

Factors That Affect Consumer Behavior Towards Streaming and TV Services

Authors:

Julia Juhlin

Stephanie Weber Pedersen

School of Business, Society & Engineering

Course: Master Thesis in Business Administration
Course code: FOA403
15 cr

Supervisor: Konstantin Lampou
Date: June 3, 2021

Abstract

- Date:** June 3, 2021
- Level:** Master Thesis in Business Administration 15 cr
- Institution:** School of Business, Society and Engineering, Mälardalen University
- Authors:** Julia Juhlin Stephanie Weber Pedersen
- Title:** Factors That Affect Consumer Behavior Towards Streaming and TV Services
- Tutor:** Konstantin Lampou
- Keywords:** *Ease of Use, Cost, Availability, Media Options, Online Streaming, Cable TV Provider*
- Research questions:**
- RQ 1: What factors affect consumer behavior regarding streaming services or TV-services?*
- RQ 2: How do the factors affect consumers behavior when it comes to buying, continuing, substituting or ending a streaming service or TV-service?*
- Purpose:** We aim to discuss the underlying reasons, or factors as to why consumers buy, substitute, continue or end subscriptions to traditional TV, streaming services, or both mediums. We aim to use focus groups to see if factors earlier quantitatively studied can be identified and supported qualitatively. This study will add to the variability of the issue of streaming services versus traditional TV with an in-depth view using a qualitative study on a Swedish sample.
- Method:** A qualitative research method as well as a data driven content analysis was chosen for this study. The data was collected by interviewing three focus groups.
- Conclusion:** Cost was an important factor and was applicable in all factors and behaviors. Cost was not a top priority for the informants unless the increase was drastic. Range of content and specific content was a top deciding factor for most behaviors, convenience was strongly connected to continuing a service. Habit was a strong factor in relation to continuing, technology was an important aspect when it comes to usage. Other factors, such as bundling, leeching, social components, free trial period or triggers are also significant, however not deciding factors.

Acknowledgments

We would like to thank our supervisor, Konstantin Lampou, for his support and guidance during the duration of the writing process and the seminars. In addition to this, we would also like to thank our opponents for their peer reviews and questions that helped us shape and improve our study further. Lastly, we thank all the participants of the focus groups as well as the pilot study, as this paper would not have been possible without your contribution.

Table of Contents

1. Introduction	1
1.1 Background	1
1.2 Problem formulation	2
1.3 Research Question	3
1.4 Purpose and Contribution	4
2. Theoretical Framework	5
2.1 Perceived Usefulness and Ease of Use	5
2.2 Cost	6
2.3 Customer Service	7
2.4 Availability	8
2.5 Media Options	8
2.6 Social Trends/Technological Advances	9
2.7 Satisfaction	10
2.8 Additional Purchases/Bundling	11
2.9 Platforms	11
2.9.1 Streaming Services	11
2.9.2 Cable TV Provider	12
2.10 Conceptual Framework	13
3. Methodology	16
3.1 Research Approach	16
3.2 Literature Collection	16
3.3 Empirical Data Collection	17
3.3.1 Pilot Study	17
3.3.2 Informants	17
3.3.3 Focus Groups	18
3.4 Operationalization	19
3.5 Data analysis	21
3.6 Quality criteria in qualitative research	21
3.7 Ethical considerations	22
4. Empirical Findings	23
4.1 Content	23
4.1.1 Range of Content	23
4.1.2 Specific content	25
4.2 Convenience	26
4.3 Bundling	28
4.4 Technology	28
4.5 Cost	29
4.6 Social Components	31
4.7 Additional Factors	32
4.7.1 Trigger	32
4.7.2 Leeching	33

4.7.3 Free Trial Period	33
4.7.4 Habit	34
5. Analysis	35
5.1 Content	35
5.1.1 Range of Content	35
5.1.2 Specific Content	36
5.2 Convenience	37
5.3 Bundling	39
5.4 Technology	39
5.5 Cost	40
5.6 Social Components	42
5.7 Additional Factors	42
5.7.1 Trigger	42
5.7.2 Leeching	43
5.7.3 Free Trial Period	43
5.7.4 Habit	44
6. Conclusion	45
6.1 Fulfillment of Aim and Research Questions	45
6.1.1 Factors That Affect Consumers to Buy a Service	45
6.1.2 Factors That Affect Consumers to Continue Using a Service	46
6.1.3 Factors That Affect Consumers to Substituting One Service for Another	47
6.1.4 Factors That Affect Consumers to End a Service	48
6.2 Limitations and future research	48
6.3 Managerial Implications	49
References	50
Appendix A	55
Appendix B	56

1. Introduction

The first TV-transmissions took place in 1956 and since then, the apparatus has evolved to the point that a TV today is much more than it was 65 years ago (Tekniskamuseet, 2019). Cable-TV, satellite-TV and stereo broadcasts defined the 1980's, HD-TV belongs to the years after, and the beginning of the 2000's was the years of the flatscreen. Furthermore, an analog network which was used to broadcast TV-channels was replaced in 2007 with a digital network with larger capacity (Tekniskamuseet, 2019). TV today has many different shapes and sizes and can be transformed to a home-cinema with surround sound, HD-quality and even with 3D. Moreover, instead of having a DVD or a Blu Ray player one can now just download apps and rent movies directly on the TV.

Nowadays it would seem that more and more consumers go from traditional TV to a combination of traditional TV and play-services. Play-services, also often called Over the Top (OTT) services and some examples are Netflix, HBO and Disney+. The exclusive viewing of traditional TV has since 2017 been reduced to 12% although, in 2020, media such as online OTT-services and traditional TV has felt an upswing due to Covid-19 (bredbandsval, 2020; MMS Årsrapport, 2020). The conversion towards digital means has been in progress for a while and the viewing of moving pictures is showing a clear increase in consumption. Although, TV-viewing decreased since the last ten years, from around 170 minutes to 130 minutes in average TV-watching (MMS Årsrapport, 2020). These insights might be a sign of a shift that the majority of consumption of moving pictures is switching from traditional TV to OTT-services.

Furthermore, video constitutes a large part of the Swedes media day and wallet (MMS Årsrapport, 2020). Video streaming is becoming a part of our daily lives and millennials entertain themselves with stories consumed on devices whenever they so choose (Soni & Puthawala, 2020).

1.1 Background

Since mainstream usage of TV was introduced, many studies have been made on the usage, services and different methods of consuming media content (LaRose & Atkin, 1988; Snyman & Gillard, 2019; Lee et al., 2018; McCreery & Krugman, 2015; Cha & Chan-Olmsted, 2012). Although with the evolution of internet and streaming, a lot of research efforts has been put to understand the different aspects of streaming and the different services offering media such as music, books and moving pictures (Lee et al., 2018; Lee et al., 2016; McCreery & Krugman, 2015; Tattersall- Wallin, 2020). Since the wild acceptance and usage of streaming media in different forms, terms describing the different types of media services are developed to easier address the phenomena. OTT stands for "over-the-top" television and is often discussed together with OVD, "online video distribution"; the terms originally referred to the streaming television services provided by, for example, Netflix (Snyman & Gillard, 2019; Kim et al., 2017). TV viewers could access the company's vast libraries using only a

high-speed internet connection. Moreover, the OTT-definition did over time expand to now include any kind of video content platform, such as YouTube and other applications such as WhatsApp, Facebook Messenger, Skype and more (Snyman & Gillard, 2019). Furthermore, OTT has been studied in different ways, such as Park's (2017) study which examined the different markets for OTT services that emerged in the USA, Japan and Korea, or in a comparative manner such as Prince and Greenstein's (2016) study investigating how consumers choose video content provision among paid subscription to cable, satellite and online streaming.

With the OTT services expanding, cutting the cord has become more common. Cutting the cord can be explained as the behavior of ending or dropping subscription cable or satellite television services to instead rely on web-based streaming to provide televised entertainment (Prince & Greenstein, 2017; Tefertiller, 2018). The term "cord-cutting" is, according to Tefertiller (2018) used to metaphorically evoke an image of severing the connection between traditional cable access and the consumer. Moreover, today's technology allows for non-traditional devices to be used as TV-screens, such as tablets or phones (McCreery & Krugman, 2015), which can be argued contributes to the cord-cutting phenomena.

Moreover, as digital media continues to expand, the competition between the online streaming services and cable TV increases (Lee et al., 2018). Gaining customers nowadays requires tailoring business objectives to the needs and wants of the customers and numerous studies have examined the connection between cable television and online media to discover key variables that pushes the consumer towards an alternative (Lee et al., 2018).

The Swedish internet foundation annually conducts research regarding the Swedish population's internet habits, and it is clear that traditional media is decreasing in favor of digital media (Internetstiftelsen, 2020). This study takes a closer look at streaming services compared to traditional TV in Sweden and aims to understand consumer behavior in regard to streaming services and traditional TV. Furthermore, this study uses factors from Lee et al's (2018) study as a starting point and will then explore if these factors translate in a qualitative setting. We aim to use focus groups to see if factors earlier quantitatively studied by Lee et al. (2018) can be identified and supported qualitatively.

1.2 Problem formulation

Moving pictures such as movies and series were once purely consumed by traditional TV, today it can even be consumed on the phone. The technology has changed Swedish viewing habits since 1956 and understanding how consumers think when choosing services today will bring deeper knowledge to the customer's thoughts and intentions in the field of streaming services and traditional television. Many studies have been conducted (Cha & Chan-Olmsted, 2012; Lessiter et al., 2001; Kim et al., 2017; LaRose & Atkin, 1988; Lee et al., 2018; Lee et al., 2016; Snyman & Gillard, 2019) but the knowledge is very sparse when it comes to understanding the consumers thoughts and notions behind the actions of buying or ending subscriptions with a qualitative research method.

Earlier research such as Lee et al. (2018) investigates factors that might make a consumer more or less likely to choose cable television over online streaming. Factors that are, in this case, investigated may include cost, media options, usability, social trends, gender and age. In their study, Lee et al. (2018) explore factors which consumers consider when choosing cable TV and online streaming options. Through a questionnaire the authors gathered information regarding factors such as cost, ease of use, and availability from 131 students. The study showed a significant relationship between available options as a factor and online streaming. Moreover, a relationship between cost and cable TV showed a significant relationship, whereas there was no statistical relationship between cost and online streaming. Other studies such as, Park (2017) examines why OTT services have shown such different patterns across countries. The study resulted in four explanations, all complementing each other; lower resistance to disruptive innovation in dominant public TV systems; higher production costs in the United States making moves towards innovative platforms more of a risk; lower penetration of broadband-capable devices decreasing the potential for profit on new OTT-based platforms; and expensive pricing plans making it difficult for consumers to access OTT-content (Park, 2017). Other authors, such as Lee et al. (2016) dives into the matter of musical streaming services such as Spotify and Tattersall-Wallin (2020) examines digital audiobooks and streaming subscription services. Lee et al. (2016) analyzed the impact of adopting online music streaming services on the sales of music records to determine the effect of digital products on physical products and found that online streaming services positively impacted music record sales.

There is no doubt that the area of streaming and subscriptions are expanding, yet the knowledge about the area in relation to traditional TV is rather lacking when it comes to qualitative methods. The issue today is that most studies made subjected to this matter all are of quantitative measures. There is little to no information or knowledge from a deeper, “behind the curtains”, consumer point of view or perspective, and therefore it would be of interest to investigate variables earlier studied in a quantitative manner closer, from a qualitative perspective. Therefore, we have used variables from Lee et al. 's (2018) study as a starting point but used open ended questions during the focus groups in order to catch other variables and factors as we intend to do a qualitative study that will bring another dimension to the area of research.

