page.

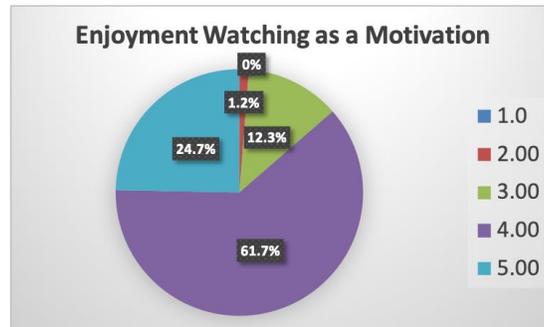
For information seeking as a motivation, we found that 45.1% (43.9% + 1.2%) in our sample moderately and very highly believe seeking information is a motive for using video streaming services in contrast to 4.9% of our respondents who disagree (none strongly disagreed). There is an inclination towards believing that information seeking is a motivation. We are 95% confident that the percentage of respondents moderately and highly consider seeking information as a motive for using video streaming services is 45.1%+- 10%. This means that Netflix should put more videos and series for educational purposes on the platform as they are lacking in that.



For procrastination as a motivation, we found that 25.6% (20.7% + 4.9%) in our sample moderately and very highly believe that they procrastinate from doing their work through online video streaming services in contrast to 26.9% (3.7% + 23.2%) who disagree and strongly disagree. This means that this construct is unusable to provide recommendations for the client as it is strategically unimportant because the responses are too balanced. There is inclination to neither the lower end nor the higher end.

For enjoyment watching as a motivation, we found that 86.4% (61.7% + 24.7%) in our sample moderately and very highly believe enjoyment watching motivates online video streaming in contrast to 1.2% who disagree (none strongly disagreed). There is a very strong inclination towards enjoyment watching as a motivation. We are 95% confident that the

percentage of respondents in our sample moderately and very highly associate watching online videos with enjoyment and return to the same service to receive that same satisfaction is 86.4% +- 7%. This means that users' first impression of a video streaming service is extremely important if we want them to subscribe to Netflix after seeing the website for the first time including using the trial version.



Running Frequency Distribution on Dependent Variables

During the past week, approximately how many shows have you watched on each of the following online video streaming services? If you did not watch any show from a specific online video streaming service, please write "zero." – Netflix

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	44	52.4	52.4	52.4
	1.00	15	17.9	17.9	70.2
	2.00	8	9.5	9.5	79.8
	3.00	7	8.3	8.3	88.1
	4.00	1	1.2	1.2	89.3
	5.00	1	1.2	1.2	90.5
	7.00	1	1.2	1.2	91.7
	10.00	5	6.0	6.0	97.6
	12.00	1	1.2	1.2	98.8
	15.00	1	1.2	1.2	100.0
	Total	84	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unlikely	35	41.7	42.7	42.7
	Unlikely	10	11.9	12.2	54.9
	Neither Likely Nor Unlikely	16	19.0	19.5	74.4
	Likely	14	16.7	17.1	91.5
	Very Likely	7	8.3	8.5	100.0
	Total	82	97.6	100.0	
Missing	System	2	2.4		
Total		84	100.0		

If you were to watch a show from an online video streaming service tomorrow, how likely would you be to watch from the following: – Amazon Prime Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unlikely	22	26.2	26.8	26.8
	Unlikely	15	17.9	18.3	45.1
	Neither Likely Nor Unlikely	21	25.0	25.6	70.7
	Likely	22	26.2	26.8	97.6
	Very Likely	2	2.4	2.4	100.0
	Total	82	97.6	100.0	
Missing	System	2	2.4		
Total		84	100.0		

If you were to watch a show from an online video streaming service tomorrow, how likely would you be to watch from the following: – Disney Plus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unlikely	40	47.6	48.2	48.2
	Unlikely	15	17.9	18.1	66.3
	Neither Likely Nor Unlikely	17	20.2	20.5	86.7
	Likely	11	13.1	13.3	100.0
	Total	83	98.8	100.0	
Missing	System	1	1.2		
Total		84	100.0		

After running the frequency distribution on consumers' past behavior and future intentions of use of video streaming services, we saw that for past behavior, only Netflix had enough variation in the data (so we did not include the rest of the tables for past behavior). For future intention, we had enough variation for both Netflix and its competitors including Hulu, Amazon Prime Video, and Disney Plus. Thus, we will analyze the correlation between consumer behavior and these 5 dependent variables (consumers' past behavior using Netflix, consumers' future intention of use with Netflix, Amazon Prime Video, Hulu, and Disney Plus) in the following section.