1.3 Research Question

RQ 1: What factors affect consumer behavior regarding streaming services or TV-services?

RQ 2: How do the factors affect consumers behavior when it comes to buying, continuing, substituting or ending a streaming service or TV-service?

1.4 Purpose and Contribution

In this paper we aim to discuss the underlying reasons, or factors as to why consumers buy, continue, substitute or end subscriptions to traditional TV, streaming services, or both mediums. This study will therefore add to the variability of the issue of streaming services versus traditional TV with an in-depth view using a qualitative study on a Swedish sample. The result of the study can thus contribute with knowledge about contemporary and underlying factors which affect consumer's behavior and choices.

2. Theoretical Framework

In this chapter previous research is presented and the factors, based on previous research, are presented and explained. From these factors we conclude with a theoretical framework discussion and a research model.

2.1 Perceived Usefulness and Ease of Use

Lessiter et al. (2001) conducted a study that described the attitudes towards digital media and technology consumption. It looked at user-friendly attributes of digital media and the issues faced when adopting streaming media technology. The authors found that one barrier of adoption to media streaming capabilities could be its perceived or experienced “ease of use”. Perceived ease of use and perceived usefulness were also variables studied by Davis (1989), in the field of information technology, where the terms were hypothesized to be fundamental determinants of user acceptance. Davis (1989) argues that, among many variables that may influence system use, the two variables of perceived usefulness (PU) and perceived ease of use (PEU) are especially important. The author argues that “*people tend to use or not use an application to the extent they believe it will help them perform their job better.*” This is referred to or can be explained as perceived usefulness. Furthermore, Davis (1989) explains that; even if potential users believe that a given application is useful, they may at the same time believe that it is too complicated to use and that the performance benefits of usage is outweighed by the effort of using the application. Which means, that in addition to usefulness, the usage is theorized to be influenced by *perceived ease of use*. Moreover, if perceived usefulness is defined as “*the degree to which a person believes that using a particular system would enhance his or her job performance*”. Then perceived ease of use, in contrast, refers to “*the degree to which a person believes that using a particular system would be free of effort*”.

McCloskey (2006) investigated perceived usefulness and ease of use in combination with trust in electronic commerce participation and attitudes by older Americans. It was found that usefulness and trust had a positive, direct affect on usage whereas ease of use had significant impacts on usefulness. Furthermore, Amin et al. (2014) investigated the impact of perceived usefulness and perceived ease of use and trust on mobile website satisfaction. The results showed a positive relationship between perceived ease of use, perceived usefulness, and the mobile users satisfaction.

The TAM model (Technology Acceptance Model) developed by Davis (1985) states that the perceived usefulness and ease of use impact attitude towards use, which impacts behavioral intentions, which in turn impacts actual usage. The model has been used to examine user’s behavioral intent, acceptance, and adoption of new technology by considering perceived ease of use and perceived usage (Amin et al., 2014). Karahanna and Straub (1999) argue that computer-based media usage will be determined by perceptions of the usefulness of the medium in communicating (PU) as by perceptions of how easy the medium is to use (PEU).

2.2 Cost

How individuals respond to innovative technologies depends to a large part on how motivated they are by an array of both internal and external factors. Furthermore, individuals also face different information and cost barriers (Siddiki et al., 2015). Cost has been researched in many ways and combinations, Siddiki et al. (2015) for example investigates technology adoption decision making by assessing changes in intent to purchase new technologically advanced vehicles in response to reductions in their price. Siddiki et al. (2015) found that individuals that were already inclined toward alternative vehicles had a higher interest in the technologically advanced vehicles under a reduced cost scenario than individuals that favor conventional vehicles.

Lee et al. (2018) investigated what factors make a consumer more likely to choose cable TV over online streaming where cost was included as one of the factors investigated. The authors argue that most consumers look for a product with good value and at a reasonable price range. Moreover, the authors state that the most common complaint about cable television is often the ridiculous prices. The results showed that cost and cable TV had a statistically significant relationship whereas there was no statistical relationship between cost and online streaming.

Moreover, Wilson et al. (2016) argues that there often is a high degree of variability existing across providers of (overall) services. The individual customer's needs vary and therefore his or her thought of cost, acceptable or unacceptable, also varies, depending on the extent that the needs are satisfied (Wilson et al., 2016). The authors argue that depending on what needs the customer experiences, the same provider can have differing pricing for different customers, since they do not always have the same conditions or underlying needs. In fact, customers often lack accurate reference prices for services since they feel overwhelmed by information they need to gather or service providers simply are unwilling to be overly formal about the pricing (Wilson et al 2016). Moreover, Wilson and colleagues (2016) describe non-monetary costs as a term representing other sources of sacrifices perceived by consumers when buying and using a service. Variations of non-monetary costs such as time costs, search costs and psychological costs enter the evaluation of whether to buy or rebuy a service. These non-monetary costs can sometimes be more valuable or important than the monetary costs and consumers might trade money for these other costs (Wilson et al. 2016).

Saunila, Ukko and Rantala (2019) investigated customer engagement behavior in digital environments and sought specifically to determine factors that affect customer engagement behavior in different parts of the digital service process. Using a longitudinal, qualitative case study where the selected case company is a provider of TV streaming services, the authors found that customer engagement behavior is determined by different factors in different phases of the digital service process. The results of the study also showed that during the impulse phase of the digital service process, the consumption goals were mainly related to the price and availability of the service. Furthermore, customers' resources, including financial

resources as well as knowledge and skills are needed to utilize the services. If the customer lacks the resources, then the individual may not want to engage in the digital service process. However, the authors argue, if a customer has these resources to purchase services, then the individual is more willing to engage further in the purchasing and implementation phase, by for example customizing the services. Moreover, Saunila and companions (2019) argue that customer attitudinal antecedents related to the service also were important since some customers seem to be “tradition-minded” and thus do not partake or want to engage in new or additional services, regardless of if they have resources. Moreover, a customer's resources or skills refer to a customer's history of using services, the more the customer has used it before, the more capable the individual is to use additional services.

2.3 Customer Service

Wilson et al. (2016) argues that customers who experience service failures can respond in a variety of manners and that dissatisfaction probably will occur at some level. Feelings such as anger, discontent, disappointment, self-pity, and anxiety are all emotions that a customer might experience during service failures (Wilson et al., 2016). Customers, whether they take action or not during service failures, will at some point decide whether to stay or to switch providers. Furthermore, Wilson et al. (2016) argues that customers that do not complain are the least likely to return, mainly because they see complaining as a waste of their time and effort and that nothing good will come out of complaining. Although, the authors argue, that if a service is very important, if it has critical consequences for the customer, or if the customer has much ego involved, he or she will be more likely to complain. Moreover, firms that have remote channels set up by service providers to make it easier to provide feedback or that have twitter feeds, Facebook or online customer forums are more likely to find dissatisfied customers voicing their complaints (Wilson et al., 2016). Although, today it is more common to find customer service robots, yet, talking to a customer service representative is often appreciated (Xiao & Kumar, 2021; Meuter et al. 2005). Although nearly every customer-oriented website has some sort of chatbot and on other occasions, a customer query will be initially referred to a robotic service rep (Xiao & Kumar, 2021).

Furthermore, Piccoli, Liu, and Grü (2017) and Brady and Cronin (2001) emphasize the importance of customer service for strategy and differentiation. Helms and Mayo (2008) argue that working proactively, as with for example, managing and improving quality of services and the accompanying delivery processes, can reduce customer switching and defection behavior. Working with customer service and eliminating sources of most common complaints might be the most cost-effective way to increase customer satisfaction and to reduce complaints. Eliminating complaints might also prevent customers from ending subscriptions and no longer buy company products or services (Helms & Mayo, 2008). Moreover, the authors found that rude employees with poor attitudes or employees not paying attention to customers are more likely to cause customers to desert to another service provider. Also, the authors agree on that if a large majority of customers agree on customer service personnel being rude, addressing the issue might eliminate a majority of a firm's

complaints and customer defections, and thus, customers might not perceive a long wait time or a lack of product availability as severe as they might have, provided they are treated in a professional courteous manner (Helms & Mayo, 2008).

2.4 Availability

Kinna (2005) suggests several factors that might influence customer satisfaction and retention, such as speed, efficiency, accuracy, and availability. Also, McCole (2004) identified amongst a few factors, availability as a factor which influences customers' perception of the overall quality. McCole (2004) argues that product availability is an inventory, ordering or scheduling issue that could easily be addressed. Moreover, Saunila, Ukko and Rantala (2018) argue that during the impulse phase of the digital service process, the consumption goals are mainly related to the price and availability of the service.

Ahuja and Mani (2012) discuss the state of availability of services in the cloud, and one of the most important areas for consumers stated by the authors is security, performance, and availability. The authors refer to availability to the uptime of a system, a network of systems, hardware and software that collectively provide a service during its usage. They argue that traditionally, this availability has been limited to very local installations, but with the advent of cloud services there is a considerable shift of resources up to the cloud. Furthermore, the authors emphasize that a prolonged downtime of the service can affect the firm negatively by affecting customer loyalty and brand value. Ahuja and Mani (2012) argue that service providers are today expected to offer robust cloud infrastructures to ensure that the consumers can access an environment that has high availability and service delivery capabilities.

Moreover, Bernhard and Mokhoff (1989) argue that what the user may value the most is a combination of availability, performance, and life-cycle cost. They explain availability as the probability that the system will be able to perform its mission profile, or as the fraction of time that the system is ready for use. Furthermore, they describe the key factors influencing availability as mean time between failures, mean time to repair and performance (Bernhard & Mokhoff, 1989).

2.5 Media Options

Cha and Chan-Olmsted's (2012) study showed a significant correlation between the media options available and their effect on cable choices. However, Lee et al. (2018) demonstrated a significant correlation between media options and online streaming. Jeong and Fischbein (2007) discovered in their study about multitasking and media and audience factors that when performing activities such as doing homework or eating, audiences are more likely to combine these activities with audio media or television than with the internet. The research is defining multitasking "*as an audience behaviour that combines media use with another*

non-media activity” (Jeong & Fishbein, 2007). The authors argue that the reason for combining audio media or television rather than the internet might be because of the differences in cognitive demand across the media. They explain that, listening to audio media or viewing television might be more passive audience behavior compared to using the internet, and therefore, it might be easier to multitask with such media rather than with the internet (Jeon & Fishbein, 2007). Moreover, in their 2007 study, 77% of the respondents had a television in their bedrooms and 23% had both a computer with internet and a television in their bedrooms, whereas only 19% had neither.

Henceforth, Kim et al. (2017) seeks in their study to bring an understanding of consumer acceptance and intent to pay for OTT services. The study investigates key attributes and examines consumers willingness to pay for OTT services. The authors identified viewing options amongst the product attributes of OTT services that influences the consumer’s willingness to pay. Viewing options are, according to Kim et al. (2017), the ways in which people watch video content. Some services enable customers to download and watch content offline and some services present different price plans according to viewing options.

2.6 Social Trends/Technological Advances

Technological advances are an important factor that influences how consumers view entertainment, and both cable companies and streaming companies try to provide easier access to digital content for their customers. There are also continuous technological advancements that can improve the viewing experience. Hand-held devices for example have seen a drastic increase as technology in the area has evolved and improves the viewing experience of online streaming services (Lee et al., 2018).

Since the introduction of video streaming, technology has advanced and the options for watching movies and TV shows have increased greatly. McCreery and Krugman (2015) investigated the tablet's role as a TV to understand changes in media viewing habits and video consumption. The tablets’ introduction led to a new dynamic way to access TV content. The study concluded that the most common reason for choosing a tablet over traditional television was portability as well the possibility to control the viewing schedule. These factors make it possible for the consumer to watch what they want, when they want (McCreery & Krugman, 2015).

Social trends are important in how consumers adopt online media and what media they consume, and it is today very easy to see what other people are watching and connect with other consumers (Lee et al., 2018). Bondad-Brown et al. (2012) studied motivations for traditional TV viewings and online user shared video, as well as how these viewing habits were influenced. Social trends were shown to be correlated with the factors of adoption and how the adoption of online media occurs (Bondad-Brown et al., 2012). Entertainment was shown as the primary motivator behind TV viewing, but this was not the case for online user shared videos, here the motivational factors were for more informational reasons. Online user

shared video, despite the social features and associated recommendation processes, was not pursued for companionship purposes (Bondad-Brown et al., 2012).

Tse (2016) studied a Taiwanese audience and the implications of the consumption of foreign TV through online platforms for television's role in social togetherness. Online sharing is not an isolated practice, and as noted by earlier researchers it has “a fracturing and a unifying potential in terms of its role in an individual’s perception of being a part of an audience.” While audiences enjoyed the personalization of online viewing, they were shown to sometimes wonder if they risked becoming detached from society if they were not to follow broadcasted television. Moreover, there were two ways that viewers achieved a sense of togetherness when using online platforms: firstly, by connecting to others with the same interest in foreign programs and secondly by reassociating with home by consuming domestic programs when they were abroad. A sense of togetherness is attained through personalized online viewing, however perhaps less explicit than that generated while consuming broadcast television. People were not always shown to be conscious of their need for a sense of togetherness, when talking about personalized consumption many overlooked the fact that they picked a show that was popular among their peers or on the networks they visited (Tse, 2016).

2.7 Satisfaction

Satisfaction is an important factor regarding cable subscription and retention. Earlier research by LaRose and Atkin (1988) showed that households in the U.S were more likely to unsubscribe from a cable service based on variables of satisfaction rather than variables related to service cost, demographics, or other market differences (LaRose & Atkin, 1988). Moreover, a common complaint among consumers of cable TV is the decline of customer service quality and Lee et al (2018) found that customer service is the main driver in regards to customer satisfaction.

Jacobs (1995) investigated the determinants of cable television subscriber satisfaction. The purpose of the study was to examine consumer satisfaction in relation to cable companies and what consumers find important when choosing a provider. Other similar studies in the area have included the characteristics of expectations, performance, disconfirmation as well as satisfaction. In this study however, the focus is on satisfaction and its drivers. Jacobs (1995) investigated the variables such as number of channels offered, monthly cost evaluations, as well as the size of the subscriber base, in the end the factors shown to be statistically significant were program variety, service reliability, as well as values ratings. The research also concluded that evaluations of the cable performance are important to develop overall customer satisfaction (Lee et al., 2018).

2.8 Additional Purchases/Bundling

Bundling means to sell two or more separate products in a package for one price, and this practice exists in many different markets. Prince and Greenstein (2014) studied bundling in telecommunications services and its effect on reducing churn. The bundling they studied was that of cable television, telephone, and broadband internet services by cable operators. This is also known as “Triple play” and is a common bundling service used by most major cable television firms. Bundling in service firms serves two purposes, attracting new users as well as preventing them from leaving, also known as preventing churn. In a study made by the Federal Communications Commission, nearly 40% of the respondents answered that having to change their bundle was one of the main reasons they kept their broadband service (Prince & Greenstein, 2014).

What Prince and Greenstein (2014) found was that bundling helps with customer retention. Another interesting finding discovered in the study was that broadband had become a substitute for pay television for a significant subset of the population. This could partly be explained by the availability of streaming services such as Netflix and Hulu. Bundling was likely the cause that some households were discouraged from dropping television altogether and exclusively using broadband (Prince & Greenstein, 2014).

Offering consumers additional products is important for both cable television companies as well as online streaming services due to the high competition on this market. Using products as a gateway to other purchases is something that is observed more and more in both of these types of companies and there have been studies confirming the relationship between bundling of digital products. Lee et al. (2018) found that the factor of additional purchases has a strong correlation with cable television providers. Additional purchases also correlated with online streaming services, although the connection was very weak (Lee et al., 2018).

2.9 Platforms

2.9.1 Streaming Services

Streaming services such as Netflix, Amazon Prime and Hulu deliver televised content through web enabled computers, smartphones and smart televisions using real-time interfaces that are more similar to a website than they are to a traditional network broadcast. These subscription based services introduced a new way to experience televised content, with on-demand libraries as well as an “all-at-once” release schedule for new series. Compared to the weekly release schedules commonly linked to traditional TV this has led to a drastically different television consumption in recent years (Tefertiller & Sheehan, 2019). Sung et al. (2018) studied binge watching, or marathon viewing, and what motivates this behavior. They found that the most popular media channels for binge watching were internet streaming services, and entertainment was the only significant predictor of binge watching Sung et al. (2018).

Cha and Chan-Olmsted (2012) studied a possible cannibalization effect of online video platforms on television by examining the perceived substitutability between the two platforms. Due to a rising popularity of video streaming, there have been debates regarding the effects that this has on traditional television and if it would go as far as to replace it. The authors of the study sought to find out if this new medium of digital TV would replace or complement traditional cable TV (Cha & Chan-Olmsted, 2012).

The study by Cha and Chan-Olmsted (2012) revealed differences between the two platforms in terms of consumer motivation for video content consumption. Both the timely learning motive as well as the relaxing entertainment motive were shown to predict the perceived substitutability. The more consumers watch video content for these reasons, the less likely they are to think that television and online video platforms are substitutes. Based on the findings from this study as well as prior studies, online video platforms appear to better satisfy consumer learning motives in a timely manner than television. However, television might be better at fulfilling relaxation and entertainment needs of consumers compared to online video platforms, and studies have shown that consuming content on the internet is not as relaxing as watching television (Cha & Chan-Olmsted, 2012).

In addition to this, Cha & Chan-Olmsted, (2012) discovered that non-users of online-platforms are more likely to perceive online video as a substitute for television. Users of online video platforms are already aware of its functional uniqueness and are therefore less likely to see it as a substitute for television. Moreover, non-users of online video platforms perceive a functional similarity between the two platforms, and not perceiving a functional uniqueness in online video platforms could explain why they remain non-users (Cha & Chan-Olmsted, 2012).

Consumers are today offered an overwhelming number of choices in regard to media. According to Taneja et al. (2012), a typical household can receive over a 100 TV channels, as well as numerous options available on demand. However, the time people have for consuming media is limited and on average, viewers watch a fraction of television channels available to them. Taneja et al. (2012) studied how consumers deal with an abundance of options due to the wide range of choices available to them, both through cable as well as streaming services. With new media comes a wide range of content choices, and it is shown that audiences cope by using narrowly defined repertoires. By following users' daily repertoires, which is defined as a small subset of preferred media, the study concluded that consumers do not consume all media available to them, instead they create subsets of options to consume from. The largest out of these repertoires was media at home, and the study suggests that television remains the most viewed video platform (Taneja et al., 2012).

2.9.2 Cable TV Provider

Liou et al. (2015) studied broadband television users in an attempt to understand their intentions for continuous use. The findings indicate that perceived content quality, perceived system quality, perceived ease of use, perceived risk as well as customization directly

influence consumer views regarding broadband television, and in turn affect their intentions to continue using the service. The study made an interesting discovery in that perceived risk was a key factor in the decision process of broadband consumers (Liou et al., 2015).

Cord cutting occurs when a customer cancels their cable subscription in order to primarily adopt web streaming for television consumption. In previous research, the desire to avoid advertising has been identified as a motivational factor when making this decision. Tefertiller (2020) wanted to better understand this influence of advertising avoidance as well as perceived technological advances. What the study found was that while advertising did play a role in influencing cord cutting, the perceived advantages of streaming played a bigger part. Moreover, perceived ease of use of the streaming technology as well as frustrations with the technological drawbacks of traditional television influenced the perceived advantages of streaming. Consumers seem to reject traditional television due to frustrations with the older technology as well as the perceived advantages of streaming services, such as the ability to interact and control the viewing experience (Tefertiller, 2020).

Tefertiller and Sheehan (2019) studied TV viewing in the age of streaming and identified five motivational factors for modern television viewing. These factors were relaxing environment, habitual viewing, stress management, information seeking, as well as social interaction. Most prominent was the need for relaxing entertainment.

2.10 Conceptual Framework

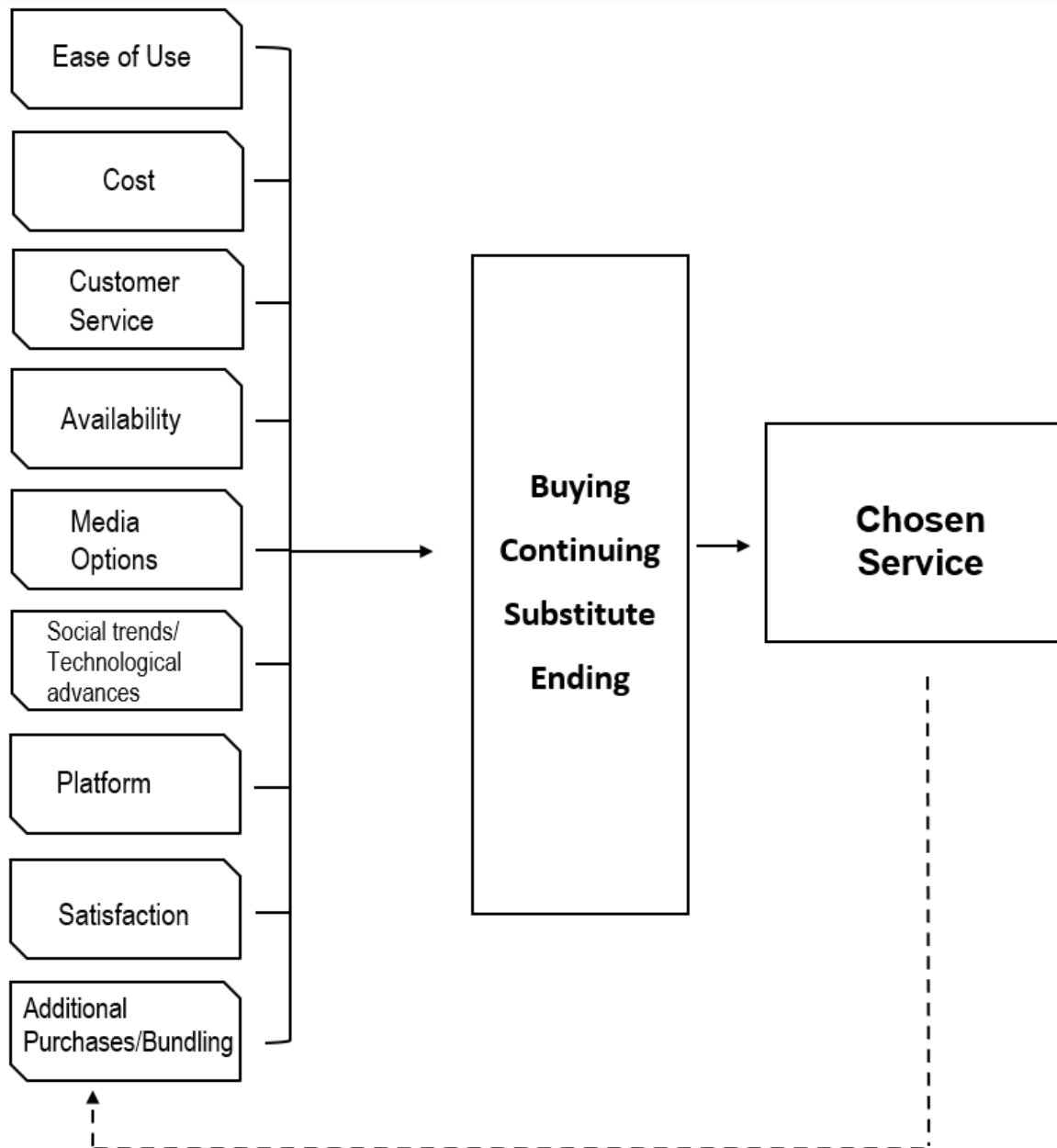
Our conceptual framework (see Figure 1) is inspired by Lee et al. (2018) and is based on factors that act as an effect on the customer, sending him or her into a direction of action. We hypothesise that one or more factors can act simultaneously on a consumer, planting thoughts or pushing the consumer towards one of four actions, *buying*, *continuing*, *substituting*, or *ending*. Depending on the factors experienced and whether they are positive or negative, the consumer will go towards one of the four actions. Furthermore, after the consumer has experienced the factor effects and then taken action, the result is whatever service he or she has chosen. For example, If the consumer is displeased with the current service because of poor customer service, he or she might want to end the service completely and not buy a new one, or the consumer may want to end the current service and substitute it with another, resulting in a new chosen service. Moreover, one also has to consider feedback, when customers learn from an experience. The model aims to be dynamic, therefore we have included the feedback or experience to act like an impromptu factor as some customers will, after they have made a decision and chosen a service, learn and let it affect future actions.