Correlations

Dependent Variable I: Number of shows that someone has watched on Netflix in the past week

<u>Netflix</u>		
Construct	r	p
Self-control: An individual's ability to resist temptation of secondary tasks to ensure the completion of a primary	0.123	0.271
Self-esteem: the extent to which individuals are confident about their self-worth and abilities.	0.335	0.002
Self-regulation: The extent to which individuals can regulate their own actions to ensure that sufficient progress is made towards the completion of a goal.	0.088	0.434
Engagement in Binge-watching: How frequently consumers engage in binge-watching, or watch more than one episode of a show in one sitting.	0.186	0.095
Attitude towards binge-watching: Attitude towards binge-watching: The consumer's tendency to believe that binge-watching is a norm and not a risky behavior.	0.228	0.040

Reward watching as a motivation for binge-watching: The consumer's tendency to engage in binge-watching as a type of reward, as it is an enjoyable experience.	0.146	0.193
Perception of Importance of Recommender Systems: the extent to which consumers perceive the ability to watch any program they want at any time an important factor for online video streaming services.	-0.072	0.520
Attitude Towards Advertising: The consumer's tendency to believe that advertising negatively impacts video streaming experience.	-0.063	0.577
Perception of Importance of Distribution of Original Content: the extent to which consumers perceive distribution of original content as an important factor for online video streaming services.	0.102	0.360
Perception of Importance of Independent Scheduling: the extent to which consumers perceive the ability to watch any program they want at any time an important factor for online video streaming services.	-0.093	0.417
Perception of Importance of Customer Service: the extent to which consumers perceive customer service as a critical component for online video streaming services	-0.069	0.544
Entertainment seeking as a motivation: the extent to which consumers consider entertainment as a motivation for using video streaming services.	-0.001	0.995
Information seeking as a motivation: the extent to which consumers consider seeking information as a motive for using video streaming services	0.025	0.826
Procrastination as a motivation: the extent to which consumers procrastinate from doing their work through online video streaming services.	-0.171	0.124
Enjoyment watching as a motivation: the extent to which consumers associate watching online videos with enjoyment and return to the same service to receive that same satisfaction	0.144	0.199

For us to make reasonable recommendations for Netflix, we explored the correlation between our proposed predictors and dependent variables. The two dependent variables that we chose to focus on were: how many shows you watched during the past week on Netflix and if you were to watch a show from an online video streaming service tomorrow, how likely would you be to watch from Netflix. By measuring the correlation coefficient, it allowed us to capture the relationship between the predictor and the dependent variable.

Respectively, we found that many of our predictors had little or even a negligible correlation with our dependent variable I due to the value of p being greater than 0.05 or r having a negative value. According to the rule of thumb, when the value of r is less than 0.10 and the value of p is greater than 0.05, the correlation is negligible. The following variables were negligible: *self-regulation* (r of 0.088), *perception of the importance of recommendation systems* (r of -0.072), *perception of the importance of independent scheduling* (r of -0.093), *perception of the importance of customer service* (r of -0.069), *entertainment seeking as a motivation* (r of -0.001), and *information seeking as a motivation* (r of 0.025). As a result, the gathered data from these variables were not statistically significant, and therefore cannot be used to generalize the sample population.

We found a small positive correlation between the following variables and our dependent variable I: *self-control* (r of 0.123), *engagement in binge-watching* (r of 0.186), *reward watching as a motivation for binge-watching* (r of 0.146), *perception of the importance of the distribution of original content* (r of 0.102), and *enjoyment watching as a motivation* (r of 0.144). According to the rule of thumb, when the value of r is between 0.10 and 0.19, there is a small/ weak correlation. From these results, we can infer that binge-watching, original content, and enjoyment watching does not have a dramatic effect on whether or not people choose to use

Netflix. However, for all five variables, the value of p was not less than 0.05 which means that it is not statistically significant to indicate a relationship between these five predictors and college students' use of Netflix.

There was a small negative correlation between *procrastination as a motivation for watching Netflix* (r of -0.171) and our dependent variable I. According to the rule of thumb, when the value of r is between 0.10 and 0.19 and negative, there is a negative correlation. A negative value suggests that there is little to no correlation between procrastination as a motivation and the number of shows watched on Netflix in the past week. This means that we cannot use this variable to make any statistically sound generalizations about our sample population.

We found a moderate positive correlation between *self-esteem* (r of 0.335), *attitude towards binge-watching* (r of 0.228), and *attitude towards advertising* (r of -0.063) with the dependent variable I. According to the rule of thumb, when the value of r is between 0.20 and 0.39, the correlation between the predictor and dependent variable is moderate. However, only self-esteem and attitude towards binge-watching had a value of p which was less than 0.05, meaning that those two variables are the only statistically significant ones that would allow for us to make a generalization about the sample population.