The earlier discussed theories are all factors that might affect the consumers thoughts and reasoning when buying, continuing, substituting, or ending a subscription of streaming services or TV. As mentioned earlier, ease of use can be of importance to the customer since it brings forth the question if using or learning the system or application will be worth the effort, since it might be perceived as too complicated to be valuable for the customer. Cost however, can be perceived as an economical cost, yet it can also be perceived as a

non-monetary cost such as time-cost. These two different aspects of cost can be of importance to the customer since many search for products with good value at a reasonable price, or do not want to spend too much time looking or waiting for a service. Furthermore, the third factor, customer service, can be of importance during the process whether the customer has been in some form of contact with the customer service or not. A customer that is unhappy but does not complain is the least likely to return to the service and if the customer has enough interest in the service, he or she will be more likely to voice their complaints. Moreover, availability is a factor which can be of importance especially in today's modern and cloud connected times. Limited availability of a service can negatively affect a company's customers and its brand, and it is also a defining factor for customers' overall perception and trust. Moreover, viewing options dictate how customers watch content, if services allow downloadable content or other alternatives, and media options have shown a significant correlation with choices of both TV and streaming services.

Furthermore, the social trends and technological advances factor might have an impact on what action takes place since it can be combined with media options and viewing options by new-technology utilization, such as the iPad, giving the possibility to watch whenever and wherever. Social trends might affect the action-phase since viewing habits can be influenced and trends correlate with factors of adoption. Moreover, online streaming has been included as a factor since it is a channel connected to a behavior of binge-watching and entertainment. Cable TV providers might have an influence on the process since it can be the perks and the flaws of the provider that affect the customer to take action. The models' ninth factor, satisfaction, might affect the customer into taking action, or not, towards the service provider based on whether he or she is satisfied or unsatisfied. Lastly, additional purchases and bundling was included as a factor in our model since customers can be motivated to change and take action towards their service provider based on perceived value based on bundling or additional purchases.

Figure 1
Research model



3. Methodology

In this chapter the chosen method for the research as well as the reasoning behind the method is described. The data has been collected through focus groups and later analyzed using a thematic data driven analysis. Finally the quality criteria and ethical concerns are also discussed.

3.1 Research Approach

In this paper an inductive qualitative approach has been used. Based on the factors identified in earlier research by Lee et al. (2018) to describe consumer satisfaction regarding streaming services, this study aims to get a deeper understanding of why these factors are important to the consumer. Using a qualitative method makes it possible to study from the point of view of the participants, as well as genuinely see and understand the world from their eyes..

Qualitative research also has the potential of yielding rich and complex data. (Bryman & Bell, 2011) As previous studies in the area are mostly based on quantitative methods, this paper is meant to add to the variability of the issue and explore these factors based on a qualitative approach

Since the knowledge on the matter of streaming services and traditional TV in a consumer perspective was so lacking, it was thought as interesting to use variables used in a previously made quantitative study made by Lee et al. (2018) and examine them in a qualitative manner in focus groups. Therefore, we have taken the variables: *ease of use, cost, customer service, availability, media options, social trends/technological advances, online streaming, cable TV provider, satisfaction and additional purchases/bundling*, which we then explore in a set of questions in focus groups.

3.2 Literature Collection

Conducting a literature review is important to find out what previous studies in the field have researched and concluded as well as where there are possible contradictions or possibilities for future research. A literature review can also help when choosing the research method of a study (Bryman & Bell, 2011) . By conducting a literature review on the subject of online streaming, the researchers of this study found inspiration for both the research question, the research method, as well as choice of theories.

The articles used in this study were mainly found using Mälardalens University's digital library where the search parameters were limited to Peer reviewed articles to increase the relevance and reliability of the articles. The articles were also limited to full text as well as English. Other databases such as Google Scholar and ABI/Inform were also used when collecting relevant articles, using the same parameters and keywords. Moreover, going one step further, articles have also been found by looking through the sources and references of the articles used in this paper.

In addition to scientific peer reviewed articles and studies, media websites and statistical sites have been used to get up to date information about viewing habits in Sweden in relation to both streaming services and traditional TV. Keywords used in the search of previous research and articles were: *Streaming Platforms, Cord-Cutting, Video on demand, subscription video on demand, Adapting to innovation, user adopting new technology, Digital change, Issues of streaming media, Disney +, HBO, Netflix, Subscription services and TV Viewing.*

3.3 Empirical Data Collection

The data of the study has been collected through three focus groups using a semi structured interview guide and the informants have been chosen based on purposive sampling. Before the focus groups were held, a pilot study was first conducted to ensure the best possible outcome for the data collection.

3.3.1 Pilot Study

To ensure that the questions operated well and clear up any problems in question formulation, a pilot study was conducted before the focus groups took place and the interview guide was finalized. Bryman and Bell (2011) mention that piloting and pretesting questions is always desirable if possible. Ideally the informants for the pilot study should be comparable to the sample for the final study (Bryman & Bell, 2011). The pilot study therefore used convenience sampling using informants that were not a part of the full study but still fit the criteria of the research. Based on the pilot study, changes were made to some of the questions in the interview guide to make them easier to understand. The questions were changed to be more general as well as ensure that there were no leading questions. Based on this feedback it was also decided that additional questions should be added regarding both behaviors mentioned in the research question as well as questions more specific towards the theory used in the study.

3.3.2 Informants

The informants chosen for the study have been selected based on purposive sampling as well as convenience sampling. Bryman and Bell (2011) mention that purposive sampling is done to ensure relevant participants for the study and research question. Within this sampling method researchers often try to reach a variety and therefore seek participants that are different from each other (Bryman & Bell, 2011). The sample consisted of people in Sweden over the age of 18 that use streaming services and/or traditional TV and individuals who did not meet these criteria were not considered for the study. The researchers also tried to get a varied group sample in regard to both gender and age. In addition to this, the researchers also used a convenience sample, meaning that the informants were easily available for the focus groups. This was favorable due to the limited time of the study. The researchers then reached out to possible participants through LinkedIn and Facebook. The three separate focus groups were held with a total of 17 informants ranging from the ages of 24 to 61. The focus groups consisted of 9 women and 8 men. (see Appendix A)

3.3.3 Focus Groups

Bryman and Bell (2011) mention that focus groups typically are used to explore a specific topic in depth. According to Breen (2006), focus groups are suited for research where the attitudes of the informants are in focus. In this study we wanted to go in depth in regard to what the consumers really think. Therefore, focus groups were seen as the best option. We have chosen a semi structured approach, where an interview guide has been produced using broad and initiating questions that are meant to open up for discussion, but possible follow up questions have been prepared depending on where the informants take the conversation and what they bring up. The focus groups were held on the fifth, sixth, and seventh of May 2021 between 18:30 to 19:30 to ensure availability for most informants.

Due to the restrictions of the Covid-19 pandemic set in place during the time of the study, the focus groups were conducted remotely through the digital platform Zoom. According to Bryman and Bell (2011), there are multiple benefits to online focus groups, including participants not having to travel to attend the meeting, reducing the number of people who don't show up due to problems such as bad weather and traffic. Online focus groups also tend to be shorter than ones that are done in person, but still generate a lot of relevant data (Bryman & Bell, 2011).

Both researchers participated as moderators during the focus groups, where one person was in charge of leading the session and asking the questions, while the other took notes and recorded the session to get a clear overview of what the informants said. The focus groups were held in Swedish due to the study examining customers in the Swedish market. (see Appendix B) The quotes were later translated with the help of both authors to not misinterpret anything during the translation process. The focus groups were recorded as well as transcribed directly after the session so as to not forget important details. Transcriptions were made word by word of everything said during the sessions and both researchers went through the material to increase the accuracy of the transcripts. It is mentioned in Bryman and Bell (2011) that focus groups can be difficult to transcribe if people in the focus groups talk over each other. This concern was taken into consideration before conducting the focus groups, limiting the number of informants to both ensure that everyone got to contribute to the discussion as well as make it easier to transcribe the data. Although the informants were made aware of not having to use a web camera during the meeting, a majority of the informants still opted to broadcast their cameras. This made transcribing data easier as it was evident who was speaking at all times.

According to Bryman and Bell (2011) the number of focus groups required for a study varies, but too many focus groups will likely be a waste of time. When a moderator can fairly accurately anticipate what a group is going to say there is no point continuing the data collection and keep having focus groups (Bryman & Bell, 2011). After the three focus groups were held, the researchers felt that saturation had been achieved, and there was no need for further focus groups to be scheduled.

3.4 Operationalization

The interview guide was written based on an operationalization of the research question, as well as items used by Lee et al. (2018). Before the focus groups began some demographic questions about the informants were asked as well as a control question to guarantee that the informants were relevant to the study, meaning that they used online streaming and/or traditional TV. The first four questions are specifically directed towards the factors of our conceptual research model while question five to eight are general questions based on our research question, and aim to answer why the informants buy, continue, end, or substitute their services without influencing their answers based on previous research.

Table 1
Operationalization table

Question	Concept	Source
1. What services do you use? Can you give examples?	Online Streaming, Cable TV Provider, Satisfaction, Additional Purchases/Bundling	<i>(Tefertiller & Sheehan, 2019; Sung et al., 2018; Cha & Chan-Olmsted., 2012; Taneja et al., 2012; Liou et al., 2015; Tefertiller, 2020; Tefertiller & Sheehan, 2019; LaRose & Atkin, 1988; Lee et al., 2018; Jacobs, 1995; Prince & Greenstein, 2014)</i>
2. How do you use / watch your services?	Socials Trends/Technological Advances	<i>(Lee et al., 2018; McCreery & Krugman, 2015; Bondad-Brown et al., 2012; Tse, 2016)</i>
3. What do you value the most in your services and why?	Ease of use, Cost, Customer Service, Availability, Media Options	<i>(Cha & Chan-Olmsted, 2012; Lee et al. 2018; Jeong & Fischbein, 2007; Kim et al., 2017)</i>
4. What would make you acquire a new streaming service or TV- service?	Online Streaming, Cable TV provider, Additional Purchases/Bundling	<i>(Prince & Greenstein, 2014; Lee et al., 2018; Liou et al., 2015 ;Tefertiller, 2020; Tefertiller & Sheehan 2019; Sung et al., 2018; Cha & Chan-Olmsted, 2012; Taneja et al., 2012)</i>
5. What do you think about when buying a new service?	All factors	<i>(Lee et al., 2018)</i>
6. Why do you continue with the services that you have?	All factors	<i>(Lee et al., 2018)</i>
7. What could be a reason for you switching services?	All factors	<i>(Lee et al., 2018)</i>
8. What would be needed for you to end a service?	All factors	<i>(Lee et al., 2018)</i>

3.5 Data analysis

This study uses a qualitative data driven thematic analysis which brings theoretical freedom and flexibility. It also has the potential to provide complex and rich data. According to Braun and Clarke (2006) the method of thematic analysis identifies, analyzes and reports themes and patterns found in data. Unlike other analytical methods describing patterns in qualitative data, thematic analysis is not bound to a pre-existing theoretical framework. This method of analysis searches for repeated patterns of meaning in the collected data. (Braun & Clarke (2006)

The process of analysis started with familiarizing with the data collected. After transcribing the focus groups, the data was closely examined and read through, and patterns and similarities between the groups were noted. Based on this, initial codes were generated to reflect the views and opinions of the informants. The codes were then grouped together to form larger themes. The themes generated were Range of content, Convenience, Trigger, Bundling, Habit, Leeching, Specific content, Free trial period, Technology, Cost and Social components. These themes became the factors that we based our empirical findings as well as the analysis on. The data is analyzed according to the data driven themes to be open to all opinions and then compared to the factors presented in previous research and do therefore not correlate to the factors presented in the research model. In the conclusion a short description of the differences found is presented.

3.6 Quality criteria in qualitative research

Although it is possible to adapt validity and reliability to qualitative research, Bryman and Bell (2011) mention two other criteria that might be more suitable, authenticity and trustworthiness. Trustworthiness consists of four different aspects and these are credibility, transferability, dependability and confirmability.

Credibility aims to show how believable the findings are. This means ensuring that the research is conducted in a proper way (Bryman & Bell, 2011). To ensure a transparent process all focus groups have been recorded as well as transcribed word for word to provide an accurate portrayal of the findings. Both researchers have been present during the data gathering, as well as the transcription, making sure that they are in an agreement. Since the transcribed data is presented in Swedish, both researchers have also ensured that the translated findings correlate with the views of the informants.

In terms of transferability Bryman and Bell (2011) mention rich accounts of the details of the culture. This will help a possible transferability of findings if the research was to be conducted again. A thorough method chapter has therefore been written to describe the context of the research, informants as well as the focus groups in detail.

To ensure dependability, Bryman and Bell (2011) mention an auditing approach. Complete records should be kept of all phases of the research process. Peers can then act as auditors,

both during the course of the research as well as at the end. Dependability has been achieved by having two authors, continuously peer reviewing and correcting each other throughout the process of the paper, including data collection, transcription, analysis and conclusion.

Confirmability revolves around whether the research is done in good faith, meaning that personal values of the researchers have not impacted the findings to a high degree (Bryman & Bell, 2011). To ensure this, personal views were not presented or shared with the participants of the study as to not influence the focus groups in any way. In addition to this, neutral language was also taken into consideration when designing the questions for the focus groups and pilot study. During the data collection all opinions are represented in order to achieve fairness, which is an important aspect of authenticity.

3.7 Ethical considerations

Bryman and Bell (2011) describe four main areas of ethical concern: whether there is harm to participants, lack of informed consent, invasion of privacy as well as whether deception is involved. The participants of the focus groups and the pilot study were informed about both the purpose of the study as well as to how the study would be conducted when they were invited to participate. It was a voluntary activity where the participants were aware of and consented to the recording of the sessions before the focus groups started. In addition to this the participants were also made aware of their anonymity and confidentiality and names and personal information not relevant to the research has therefore been left out of the study.

4. Empirical Findings

The empirical data collection is presented below. The section has been divided into eleven subheadings based on the themes found during the gathering of information. The themes found are Range of content, Convenience, Trigger, Bundling, Habit, Leeching, Special content, Technology, Cost and Social components.

4.1 Content

4.1.1 Range of Content

Range of content includes thoughts about content and how vast the services or platform's content library is. Included in the range of content is also 'complement', which is when the informant uses a service to complement another with additional content in a specific field or overall complement.

One individual argued that owning more (streaming) services expands the range of content and excluding one service would mean missing out on a lot of content.

When asking what they value the most with their services the act of changing platform (streaming service) because of content-related issues was brought up and discussed, where one informant argued that if the desired content would be deleted, they would instead search for a new service which includes the deleted content. Another informant also brought up the service's own content and argued that the own produced content adds to the variability and overall range of content positively.

Others argue that range of content is their top priority and that they often are actively searching for "the best series". This was also a reason as to why they had multiple streaming services since, according to the informant, different (streaming) platforms offer different types of content, or as another individual argued, different platforms have different niches in content. Another individual argued that streaming is an issue of range of content, i.e. it is almost the only thing that counts when acquiring a new service.

Some informants argued that paying a higher price for a service that has most types of content would be preferable. Although one individual argued that some platforms with such reputation can be rather devious, having a rather high price with a vast library, yet offering "rentals" (i.e., movies that one rents online). The informant felt that if a higher price is paid, then the content on the platform should be available and included in the price, instead of having to pay even more to rent a film. Other informants agreed, although they would also feel comfortable paying for two or three streaming services, if they perceived that the platforms would satisfy their desired content. One informant even preferred having multiple streaming platforms to feel calm and know that he/she has access to most content.

Upon asking the group what would make them acquire a service (streaming and/or TV) range of content was agreed upon being of utmost importance. Informants would rather pay more to

possess one service that has it all. However, one informant argued that he/she would not acquire a service because of the range of content since the informant did not follow anything but could watch about anything.

Moreover, the informants argue that if there is anything that can make them acquire a service, then it has to be the range of content. They argue that if one is tempted to watch something that is not included in their current service's content library, then they can pay to view it on another platform. One individual argued that if the used platform (streaming) is lacking in one area that is important for the consumer, he/she could consider buying another one that could satisfy that area.

Continuing, another informant argued that new content, or soon to be released content can also be a reason for subscribing to a streaming service. Some services buy explicit rights to a franchise or similar and then it too can be interesting and result in a new subscription, even if said franchise is not yet released.

When asked why the informants continue with their services, one informant thinks that if a service releases new content rather often, which the informant wants to watch, then that service is worth continuing. However, another informant argued that if a streaming service has a good base-range of content, and if the perceived value corresponds with cost, then the service is allowed to continue. The informant continued to explain that:

[...] It feels like it's worth keeping it, because you know that sooner or later there will be something on Netflix that I want to watch, no matter if it's something new or something old that you want to go back to again (i.e., re-watch). The same for Disney [...] it costs like 69 SEK and that feels like nothing, so I don't think there's a problem to keep it because the value of the service is bigger, because even if I don't watch it often, then I know at least that I sometime will want to watch it, and then it is nice to have it.

The informant further explains that if the subject is a specific movie or series, then a new streaming service can be started just to be able to watch said subject. But then the perceived value is not enough to keep the service, therefore the informant ends the service as soon as the content has been consumed.

Another individual argued that there seldom is anything "good" on TV, but one can always find something to watch on the other services (streaming).

Furthermore, reasons for substituting a service can be range of content, if the range of content has become bad or is worsening, or if content that one watches is not renewed or simply deleted. Although, time is a playing component since the consumer must react to it over time, i.e., that the desired content is not coming back even though one has waited a longer period of time. Sometimes it also can be based on season, or if one service has not updated their content, meanwhile another platform starts sending new content, then substituting might become relevant, even if it's only for a shorter time period.

Lastly, when asking what it would take to end a subscription the informants mostly combined factors, yet range of content showed greater significance. If the service starts to lack content, stops sending desired content, deletes or if the consumer simply is not satisfied with the range of content, then the informants easily can end their subscriptions. One individual argues that a lacking range of content and competitors offering other series they might be interested in can make them end a subscription. They also mentioned that they might subscribe again in the future if the content improved.

Another informant argued that if something “better”, a service which has more new content than the owned service enters the market they could end the current service in favor of something with more variety and newer releases.

4.1.2 Specific content

During the focus groups it was discovered that the informants consumed content in different ways, as well as prioritized content differently depending on personal tastes. Specific content is a theme that covers the content that the consumer might go out of their way to consume, even going so far as to switch services simply because of a series moving or a specific type of program only being available through a different service.

When asked what services they had and why, one informant mentioned that the reason they subscribed to a specific service was because they carried a specific series that they wanted to watch, meanwhile other services were labelled “bread and butter”, meaning that they served a different purpose. Another informant shared the same sentiment, saying they had both services that contained a good base selection of content, as well as services that they acquired for specific reasons.

Furthermore, sports as well as reality TV were mentioned in regard to seeking out specific content. These types of programs were also not easily available on regular TV and were some of the main reasons a few informants relied on streaming services.

Another aspect of this that was brought up was piracy. Illegally downloading content that isn't available elsewhere was something that a few of the informants mentioned doing. This was sometimes used as a complement to other services for content not available.

Using specific content to complement their regular consumption was something that many of the informants did. Whether they complemented with downloaded content, additional services, or as one informant did, complementing regular TV viewing with Netflix when nothing of interest was broadcasted on television. Certain services were subscribed to solely due to specific tv shows or movies.

One individual chose streaming services solely due to specific content, in this case sports.

Yes, it's a lot about content as well. In addition to TV shows and movies I also follow a lot of sports and stuff, and then it is very dependent on which league it is and it is

often different platforms that show that particular sport or that particular league. If I want to look at a specific team, then I need maybe Viaplay for example. So, it's just the content that I look at.

The same individual then went on to explain that this actively makes them switch streaming platforms depending on where the sport they are interested in is hosted due to who has the rights to the broadcast. Similarly, another informant argued that not much could get them to acquire a new streaming service except for specific content in the form of car races that hypothetically are broadcasted in a place where they can't access it otherwise.

When asked what would make them acquire a streaming service or cable TV subscription, one informant mentioned that they constantly acquire new services, just to find new things to watch.

Another informant mentioned that in regard to streaming services, what would get them to try out a new one is if they had a special TV show or something only broadcasted there, so one would be forced to get the service to be able to watch the show.

When asked for reasons for why they would switch services, one individual noted that it is very much related to the rights holders of the specific service they want to watch. If what they want to watch disappears and is available somewhere else, they would switch without much consideration. Another informant agrees and argues that they would switch services without much thought if content moved around.

In regard to ending a service, one informant mentions that this could also be done due to content no longer being available on a specific site. However, as of today they mostly add more services rather than ending previous ones.

One informant mentioned that they would end their TV subscription if it did not satisfy their needs anymore in regard to quality, and added that they currently have two TV subscriptions where one is Swedish and one is not. The reason for this was to get multiple perspectives on the news.

They would not consider ending either of these services as the different views expressed through both channels were of high interest. They would however consider ending these cable TV services in favor of a streaming service if it combined both of these types of news. However, they note that “(Streaming services) put a lot of responsibility on the user, you have to actively seek for what you want to watch. And that's not an easy solution, I like the combined services that are easy to consume.”

4.2 Convenience

Another theme that was discovered throughout the focus groups was convenience. Informants argued that a reason for having subscriptions to streaming services was the convenient aspect of it being easily accessible and flexible, easy to use and being able to watch whenever one so

chooses. The ability to watch whenever one wants and watching how much one wants was valued. Others argued that technology such as Apple TV further expands the convenience since one has everything one wants to watch gathered and easy to access. The ability to combine different types of content, such as movies, series and sports is also perceived as convenient. Whereas some also brought up not having commercials as being appreciated and convenient.