Dependent Variable 2: Likelihood that someone will continue to use Netflix or switch to Netflix

<u>Netflix</u>		
Construct	r	p
Self-control: An individual's ability to resist temptation of secondary tasks to ensure the completion of a primary	.077	0.491
Self-esteem: the extent to which individuals are confident about their self-worth and abilities.	0.290	0.009
Self-regulation: The extent to which individuals can regulate their own actions to ensure that sufficient progress is made towards the completion of a goal.	0.316	0.004
Engagement in Binge-watching: How frequently consumers engage in binge-watching or watch more than one episode of a show in one sitting.	0.206	0.065
Attitude towards binge-watching: Attitude towards binge-watching: The consumer's tendency to believe that binge-watching is a norm and not a risky behavior.	0.032	0.774
Reward watching as a motivation for binge-watching: The consumer's tendency to engage in binge-watching as a type of reward, as it is an enjoyable experience.	0.083	0.463
Perception of Importance of Recommender Systems: the extent to which consumers perceive the ability to watch any program they want at any time an important factor for online video streaming services.	0.169	0.129
Attitude Towards Advertising: The consumer's tendency to believe that advertising negatively impacts video streaming experience.	0.063	0.574
Perception of Importance of Distribution of Original Content: the extent to which consumers perceive distribution of original content as an important factor for online video streaming services.	0.211	0.057

Perception of Importance of Independent Scheduling: the extent to which consumers perceive the ability to watch any program they want at any time an important factor for online video streaming services.	0.125	0.273
Perception of Importance of Customer Service: the extent to which consumers perceive customer service as a critical component for online video streaming services	-0.021	0.854
Entertainment seeking as a motivation: the extent to which consumers consider entertainment as a motivation for using video streaming services.	0.221	0.049
Information seeking as a motivation: the extent to which consumers consider seeking information as a motive for using video streaming services	-0.045	0.689
Procrastination as a motivation: the extent to which consumers procrastinate from doing their work through online video streaming services.	0.078	0.484
Enjoyment watching as a motivation: the extent to which consumers associate watching online videos with enjoyment and return to the same service to receive that same satisfaction	0.304	0.006

For us to make reasonable recommendations for Netflix, we explored the correlation between our proposed predictors and dependent variables. The two dependent variables we chose to focus on were: the likelihood that someone will continue to use Netflix or switch to Netflix for online video streaming services. By measuring the correlation coefficient, it allowed us to capture the relationship between the predictor and the dependent variable.

Respectively, we found that many of our predictors had little or even a negligible correlation with our dependent variable 2 due to the value of p being greater than 0.05 or r having a negative value. According to the rule of thumb, when the value of r is less than 0.10 and the value of p is greater than 0.05, the correlation is negligible. The following variables were negligible: *self-control* (r of 0.077), *attitude towards binge-watching* (r of 0.032), *attitude towards advertising* (r of 0.063), *perception of importance of customer service* (r of -0.021), and

information seeking as a motivation (r of -0.045). As a result, the gathered data from these variables were not statistically significant, and therefore cannot be used to generalize the sample population.

We found a small positive correlation between the following variables and our dependent variable 1: *perception of importance of recommender systems* (r of 0.169) and *perception of importance of independent scheduling* (r of 0.125). According to the rule of thumb, when the value of r is between 0.10 and 0.19, there is a small/ weak correlation. From these results, we can infer that the importance of recommender systems and independent scheduling does not have a dramatic effect on whether or not people choose to use Netflix. However, for both variables, the value of p was not less than 0.05 which means that it is not statistically significant to indicate a relationship between these two predictors and college students' use of Netflix.

There was no negative correlation between Netflix and our dependent variable 2. According to the rule of thumb, when the value of r is between 0.10 and 0.19 and negative, there is a negative correlation. A negative value would suggest that there is little to no correlation between that variable and the likelihood of using Netflix. This means that we cannot use this variable to make any statistically sound generalizations about our sample population.

We found a moderate positive correlation between *self-esteem* (r of 0.290), *self-regulation* (r of 0.316), *engagement in binge-watching* (r of 0.206), *entertainment seeking as a motivation* (r of 0.221), *engagement in binge-watching* (r of 0.206), *perception of importance of distribution of original content* (r of 0.211), *perception of importance of distribution of original content* (r of 0.211), and *enjoyment watching as a motivation* (r of 0.304) with the dependent variable 2. According to the rule of thumb, when the value of r is between 0.20 and 0.39, the correlation between the predictor and dependent variable is moderate. However, only self-

esteem, self-regulation, entertainment seeking as a motivation, and enjoyment watching as a motivation had a value of p which was less than 0.05, meaning that those four variables are the only statistically significant ones that would allow for us to make a generalization about the sample population.

Correlation between Hulu and the future likelihood of switching streaming services

Hulu		
Construct	r	p
Self-control: An individual's ability to resist temptation of secondary tasks to ensure the completion of a primary	-0.029	0.795
Self-esteem: the extent to which individuals' are confident about their self-worth and abilities.	-0.020	.859
Self-regulation: The extent to which individuals can regulate their own actions to ensure that sufficient progress is made towards the completion of a goal.	-0.035	.756
Engagement in Binge-watching: How frequently consumers engage in binge-watching, or watch more than one episode of a show in one sitting.	.046	.683
Attitude towards binge-watching: Attitude towards binge-watching: The consumer's tendency to believe that binge-watching is a norm and not a risky behavior.	.007	.947
Reward watching as a motivation for binge-watching: The consumer's tendency to engage in binge-watching as a type of reward, as it is an enjoyable experience.	.075	.505
Perception of Importance of Recommender Systems: the extent to which consumers perceive the ability to watch any program they want at any time an important factor for online video streaming services.	-.086	.445
Attitude Towards Advertising: The consumer's tendency to believe that advertising negatively impacts video streaming experience.	.019	.876