Moreover, accessibility or being able to download and/or watch content while on the go or while traveling makes streaming services more convenient and appreciated. To watch streaming services while on lunch break adds to the aspect of accessibility. Informants also argue that their ongoing subscriptions are a result of routine or comfort since it's convenient.

Another informant argued that a reason for why they have their current TV service is because the companies actively seek them out and leave offers that they then review. This convenience has resulted in them reacting on an offer and then switching TV services.

When asked what they value the most with their current services, convenience was brought up by one informant, describing easy access, being easy to use and overall convenience of these attributes.

Furthermore, when asked why they continue with their service one informant explained that sometimes one can actively evaluate if the service is worth keeping, for example, if it has not been viewed by the consumer in a longer period. Yet the informant does not end or change subscription in case something new is released, and to go through the process of making a new account is not convenient, resulting in the consumer just keeping the service.

Moreover, having many streaming subscriptions might also be a result of acquiring and simply just being comfortable and not ending the subscriptions when acquiring new ones. Once subscribed it can be easy to forget to end or justify continuing even though it is not completely rational.

Adding to having many subscriptions, one informant argues that one does not think or aim to substitute a service, rather one adds a service and later, might end a service rather than ending one to subscribe to another. Convenience might also result in having less services since actively having to do something to acquire something, even if it's for free, might be too much to ask. In the case of this individual: "[...] we got a notice saying our TV was going to stop functioning if we did not change to something else, and then It was too much effort to change [...] so technically, I could have TV now too".

One informant explicitly argued that he/she would not acquire TV service again, because of it feeling old and there are other services (streaming) more specialised and more convenient since everything is adaptable.

Moreover, some argue that if the service (streaming) has a low monthly cost, then one does not care to end it since it seems convenient to pay a smaller cost for having the ability to watch the content, rather than subscribing and ending when watching or not, even though one

would theoretically save money by adjusting the subscription. But since the price is low and the convenience matches it, the subscription can continue.

However, when asked what it would take to end a subscription, convenience can work against the services too. If a service is easy enough to end then informants can almost abuse the function to, for example, save money in more financially difficult months and then possibly resubscribe at a later date.

4.3 Bundling

Bundling is a rather small area or theme which brings up the issue of voluntary or involuntary mixing of services, for example to get a better price. Another example of bundling appearing during the focus groups was when TV was included in the rent. Although the usage is mixed since, even if it was included in the rent, a few informants only use streaming services although TV is included whereas others use TV only because it is included in the rent.

When asked what the informants value most, one informant brought up better prices as a result of bundling their subscriptions. The individuals argued that the reason for even continuing the subscriptions was the lower pricing caused by the bundle and that the service would be too expensive otherwise.

4.4 Technology

Technology is a theme that consists of a few different aspects. Included in this theme are product aspects, Payment methods, Customer support and other codes that relate to how the informants use and perceive the technology in relation to their services.

When asked why they have a specific service, one informant said that it has a lot to do with ease of use, as well as the speed of the service. They also mention that they have been spoiled with algorithms, where they get good suggestions based on previously watched media, something that does not exist with regular TV.

Upon asking the groups what they value the most in regard to their services and why, a majority of the informants valued product aspects such as speed, ease of use, and performance. One informant argued that the aspect they valued the most was that the service was fast, easy to use and simple. It was also important to be able to easily navigate on the site. Additionally, another individual agrees and says that one of their streaming services feels a bit slow compared to the other one, this leads to using the slower one more rarely compared to the other options available.

Moreover, another informant mentioned both excellent picture quality and sound quality as highly valued factors. Another informant mentioned that the design of the platform matters a lot.

I have noticed now when I've had multiple services that it has a big impact depending on how the platform is designed. I know I've tried some service for some time and I didn't understand how to search for a title, and then I thought "I can't even use it" and then there was no point in it and then I didn't continue with that service either. So, ease of use overall.

In addition to this, it is also mentioned that the streaming services are good for finding content that one might enjoy, as they keep track of what you watch and then recommend similar things. This leads to less wasted time looking for something to watch, according to one informant.

When the groups were asked what they look for when buying a new service, many informants mentioned payment methods as a factor. Notice periods, transparency, and user friendliness in regard to payment were mentioned by a couple of informants. They wanted to avoid long hidden contracts and hard to find invoices.

In addition to this, one informant mentioned the importance of contracts and the length of notice periods, as well as starting fees. The informant continued saying that this is usually not a problem since most services have a one-month notice period, but it is still something they keep in mind when choosing a service.

When asked what a reason could be for switching services, one informant mentioned the performance. If the service lags they would switch services instead of paying for something that does not work. Another informant mentioned that they switch if it stops working, or if they get bad treatment from customer support. A third informant also mentioned bad quality as a reason for switching services, as well as bad user experience in regard to ease of use.

In response to what it would take to end a service, one informant pointed out that they are currently going through a situation like this. In this case the reason is that the service does not work properly and the customer service is lackluster.

Yes, but pretty much like it is now. It is not working, we have mentioned it, we have gotten a new cable that doesn't work, they have sent a new box that doesn't work ... so if it doesn't work now, when a technician comes over tomorrow then I switch. It's just supposed to work.

Finally, another informant mentioned that they would end a service if the quality worsened or if the service got harder to use.

4.5 Cost

One of the recurring themes throughout all focus groups was that of Cost, with many of the informants mentioning cost as a deciding factor when making decisions regarding both TV

and streaming services for most of the questions asked. There were however many different opinions regarding just how important a factor cost is, as well as when it is important. In general, price was discussed in relation to both positive and negative aspects with the services that the informants currently had or wanted to have, and it was many times mentioned together with other factors such as range of content.

In response to being asked what they value the most out of their services and why, multiple informants mentioned cost in relation to occupation, where a current life situation made them more aware of price. One informant mentioned it as the most important factor, while two others mentioned it as the second most important factor due to occupation.

Adding to that, another informant mentioned cost in relation to the range of content when answering the same question. Range of content was seen as the most important aspect but due to services having different content they wanted as many services as possible, this however, was not possible due to their financial situation.

One informant mentioned that they prefer services where everything is included, and there is no extra fee for renting specific movies. They mention that everything should be as cheap as possible, and everything should be included.

Furthermore, when being asked what would make the informants acquire a streaming service or TV subscription, a lower price was mentioned by multiple people as one of the important factors they would look into before making a decision. One informant also pointed out that they would rather pay separately for renting a movie rather than keeping a full service they are not using. Trial periods were also mentioned multiple times as a way to keep the cost down when only looking to watch limited content, such as one movie. They would then start a trial period but end it before actually having to pay money. However, multiple informants also agreed that although they did have some sort of price awareness, the prices were generally very low and not something they gave much thought to.

Another informant that shared the same sentiment mentioned that getting a service at a good price is a bonus, but not something they actively seek out. They related it to how big of an interest they had in the content, and that this had to match the price if it was about a larger sum of money. However, this person, as well as a few others, went on to argue that the competition is high between the services and this in turn has led to prices that are not very high.

Many informants also mentioned cost in relation to what a reason for switching a service would be. If there was an increase in price, many informants agreed that this would be a deciding factor. Another individual mentioned that they had previously switched cable TV services due to another offer with similar channels being cheaper. After switching from one service to another, it was also noted that the old service sometimes got in touch and offered a discount if the individuals were to come back and this was sometimes effective. However, multiple informants argued that the price increase had to be drastic, as this was not the deciding factor in most cases for them.

When asked what they thought about when buying a new service, many of the informants mentioned cost in one way or another. Some informants mentioned it specifically as a very important aspect, while most mentioned it as a contributing factor but not the main aspect that they looked at when buying a new service. One individual argued that because most people have a couple of different services they pay for, it's important that the price is not too high.

Price was also mentioned as a deciding factor for the informants continuing to use the services they currently use as well as one of the main reasons a majority of the informants would consider ending a service if it changed for the worse.

The price had to match the value the individual got out of the service. This was echoed by another informant, who concluded that they would end a service if the price increase was large enough and the quality of the content did not increase by at least the same amount.

Another informant mentioned that if the price skyrocketed, they would be made more aware and consider if it really was worth it to keep the service, or if it perhaps would be better to cancel the service for a few months until the content has caught up.

Lastly, one informant mentioned that although they would consider ending a service if the price increased or if they found themselves not watching a lot of content, it is usually still affordable to keep the service, even if you don't watch very often

4.6 Social Components

The theme Social component covers a couple of different aspects brought up during the focus groups that relate to other people and how interactions shape the informants behavior regarding consumption of content. The codes found for this theme were *Peer pressure*, *Recommendations* and *Social component*.

When asked what would make the informants acquire a streaming service or TV subscription, one of the aspects that a few of the informants brought up was the social component of both peer pressure and recommendations. “Maybe if I've heard that there's something really good coming, so a little bit of peer pressure, maybe depending on what's popular or what becomes popular [...]“.

The informant went on to explain that certain services are acquired simply because many other people have the same service, giving Netflix as an example, and if they were to only have one service it would be Netflix for this reason. Adding on to this, another informant agreed and continued to explain how references and recommendations were an important factor when deciding on a new service. Which services other people use as well as what they recommend was the most important factor when deciding on a service.

When asking what the informants were thinking of when buying a new service, the range of content was brought up as a priority for one informant, who argued that recommendations or

reviews did not affect him/her. The informant argued that it is something one must discover for oneself since films and series are highly individual.

Another social aspect that was mentioned during the first focus group was how one of the informants considered streaming services based on how varied the content was in order to match the specific tastes of other people in their social circle. The informant in question found it important that the selection available could also be enjoyed by people other than the ones in the household.

4.7 Additional Factors

4.7.1 Trigger

Another theme that was found was trigger, which the informants describe as some sort of a wake-up call which can influence the informants' actions. Trigger was first and foremost discovered in the last two questions about substituting and ending a service.

When asked what a reason for substituting a service can be, one informant argued that one sometimes has to be reminded about, for example, the price of the service or overall, that something has become worse to consider substituting the service.

Moreover, when asked what is required for the informants to end a service, one informant discussed the thought of taking hold of oneself and stop being lazy and simply look over what services one has.

Others argue that other factors too can trigger an action of ending the service. They rarely start to get rid of unnecessary subscriptions without any reason, but there often is a trigger or an unexpected discovery that, for example, the streaming services subscribed to are not used. Another example given is price, if the price would be raised a lot, it could trigger the end of a subscription. Alternatively, moving can be a trigger in which one ends a subscription. Another trigger could be if a series one follows and watches in routine suddenly gets taken away, then one could get triggered and end the subscription directly.

I really agree that something has to trigger it, because it does not feel like one all of a sudden starts to clean an end if there is not an obvious reason. [...] an example could be if I watch a series every Wednesday and all of a sudden it is gone. It would be a trigger which gets very noticeable in my everyday life. And then I could definitively delete it on the spot.

Lastly, one informant described that change of occupation might result in him/her ending all subscriptions since the individual might want to give full attention to the occupation rather than having to fight the temptation of watching movies and series instead.

4.7.2 Leeching

Another theme that was discovered was leeching. Leeching in this instance refers to using a service or an account that is not yours and that you are not paying for, therefore leeching onto someone else's product.

One informant had a service which he/she was using although the sibling was paying for it. Another informant also argued that sharing accounts (streaming) is an advantage since one does not have to buy or pay for the streaming services and you can extend the content library to cover the most.

When asked what a reason could be to substitute a service one of the informants argued that it is not worth having many services and therefore, they can save by sharing the account. A shared account is more convenient, although the range of content can affect whether or not they keep the service or end it and share another instead.

4.7.3 Free Trial Period

Another theme that was discovered was that of a Free trial period, and there were a few different reasons that the informants found this practice useful. This included wanting to test a product out before buying, using it to watch a show without having to pay, as well as a matter of principle.

When asked about what they think about when buying a new service, a few of the informants mentioned that they view a service in a negative light if they don't provide users with a free trial period, wondering what they have to hide.

[...] I get very anti if a service does not offer a trial period or has a free period as well. I think that you still want to try it out so that if they do not offer it (a free trial period) then i don't think i would like to buy the service. Because I want to try it out and then maybe continue to pay afterwards, if I think that the price matches the content

Furthermore, one informant mentioned that if they get a free trial month somewhere they almost always jump at the opportunity and then cancel the subscription once the month is over. Free trial periods were seen as a good way to attract consumers according to multiple informants.

When asked about their reasoning regarding switching services, one informant mentioned that free trial periods were important to see if something was a good fit. Another informant mentioned that while they have not specifically switched services, they have used multiple free trial periods when offered.

Finally, another informant mentioned that instead of switching services, one could just use a free trial period, as well as multiple ones if one had access to more than one email address.

“One can always take a trial period or something like it, then it depends on how many email addresses one has.”

4.7.4 Habit

The informants who have TV confirm that it is mostly out of habit, as one jokingly says, “I have it because I’m old”. Another informant confirmed and explained that they have had it for a very long time and when the technology changed to internet-based transmission rather than copper-wire, it felt natural to follow.

A majority uses both streaming services and TV because of habit. The habit in itself differs since a few informants prefer streaming services since they then can re-watch movies and series whereas TV viewing is a long-time habit, as in a habit that one has grown up with or used in a much longer time than streaming. Individuals in the groups also have a habit of using both mediums as a familiar background noise or to not feel as alone while doing chores or cooking etc.

Moreover, some informants do not have an interest in the actual content they are watching, since they only have it as a habitual background noise when they sit with their phones or eat or do something else.

When asked what could influence buying a service one informant argued that the viewing and usage of both services is so habitual that they simply do not know if there is anything competitively better than what they use.

I have a streaming service. I do not know of any comparable service that would be competitive. I can switch from Telia to Canal Digital, but they are principally the same type of service. I don’t know of competition in that market (TV) except pure economic factors. Are there any competitors to Netflix? Because in that case, it's me that is not aware of the range of content or competition.

When asked why they continue with the services they have, one informant argues that it is a combination of habits, that one does not think about the issues especially if the cost is rather low. If one has had a service for a longer period of time then it becomes habitual, which decreases the chance of ending the subscription compared to new subscriptions. Another informant simply put it as, “I want them. I want them to exist. So therefore, I continue with them.”

Moreover, another reason as to why the informants continue the service might be because they simply forget. The habit of having the service just disappears into forgetfulness and the subscription keeps on going.

5. Analysis

In this chapter a data driven thematic analysis has been implemented. The themes uncovered during the data collection are presented and discussed in detail in relation to previous research in the area.

5.1 Content

5.1.1 Range of Content

Lee et al. (2018) demonstrated a significant correlation between media options and online streaming. Range of content was discovered during the data collection to be similar to Lee et al.'s. (2018) media options, yet range of content is more directed at the streaming platform's content library. During the focus groups it was discovered that range of content was a large reason for using streaming services, with some informants arguing that it was the only thing that counts when acquiring a new streaming service. It was argued that owning more streaming services was favorable to not miss out on content. Moreover, if the desired content was removed, they would instead search for a new service which included the deleted content. Or, if the service starts to lack content, stops sending desired content, deletes content or if the consumer simply is not satisfied with the range of content, then the informants easily can end their subscriptions. It was also mentioned that streaming services own produced content also adds to the variability and the overall range of content positively. Moreover, if the platform releases new content often enough then the chance of continuing the subscription increases. However, one of the informants argued that they would not acquire a service based on range of content, due to the fact that they did not have any preferences regarding the content that they consume. This correlates with Lee et al. (2018), since the majority of the informants connected range of content with online streaming.

Cha and Chan-Olmsted's (2012) study showed a significant correlation between the media options available and their effect on cable choices. This was however not supported by the focus groups, as media options did not correlate with the informants view of TV. Range of content was only discussed positively in relation to streaming services.

Kim et al. (2017) identified viewing options amongst the product attributes of OTT services that influences the consumer's willingness to pay. The focus groups were overall in agreement that paying a higher price for a service that has the most types of content would be preferable. Furthermore, a consumer's willingness to pay can be affected if the platform has, according to the consumer, a good base range of content. If the perceived value corresponds with the cost, then the consumer will continue the subscription. While most informants preferred to pay more for a more content-inclusive service, a few informants preferred having multiple streaming platforms despite ultimately wanting the same end-product, i.e., having access to a large range of content. One informant did not want their service to offer rentals since they felt that if one is paying for a product then all content should be available. However, a majority argued that if desired content exists on another platform, they will

subscribe. If a platform is perceived as lacking in one area that is important for the consumer, he/she could consider buying another service to satisfy that area. This connects to Kim et al. (2017) who said that range of content is amongst the product attributes that influence the consumers' willingness to pay. In addition to this, it was discovered during the focus groups that range of content also includes future or soon to be released content which can affect the consumers' willingness to pay, if the future content is interesting enough to the consumer. If the knowledge of the future content is presented before the content is released it can still affect the customers willingness to subscribe (pay) before the content is released.

Liou et al. (2015) studied broadband television users in an attempt to understand their intentions for continuous use. One of the findings indicate that perceived content quality directly influences consumer views regarding broadband television, and in turn affect their intentions to continue using the service. In one of the focus groups, it was mentioned that television rarely has any quality programming, and that one can always find something to watch through streaming services instead. Therefore, perceived content quality of TV indirectly pushes consumers towards streaming services.

It was discovered that even though range of content was seen as the most important factor, time is a playing component as the consumer has to have the time to react to changes in range of content.

5.1.2 Specific Content

Taneja et al. (2012) mention that with new media comes a wide range of content choices, and it is shown that audiences cope by using narrowly defined repertoires, which is defined as a small subset of preferred media. The study concluded that consumers do not consume all media available to them, instead they create subsets of options to consume from. This relates to the theme of specific content, meaning that consumers might go out of their way to consume, even going so far as to switch services simply because of a series moving or a specific type of program only being available through a different service.

It was uncovered that the informants consumed content in different ways depending on personal taste, where they had both services that contained a good base selection of content, as well as services that they acquired for specific reasons. Specific services can include a sport orientation or reality TV. These types of programs were also not easily available on regular TV and were some of the main reasons a few informants relied on streaming services. This relates to LaRose and Atkin (1988) as consumers are not regarded as completely satisfied unless their desire for specific content is fulfilled. Kinna (2005) also suggests availability as one of several factors that might influence customer satisfaction and retention. In this case the availability of for example sports, where some informants chose services based on which had the rights to sporting events. The need for specific content is strong enough for some informants to substitute one service for another, based on where this specific content is located.

Another approach to satisfy one's desire for specific content brought up by the informants was piracy, illegally downloading content that isn't available elsewhere. Regular consumption was complemented with specific content, whether it was pirated, additional services, or complementing regular TV with streaming services when nothing of interest is broadcasted on television. Furthermore, some informants keep acquiring services to find new content.

In accordance with Taneja et al. (2012) a repertoire could be applied in streaming media based on the number of streaming platforms and their content, and therefore one could argue that if a consumer is interested in specific content, then that repertoire would change with the rights to the specific content or franchise etc.

Tse (2016) mentions that while audiences enjoyed the personalization of online viewing, they were shown to sometimes wonder if they risked becoming detached from society if they were not to follow broadcasted television. This was not something that was particularly prevalent during the focus groups, however, one informant expressed concern that if they did now have two points of view on news, one local and one foreign, then they would not get an accurate perspective on current events.

5.2 Convenience

Informants argued that a reason for having subscriptions to streaming services was the convenient aspect of it being easily accessible and flexible, easy to use and being able to watch whenever one so chooses. This is consistent with Kinna (2005), who suggested several factors that might influence customer satisfaction and retention, including efficiency and availability. These two terms have been incorporated into the convenience aspect since the informants explicitly and contextually argued for efficiency, i.e., being able to watch however and whenever, and availability since the informants appreciated that services were available and accessible.

Ahuja and Mani (2012) argue that service providers are today expected to offer robust cloud infrastructures to ensure that the consumers can access an environment that has high availability and service delivery capabilities. In agreement with this, some informants argued for convenience when using technology such as the Apple TV, which to them offer easy access and convenience as one can combine different types of content such as movies and sports.

Moreover, according to Kim et al. (2017), some services enable customers to download and watch content offline. This was something that was mentioned as a convenient and accessible aspect to streaming services, for example by being able to watch on a lunch break or while traveling.

According to Tefertiller (2020), the desire to avoid advertising has been identified as a motivational factor when making the decision of moving from TV to streaming services. During the focus groups it was brought up that commercials and advertising on TV were seen as a nuisance and not having commercials in streaming services was appreciated and

convenient. However, the lack of advertising was not seen as the biggest reason for preferring streaming services, as their perceived advantages in other areas, such as accessibility and being able to watch content on the go or while traveling, were of bigger importance. This is in accordance with previous research done by Tefertiller (2020).

One informant argued convenience as to why they have their current TV service due to the fact that the company salespeople sought them out and gave an offer which they accepted. The informant appreciated the convenience of saving time due to not having to seek out information themselves. Wilson et al. (2016) argued that non-monetary costs can include time costs, search costs and psychological cost and by reacting to an offer in this manner the sacrifices perceived by the consumer were low. Moreover, continuing subscriptions might be an effort to avoid non-monetary costs by avoiding the inconvenience of ending a service. This might result in a consumer adding subscriptions rather than substituting or ending one for another. In addition to this, convenience might also result in having less services since actively having to do something or to acquire something, even if it's for free, might be too much to ask if the perceived non-monetary costs exceeds the perceived usefulness.

In accordance with Wilson et al. (2016), if the cost, monetary or non-monetary, is regarded as a small sacrifice, then the consumer does not mind exchanging the cost for the convenience of having the content for such a small price. This is the case even if the service is not used regularly, and one would theoretically save money by adjusting the subscription.

Furthermore, Davis (1989) explains that; even if potential users believe that a given application is useful, they may at the same time believe that it is too complicated to use and that the performance benefits of usage is outweighed by the effort of using the application. This can be applied, although modified, in the case where an informant argues that the benefit of continuing the subscription in case of new releases outweigh the effort and/ or process of ending the subscription. The informant argues that ending and then having to make a new account when subscribing again is not convenient, therefore they continue the subscription. However, convenience can also work against the services if a service is perceived as easy enough to end, then consumers can almost abuse the function to, for example, save money in more financially difficult months.

Tefertiller (2020) mentions that consumers seem to reject traditional television due to frustrations with the older technology as well as the perceived advantages of streaming services. In accordance with Tefertiller (2020) some informants disregarded TV because of it feeling old and outdated compared to streaming services which are convenient and adaptable.

5.3 Bundling

Lee et al. (2018) found that the factor of additional purchases had a strong correlation with cable television providers. Additional purchases also correlated with online streaming

services, although the connection was very weak. In contrast to Lee et al. (2018) this study did not find a strong correlation between additional purchases for either TV or streaming services. A vast majority of the informants in the study did not have TV therefore we could not find a strong correlation. However, bundling was discussed and explained as an issue of voluntary or involuntary mixing of services. The participants described voluntary bundling as something you choose to, for example, get a better price, whereas involuntary bundling was explained as something that comes with, for example, rent or housing.