Perception of Importance of Distribution of Original Content: the extent to which consumers perceive distribution of original content as an important factor for online video streaming services.	.022	.846
Perception of Importance of Independent Scheduling: the extent to which consumers perceive the ability to watch any program they want at any time an important factor for online video streaming services.	-.076	.507
Perception of Importance of Customer Service: the extent to which consumers perceive customer service as a critical component for online video streaming services	-.179	.111
Entertainment seeking as a motivation: the extent to which consumers consider entertainment as a motivation for using video streaming services.	-.144	.201
Information seeking as a motivation: the extent to which consumers consider seeking information as a motive for using video streaming services	-.028	.804
Procrastination as a motivation: the extent to which consumers procrastinate from doing their work through online video streaming services.	.211	.057
Enjoyment watching as a motivation: the extent to which consumers associate watching online videos with enjoyment and return to the same service to receive that same satisfaction	-.030	.729

The majority of predictors have no or small correlation with the future likelihood of individuals starting a subscription with Hulu. Among those which have correlation with the future likelihood of individual subscriptions with Hulu, none of the samples are statistically significant to generalize the sample to the population.

Correlation between Amazon Prime and the future likelihood of switching streaming services

Amazon Prime Video		
Construct	r	p
Self-control: An individual's ability to resist temptation of secondary tasks to ensure the completion of a primary	R= -0.185,	P= 0.096
Self-esteem: the extent to which individuals' are confident about their self-worth and abilities.	-.027	.814
Self-regulation: The extent to which individuals can regulate their own actions to ensure that sufficient progress is made towards the completion of a goal.	-.097	.385
Engagement in Binge-watching: How frequently consumers engage in binge-watching, or watch more than one episode of a show in one sitting.	.199	.074
Attitude towards binge-watching: Attitude towards binge-watching: The consumer's tendency to believe that binge-watching is a norm and not a risky behavior.	-.129	.249
Reward watching as a motivation for binge-watching: The consumer's tendency to engage in binge-watching as a type of reward, as it is an enjoyable experience.	.112	.319
Perception of Importance of Recommender Systems: the extent to which consumers perceive the ability to watch any program they want at any time an important factor for online video streaming services.	-.103	.356
Attitude Towards Advertising: The consumer's tendency to believe that advertising negatively impacts video streaming experience.	-.004	.972
Perception of Importance of Distribution of Original Content: the extent to which consumers perceive distribution of original content as an important factor for online video streaming services.	.226	.041
Perception of Importance of Independent Scheduling: the extent to which consumers perceive the ability to watch any program they want at any time an important factor for online video streaming services.	.002	.989

Perception of Importance of Customer Service: the extent to which consumers perceive customer service as a critical component for online video streaming services	-.038	.737
Entertainment seeking as a motivation: the extent to which consumers consider entertainment as a motivation for using video streaming services.	-.131	.248
Information seeking as a motivation: the extent to which consumers consider seeking information as a motive for using video streaming services	.043	.703
Procrastination as a motivation: the extent to which consumers procrastinate from doing their work through online video streaming services.	-.025	.824
Enjoyment watching as a motivation: the extent to which consumers associate watching online videos with enjoyment and return to the same service to receive that same satisfaction	-.053	.637

The majority of predictors have no or small correlation with the future likelihood of individuals purchasing a subscription with Amazon Prime Video. Among those which have correlation with the future likelihood of individual subscriptions for Amazon Prime Video, many of the samples are not statistically significant to generalize the sample to the population. Only one construct, Perception of Importance of Distribution of Original Content, had a positive correlation with a probability that was statistically significant enough to generalize for the population from which the sample was drawn. The r of 0.226 indicates that it has a moderately positive correlation with the dependent variable. Therefore, it can be concluded that the more original content Amazon Prime Video distributes , the more likely current users of Amazon Prime Video and other online streaming users are to keep or start a subscription for Amazon Prime Video.

Correlation between Disney Plus and the future likelihood of switching streaming services

Disney Plus		
Construct	r	p
Self-control: An individual's ability to resist temptation of secondary tasks to ensure the completion of a primary	-0.072	0.518
Self-esteem: the extent to which individuals are confident about their self-worth and abilities.	.005	.963
Self-regulation: The extent to which individuals can regulate their own actions to ensure that sufficient progress is made towards the completion of a goal.	-.061	.589
Engagement in Binge-watching: How frequently consumers engage in binge-watching, or watch more than one episode of a show in one sitting.	.095	.369
Attitude towards binge-watching: Attitude towards binge-watching: The consumer's tendency to believe that binge-watching is a norm and not a risky behavior.	.106	.345
Reward watching as a motivation for binge-watching: The consumer's tendency to engage in binge-watching as a type of reward, as it is an enjoyable experience.	.072	.525
Perception of Importance of Recommender Systems: the extent to which consumers perceive the ability to watch any program they want at any time an important factor for online video streaming services.	-.047	.675
Attitude Towards Advertising: The consumer's tendency to believe that advertising negatively impacts video streaming experience.	-.092	.414
Perception of Importance of Distribution of Original Content: the extent to which consumers perceive distribution of original content as an important factor for online video streaming services.	.007	.492
Perception of Importance of Independent Scheduling: the extent to which consumers perceive the ability to watch any program they want at any time an important factor for online video streaming services.	-.212	.061

Perception of Importance of Customer Service: the extent to which consumers perceive customer service as a critical component for online video streaming services	-.062	.584
Entertainment seeking as a motivation: the extent to which consumers consider entertainment as a motivation for using video streaming services.	-.282	.011
Information seeking as a motivation: the extent to which consumers consider seeking information as a motive for using video streaming services	-.024	.828
Procrastination as a motivation: the extent to which consumers procrastinate from doing their work through online video streaming services.	-.025	.824
Enjoyment watching as a motivation: the extent to which consumers associate watching online videos with enjoyment and return to the same service to receive that same satisfaction	-.018	.873

The majority of predictors have no or small correlation with the future likelihood of individuals starting subscriptions for Disney Plus. Among those which have correlation with the future likelihood of individual subscriptions for Disney Plus, many of the samples are not statistically significant to generalize the sample to the population. Only one construct, Entertainment seeking as a motivation, had a negative correlation with a probability that was statistically significant enough to generalize for the population from which the sample was drawn. The r of -0.212 indicates that it has a moderately negative correlation with the dependent variable. Therefore, it can be concluded that the more positive entertainment content that Disney Plus distributes, the less likely current users of Disney Plus and other online streaming users are to keep or start a subscription for Disney Plus.

Discussion

After analyzing the data regarding the correlation between predictors and dependent variable I, we found mostly negligible and small correlations that are statistically significant to generalize the sample to the population. In terms of the relationship between our predictors and the dependent variable II, we found that the predictors had varying correlations ranging from negligible to moderate with the likelihood of individuals continuing to use Netflix or switching to Netflix as their primary online streaming service. There were some predictors for both dependent variable I and dependent variable II that have moderate and positive correlations and that can be generalized to the population.

Though the analysis of the correlation between predictors and dependent variables does not fully demonstrate the pattern we found in the variation, our findings are still consistent with our literature review to a certain extent. As the analysis of variations suggested, the majority of people consider *self-esteem* and having a positive attitude towards binge-watching crucial motivators in regard to how many shows they have watched on Netflix in the past week. Through the analysis of correlation, we found that within the sample group, people who view *entertainment seeking* and *enjoyment watching* as an important motivator are more likely to continue using Netflix or switch to Netflix in the future.

Our analysis of *self-esteem* as a predictor has a moderate correlation with both dependent variable I and dependent variable II. We found that about 49.3% of the sample group moderately and very highly believe *self-esteem* is an important motivator for online streaming. This aligns with what we found in our literature review as Hasan et al. (2018) found that “video streaming services provide users with lack of self-esteem, a mechanism of engagement and without social interactions and peer pressure”, which “further supports the authors’ reasoning of why low self-

esteem increases video usage, as users can avoid social interaction and setups.” Both of these correlations were found to be statistically significant and thus we can conclude that *self-esteem* is a useful predictor of both how many shows people watch on Netflix as well as the likelihood that they will continue to use Netflix.

Enjoyment watching as a motivation was found to have small positive correlation with dependent variable I, and a moderate correlation with dependent variable II. This aligns with the 86% of our sample group that were found to moderately and very highly believe enjoyment watching positively motivates online streaming. Both of these findings also align with what the researchers found in our literature review. A Merrill and Rubenking study found that “as streaming is associated with enjoyment, reward watching increases the frequency of binge watching.” Although, the small positive correlation with dependent variable I could not be generalized to the population of which the sample is drawn. Thus, it can be concluded that both from our findings and the researchers findings, *enjoyment watching* is a motivator for customer loyalty for Netflix, but not for frequency of video usage.

Our analysis of *Engagement in binge-watching* was found to have a small positive correlation with dependent variable I and a moderate correlation with dependent variable II. These correlations align with what the Merrill and Rubenking results found, “about 89.4% of the participants reported that they engage in binge watching.” Both of these correlations were also found to be statistically significant to generalize the population. Thus we can conclude that the more people participate in binge-watching, the more likely they are to be loyal to Netflix and have a high video watching frequency.

Perception of importance of original content in video streaming services was found to have a small positive correlation with dependent variable I and a moderate correlation with

dependent variable II. About 50% of the sample population from the survey we conducted view original content as a critical factor for online streaming. This contrasts the 13% who do not view original content as an important factor. This aligns with what was found in our research. In a study done by Jenner in 2016, “Netflix’s choice to rerun old series as well as produce new content draws on the practices of binge-watching.” Although, neither correlation of the dependent variables can be used to generalize to the population as they both had a value of p that was greater than 0.05.

In terms of *attitude towards binge-watching*, our analysis found a moderate correlation with dependent variable I that was statistically significant and a negligible correlation with dependent variable II. The moderate correlation with dependent variable I aligns with the Merrill and Rubenking study that we cited in our literature review. Merrill and Rubenking found that, “the prevalence of binge watching among college students might also suggest that binge watching is more likely to be viewed as a norm and not a risky behavior.” Because the moderate correlation with dependent variable I was statistically significant we can use it to generalize that people’s video usage will be higher the more positively they view binge-watching behaviors. This coincides with the results of our survey that found 34.2% of our sample moderately and very highly believe that binge-watching is a norm and not a risky behavior.

In terms of *self-regulation* for dependent variable I, our findings correspond to what was found in the Merrill and Rubenking study. There is a negligible correlation between *self-regulation* and the number of shows that someone has watched on Netflix in the past week. The Merrill and Rubenking study found that “self-regulation did not predict binge watching duration” (p.8). Although, in our analysis of self-regulation for dependent variable II, it was found that there was a moderate correlation between the two and could also be generalized to the

population. This aligns with what we found in our survey that about 68.3% of the sample population moderately and very highly believe self-regulation as an important motivation for online streaming, in contrast to 3.7% on the lower who disagree. From this correlation, it can be concluded that the extent to which individuals can regulate their own actions to ensure that sufficient progress is made is a strong predictor in the likelihood that someone will continue to use Netflix or switch over to Netflix.

Our analysis of *self-control* as a predictor had a small positive correlation with dependent variable I, but a negligible correlation with dependent variable II. Although, the small positive correlation was not statistically significant and thus we cannot use it to make any generalizations about the population. In a study done by Merrill and Rubenking, it was found that “self-control did not predict binge watching frequency or binge watching duration.” This study aligns with what was found in the analysis of dependent variable II because there was a negligible correlation and thus, we cannot use this predictor to generalize as it is not statistically significant.

Entertainment seeking as a predictor had a negligible correlation with our dependent variable I, although it had a moderate correlation with dependent variable II. This brings up an inconsistency in our findings with what the researchers found. In the 2018 study of Hasan et al., results showed that entertainment seeking did not lead to excessive video usage. This finding aligns with the negligible correlation between entertainment seeking as a motivation and the number of shows that someone has watched on Netflix. Although, because there was a moderate correlation found between entertainment seeking for dependent variable II and it was statistically significant, it can be concluded that entertainment seeking can be used to predict customer loyalty, but not video usage.

Our results for *Reward watching* as a motivation found a small positive correlation with our dependent variable I, which aligns with what researchers found. From our survey, we found that 30.8 % in our sample moderately and very highly view binge-watching as a type of reward. In the Merrill and Rubenking study, it was found that “reward watching increases the frequency of binge watching”. *Reward watching* as a motivation was found to have a negligible correlation with our dependent variable II. From this correlation it can be concluded that people’s loyalty to Netflix and their video usage is unrelated to *reward watching* as a motivation, because neither correlation was statistically significant to generalize the population.

Our analysis of *Procrastination* as a motivation is inconsistent with what researchers found. There was a small negative correlation between Procrastination and how many shows someone has watched on Netflix in the past week. Merrill and Rubenking found “individuals will use binge-watching to procrastinate from their academic work, and those with self-regulation deficiencies have a greater tendency to stream for longer periods of time.” *Procrastination* as a motivation also cannot be used to determine a correlation with dependent variable II because we found a negligible correlation between the two. Our results did not support the findings of the Merrill and Rubenking study.

Perception of Recommendation systems was found to have a negligible correlation with dependent variable I and a small positive correlation with dependent variable II. Neither of the correlations were found to be statistically significant. This brings up an inconsistency with what researchers found in the literature review. Hasan et al. (2018) found that “the results show that the use of a recommendation system is one of the statistically significant variables at the 0.05 level, proving that it leads to excessive usage of video streaming services.” Our result does not support what Hasan et al. (2018) found because we found a negligible correlation between *perception of*

recommendation systems and the number of shows watched on Netflix. This correlation also does not coordinate with what was found in our survey, that 51.3 % in our sample moderately and very highly believe that recommendation systems are an important factor for online video streaming services.

Perception of importance of independent scheduling in video streaming services was found to have a negligible correlation with dependent variable I and a small positive correlation with dependent II. In our literature review, “the results show that the use of a recommendation system is one of the statistically significant variables at the 0.05 level, proving that it leads to excessive usage of video streaming services.” Our results are inconsistent with the researchers findings because we could not find a correlation between frequency of watching shows on Netflix and the importance of independent scheduling. Neither correlation yielded statistically significant results thus no generalizations about the population can be made. Although, it is important to note that our survey found about 65% of the sample population view independent scheduling as an important for online streaming, which coincides with what researchers found.

While it was expected that *attitude towards advertisements* would give significantly positive results, the two constructs were unable to yield statistically significant, positive correlations with either of our dependent variables. However, it is worth taking note that 70% of our sample group moderately and very highly believe that advertising negatively impacts online streaming. In a study done by Logan (2011), it was found that “an independent group’s t-test indicated a significant difference between the means, suggesting that users of online television regarded advertising as more intrusive than television users.” Our results do not align with this study as both correlations were found to be negligible and not statistically significant.

Perception of importance of customer service and information seeking as a motivation were both found to have a negligible correlation with dependent variable I and dependent variable II. This does not align with what was found in our research. In a study done by Lee et al., 2018, “the results of the research revealed that customer service is the main driver to customer satisfaction while social trends persuade the adoption of online streaming. As such, quality of service includes customer service, which can make users continue to subscribe to the service.” In addition, a study done by Hasan et al. in 2018 also shows an inconsistency in our findings. In the study of Hasan et al. in 2018, “information seeking as a motivational factor was one of the factors that were statistically significant, meaning that it can lead to excessive video usage.” Our results do not align with what was found in this study as we could not make any generalizations based on our findings that prove customer service or information seeking to be a main driver in usage and loyalty to Netflix.

Recommendations

Through the analysis of measures, variations and correlations, we have found all of our predictors to be influential to different extents over consumers’ video usage and loyalty to Netflix. Considering the practicality, we created recommendations for predictors with obvious patterns and strong correlations with the goal of keeping current users of Netflix loyal and increasing the future likelihood of people switching to Netflix.

We found that 34.2% of our sample population moderately or very highly believe that binge-watching is a norm and not a risky behavior. This is contrasted to the 9.8 percent of those in our sample who disagree or strongly disagree that binge watching is a normal behavior. Binge watching is when one watches more than one episode of the same show in one sitting. We are 95% confident that the percentage of respondents who moderately and very highly believe that

binge-watching is a norm and not a risky behavior. As seen in our literature review, when streaming services do not have advertisements, it increases the likelihood of users to binge watch a series or show. Additionally, when content on Netflix has a narrative, people are more likely to binge watch it. In order for Netflix to gain more college aged users, we recommend that they continue to not include advertisements in their content, so that people are more likely to continue watching. Additionally, we encourage them to focus on producing and putting out shows and movies that have a strong narrative across the series in order to hook the viewer and encourage them to continue watching. The client should keep in mind the message, “binge watching is a normal behavior” when advertising for shows on Netflix.

We found that 30.8% of our sample population moderately or very highly engages in binge watching as a type of reward in contrast to 24.7% of our sample who disagrees or strongly disagrees that they engage in binge watching for reward watching. Thus, there is a slight inclination towards people who use binge-watching as a type of reward. According to our literature review, as streaming is associated with enjoyment, reward watching increases the frequency of binge watching. This information is useful for the client, as we can recommend that they frame advertisements in as a way to “reward yourself by binge watching a series on Netflix.” We recommend that the client consider the timing of these kinds of marketing emails and advertisements. For example, it would be more beneficial and make more sense for the client to send out marketing emails after finals week of a college semester because then students would feel relaxed to watch Netflix and reward themselves by trying something new -- such as subscribing to a video platform they’ve never tried before.

We found that 43% of our sample population moderately or very highly believe that customer service is an important factor in deciding which online streaming service to subscribe

to. Thus there is a large inclination towards respondents seeing customer service as an important factor in choosing which online streaming service to subscribe to. This information is very important for our client as we found that almost half of the respondents view customer service as a deciding factor in choosing an online streaming service. Our recommendation for Netflix is to place an emphasis on customer service and become more available to answer users questions and concerns. Specifically, we recommend that Netflix implements a 24/7 online chat that connects users to a customer service representative. This will give users the ability to troubleshoot and get their questions answered immediately without having to deal with connecting to an agent over the phone.

We found that 50% of our sample population moderately or very highly believe that distribution of original content is an important factor for online streaming. This is contrasted to the 13% of our sample population who disagree that original content is not an important factor. Thus there is a large inclination towards respondents seeing original content as an important factor in choosing which online streaming service to subscribe to. This information is very important for our client as we found that almost half of the respondents view original content as a deciding factor in choosing an online streaming service. Our recommendation for Netflix is to place an emphasis on original content. Specifically, we recommend that Netflix creates more content that connects users to using Netflix as a streaming service. This will give users the ability to access more variety of original content from Netflix rather than using another streaming service. Currently, Netflix has a lot of American TV series and web content, but it still lacks foreign content for non-American audiences. If Netflix wants to become more global, we recommend that they collaborate with more non-American producers to produce original content and attract more viewers and subscribers.

For information seeking as a motivation, we found that 45.1% (43.9% + 1.2%) in our sample moderately and very highly believe seeking information is a motive for using video streaming services in contrast to 4.9% of our respondents who disagree (none strongly disagreed). There is an inclination towards believing that information seeking is a motivation. This means that Netflix should put more videos and series for educational purposes on the platform as they are lacking in that. Moreover, Netflix can advertise Netflix Chrome extensions such as “Language Learning with Netflix,” where the user can improve their listening comprehension skills with foreign languages they are learning. This is ideal for college students who need to take language requirements or students who major in a certain language. During the beginning of the semester, Netflix can send a marketing email to its subscribers to recommend such extensions to their peers and potentially give them a discount if they are recommended by their peers (already subscribed users).

As we found that 86.4% of our respondents use enjoyment watching as a motivation to stream online videos on platforms such as Netflix, it is critical for Netflix to have series that are not only interesting to watch, but also vary in terms of genres. As seen in our literature review, streaming is associated with enjoyment and narrative driven content is more enjoyable (Merrill and Rubenking). This means that when users first discover Netflix and go to their home page, they should see mostly narrative-driven content (a.k.a. TV / online series) and should not be seeing series that are purely for educational purposes that do not have a captivating content or plot. Additionally, our enjoyment watching as a motivation construct tells us that most college students associate watching online videos with enjoyment and will return to the same service to receive that same satisfaction. This means that if a user does not have a good first impression of the platform, it is likely that they won't come back and subscribe to it. As most users' first

impression of Netflix comes from their trial version, it is critical for that trial version to work exactly as the subscribed version; any errors will not be tolerated by the users, as that would lead to an enjoyable experience. We therefore recommend Netflix to enable users to use the same features and functions that exist for subscribed users and trial users at once, rather than conserving certain features to subscribed users only. As college consumers don't have as much financial income and freedom and adults who are already in the workforce, we recommend adding student discounts for first trial students. Moreover, Netflix can introduce Netflix-only extensions such as Netflix Party, which allows users to watch and chat with their friends at the same time while watching the same video on Netflix. Netflix can advertise such extensions as users are about to sign up for the trial version so they can find Netflix more enjoyable than other online video streaming services.

While we have come up with several recommendations that Netflix could use, there are also some aspects that Netflix should not change based on our research, but rather improve upon when possible. Firstly, since 70% of our respondents believe that advertisements are disruptive, Netflix should not insert advertisements unlike other video platforms such as Hulu and Disney Plus. Similarly, respondents of our survey view independent scheduling as an important factor for video streaming experience, meaning they want to be able to watch any program at any time. Thus, Netflix should release all episodes of a series at the same time rather than release an episode a week. Though Netflix is already doing this, there is room for improvement as some of the longer series with many seasons are often not bought out at once and users can often watch them on other websites way before Netflix releases them. In terms of recommendation systems, Netflix already has one so they should keep it and potentially improve upon it as algorithms become more advanced. For first-time users, Netflix should not prioritize video content for

educational purposes on their home page based on our research for entertainment seeking as a motivation. Since college students are already involved with education and learning materials constantly, they seek Netflix for entertainment purposes, and it is unlikely that they will want to watch content purely for educational purposes. Even if they do, they will search for it and the recommender system will recommend it to them the next time they use Netflix. Thus, Netflix is doing a good job in this aspect and should keep it up.

References

1. Hasan, M. R., Jha, A. K., & Liu, Y. (2018). Excessive use of online video streaming services: Impact of recommender system use, psychological factors, and motives. *Computers in Human Behavior*, 80, 220–228. <https://doi.org/10.1016/j.chb.2017.11.020>
2. Jenner, M. (2016). Is this TVIV? On Netflix, TVIII and binge-watching. *New media & society*, 18(2), 257-273.
3. Merikivi, J., Salovaara, A., Mäntymäki, M., & Zhang, L. (2017). On the way to understanding binge watching behavior: the over-estimated role of involvement. *Electronic Markets*, 28(1), 111–122. <https://doi.org/10.1007/s12525-017-0271-4>
4. Merrill Jr, Kelly., Rubenking, Bridget. (2019). Go Long or Go Often: Influences on Binge Watching Frequency and Duration among College Students. *MDPI*, 8(10), 1-12. <https://www.mdpi.com/2076-0760/8/1/10>
5. Pisharody, A. (2013). The Future of Television: Will broadcast and cable television networks survive the emergence of online streaming?. *Unpublished doctoral dissertation, New York University, New York City.*
6. Lee, C. C., Lim, H. S., Nagpal, P., & Ruane G. S. (2018). Factors affecting online streaming subscriptions. *Communications of IIMA*, 16(1), 1-25. <https://scholarworks.lib.csusb.edu/cgi/viewcontent.cgi?article=1394&context=ciima>
7. Logan, K. (2011). Hulu.com or NBC? Streaming video versus traditional TV: A study of an industry in its infancy. *Journal of Advertising Research*, 51(1), 276-288. <http://www.journalofadvertisingresearch.com/content/51/1/276>