Prince and Greenstein (2014) found that broadband, including streaming services, had become a substitute for pay television for a significant subset of the population. Bundling was likely the cause that some households were discouraged from dropping television and exclusively using broadband. This was supported by the focus groups as multiple people only had TV since it was included in the rent. However, the actual utilization of TV was mixed since some individuals preferred streaming. Those who utilized TV did so only because it was included in the rent.

5.4 Technology

The theme of technology exists in previously mentioned research where it is grouped together with social trends. In the previous studies referred to in this study, technology is mostly used in the specific sense of new technological advancements as well as product developments (eg., Ipad). In this study however, technology is used more of as an umbrella term for aspects that touch on either the product or the service of the product. This includes aspects such as payment methods, customer support, or user interface.

Lee et al. (2018) mention that continuous technological advancements can improve the viewing experience. One example of this found in the focus groups was the positive mention of algorithms improving viewing experience by recommending content based on previously viewed media. This was argued as being a highly appreciated feature in streaming services by multiple informants and was mentioned as a highlight compared to TV, as such technological advancements are not available on this platform. In accordance with Kinna (2005) the informants argued that algorithms lead to efficiency due to less wasted time looking for content. It was also mentioned that excellent picture and sound quality were highly valued factors, which one can argue increased their viewing experience in accordance with Lee et al. (2018).

Lessiter et al. (2001) found that one barrier of adoption to media streaming capabilities could be its perceived or experienced “ease of use”. In accordance with this, ease of use was widely talked about during the focus groups, and many informants mentioned it as a necessary aspect. Furthermore, the platform design had an impact on perceived ease of use for some informants, where a complicated website had previously led to not continuing with the service in question.

Kinna (2005) mentions several factors that might influence customer satisfaction and retention, including speed, efficiency and accuracy. In line with this, a majority of the informants mentioned attributes such as speed, performance, as well as ease of use, when asked what they value the most in their services. As an example, one informant had noticed a service being slower than another, and therefore used it less compared to the other. This also supports David (1985), who stated that the perceived usefulness and ease of use impact attitude towards use, which impacts behavioral intentions, which in turn impacts actual usage. Another mentioned aspect is that navigation on the site should be uncomplicated which can be argued to increase efficiency and accuracy.

McCloskey (2006) found that usefulness and trust had a positive, direct affect on usage whereas ease of use had significant impacts on usefulness. One area where this could be connected was in regard to payment methods, where informants argued trustworthiness and transparency as important aspects towards usefulness of the payment method and therefore the platform. This suggests that a payment method that is easy to use and transparent directly impacts the perceived usefulness of the platform. Connecting to trust and transparency, one informant argued the importance of the platform's contracts, starting fees and notice periods.

Furthermore, Davis (1989) explains that; even if potential users believe that a given application is useful, they may at the same time believe that it is too complicated to use. In agreement with this, multiple informants brought up lacking performance and how this could lead to switching services, if for example, the application is not worth the trouble if there are technical difficulties, or due to a bad user experience. A connection that was noticed was between the above mentioned and customer support. If a customer perceives the service as useful, yet the performance is lacking or troublesome making the customer contact customer support, where in turn, the service is lackluster affecting customer overall satisfaction, then the individual is more likely to unsubscribe from the service. This is in accordance with LaRose and Atkin (1988). This means that individuals would end a service if the quality worsened or if the service got harder to use, which suggests that customers rather act on variables of satisfaction rather than variables related to service cost, demographics, or other market differences, in these types of contexts.

Lastly, Lee et al. (2018) and McCreery and Krugman (2015) mentioned hand-held devices as an example of a drastic increase in technology that improves the viewing experience of online streaming services. We did not find a connection between handheld devices and improving the viewing experience of streaming services. However, it can affect convenience.

5.5 Cost

Lee et al. (2018) argue that most consumers look for a product with good value and at a reasonable price range. It was discovered during the focus groups that price could be seen as a starting point or a tool of measurement, some consumers searched for services with good value within a reasonable price range, in accordance with Lee et al. (2018), whereas others

used price as a limit for how many services they could have. For a majority of the informants, the range of content was the most important aspect regarding their services, and price was a secondary factor, as long as it was within a reasonable limit. However, if the price would be drastically increased, then the informants would view it as a critical factor.

Wilson et al. (2016) argues that individual customer's needs vary and therefore his or her thought of cost, acceptable or unacceptable, also varies, depending on the extent that the needs are satisfied. This can be supported since many informants had differing opinions on cost and value of the product. Some individuals rather pay and get access to the full library of the service without having to pay extra fees for certain content, whereas others prefer to separately pay for movies or start a trial period but end it before actually having to pay money. However, the general consensus regarding streaming services was that the cost was generally so low that the informants did not give it much thought when acquiring a service, except in some occasions, as explained above. Yet if the only difference between two platforms is the price, then it would be a deciding factor for switching and substituting. A price increase in an already owned service would also have an effect on a majority of the informants when deciding to switch or end a service. Another interesting aspect uncovered during the focus groups was the impact of occupation, and how this changed the view on price or ability to pay for certain informants. This confirms Wilson et al. (2016) and their argument that individual customer's needs vary and therefore his or her thought of cost, acceptable or unacceptable, also varies.

One can argue that the theory of Wilson et al. (2016) also applies to interest. That customer's interest varies and therefore their thoughts on cost and what is acceptable also varies, depending on how big their interest is. According to a few of the informants, the cost can be related to how big of an interest one has in the content, and the content has to match the price.

Lee et al. (2018) state that the most common complaint about cable television is often the ridiculous prices, they also concluded in their study that cost and cable TV had a statistically significant relationship. However, LaRose and Atkin (1988) argued that satisfaction is an important factor regarding cable subscription and retention and was more important than price. Although not a lot of informants in this study used TV, one of the informants who did admitted to switching services on account of another service being cheaper yet having similar channels. This supports LaRose and Atkin (1988), since the important factor was the channels included and price was the deciding factor due to similar content.

Lastly, one informant mentioned that although they would consider ending a service if the price increased or if they found themselves not watching a lot of content, it is usually still affordable to keep the service, even if you don't watch very often. Partially in accordance with Lee et al. (2018) who concluded in their study that there was no statistical relationship between cost and online streaming, we found that cost can have an effect on online streaming, yet it rarely is a deciding factor.

5.6 Social Components

The theme of social components exists in previously mentioned research where it is grouped together with technological advances. In the previous studies referred to in this study, social components is mostly used in the specific sense of social trends and how consumers adopt online media and what media they consume. In this study the theme of social component covers aspects such as how interactions shape behaviors regarding consumption of content, such as peer pressure or recommendations.

Tse (2016) mentions that a sense of togetherness is attained through personalized online viewing and that people were not always shown to be conscious of their need for a sense of togetherness. When talking about personalized consumption many overlooked the fact that they picked a show that was popular among their peers or on the networks they visited. The term of social togetherness could be applied to this study in the sense that multiple informants mentioned subscribing to the services they do because it was what other people were doing, and some mentioned it as the only reason they chose the service.

Lee et al. (2018) mention that social trends are important in how consumers adopt online media and what media they consume, and that it is today very easy to see what other people are watching and connect with other consumers. Even though some of the informants based their decision of consumption on recommendations, it is hard to tell if these were based on social trends or just personal opinion. However, it was evident that multiple informants found peer pressure and the behavior of their social circle to be important deciding factors when choosing a service. This also connects to Tse (2016) and togetherness.

Another interesting point made by one of the informants was that they chose services based on a wide selection of content to satisfy visitors, family, or others who might come to visit the household. This highlights another sense of togetherness that is connected to both online and offline connections.

5.7 Additional Factors

5.7.1 *Trigger*

Trigger was a factor that was found during the data analysis that has no connection to the earlier described theories. Lee et al. (2018) has not mentioned anything in relation to this factor since they examined factors which consumers consider when choosing cable television and online streaming, whereas this study also takes into account more behaviors than just acquiring a service. Moreover, earlier presented theories did not include or mention trigger, or any phenomena like it, therefore one can argue that this might be a rather new phenomenon in this context.

Trigger as a factor was mainly connected to the behaviors of substituting and ending a service. Many of the informants mentioned the need for some sort of trigger to remind them of their services and make them aware that the service might not be as useful or desired anymore. Different types of triggers were discovered where, for example, a notice of higher pricing can remind an individual to evaluate and take action towards the service, as well as if a series one follows suddenly gets taken away. In addition to this, outside factors can trigger the consumer to take action towards a service. Outside factors that were discussed included moving and change of occupation.

5.7.2 Leeching

Leeching was another theme that was discovered during the data analysis that did not have any correlation to earlier mentioned theories, suggesting it might be a new phenomenon in this context. Leeching refers to using a service or an account that is not yours and that you are not paying for, metaphorically leeching onto someone else's product. This was something that some informants admitted to doing. Although it was not a major occurrence among the informants in the focus groups, it seemed significant to accentuate. The reason for leeching was economical and where the informants got access to an extended content library without having to personally pay for more services. This was also mentioned as a reason for substituting services, it is not worth having many services and therefore they can save by sharing the account.

5.7.3 Free Trial Period

Free trial period was another theme that was discovered during the data analysis that did not have any correlation to earlier mentioned theories. The practice of having a free trial period might not be a new phenomenon, yet it had not been explained or mentioned previously in this context. This practice was discussed by most of the informants of the study in an appreciative manner since it enables them to test a product out before buying as well as using it to watch a show without having to pay. Another context that free trial periods was discussed in was when it was a matter of principle, informants viewed services negatively if it lacked a free trial period.

Saunila et al. (2019) argue that customer attitudinal antecedents related to the service also were important since some customers seem to be "tradition-minded". One can argue that "tradition-minded" individuals can be interchangeable with "principle-minded" individuals, causing such individuals to not partake or want to engage in new or additional services, regardless of if they have resources. For some of the informants these principles lead to not wanting to use the service since this results in a lack of trust.

Siddiki et al. (2015) argue that individuals face different information and cost barriers. This corresponds to what many of the informants touched upon, since the main point of the trial period is to gain knowledge, whether it is about the range of content, price, or how well these two factors correlate according to the consumer. However, one exception to the rule seems to

be that some individuals just want free content, and do not have any intent to continue with the service once the trial period has ended.

A free trial period could, according to one informant, lead to a subscription if it was discovered that the price matched the content, increasing the informant's willingness to pay. Therefore, the free trial period can act as a gateway to showcase the range of content and attract more subscribers to the service. Reinforcing Kim et al. (2017) who identified viewing options amongst the product attributes of OTT services that influences the consumer's willingness to pay.

5.7.4 Habit

It was discovered during the focus groups that users of either TV or streaming services were based out of habit, and that these habits could be either active or passive. Active habits included rewatching movies and series, while passive habits included nostalgia (i.e., always had it) and background noise while performing other activities. The passive habits correlate to Jeong and Fischbein (2007), who discovered that when performing activities such as doing homework or eating, audiences are likely to combine these activities with audio media or television. Listening to audio media or viewing television might be more passive audience behavior and therefore, it might be easier to multitask. This is confirmed by multiple informants explaining similar behavior such as not feeling alone while doing chores or cooking. Some informants did not have an interest in the actual content that they are watching, since it is only used as a habitual background noise.

In addition to this, Tefertiller and Sheehan (2019) identified multiple motivational factors for modern television viewing including relaxing environment and habitual viewing, where the need for relaxing entertainment was the most prominent. This is in line with what multiple informants expressed during the focus groups in regard to their usage of media.

An interesting point made by one of the informants was that the viewing and the usage of their services was so habitual that they simply did not know anything about other services and competitors. This correlates to Saunila et al. (2019), who argue that customer attitudinal antecedents related to the service also were important since some customers seem to be "tradition-minded" and thus do not partake or want to engage in new or additional services, regardless of if they have resources. This could also manifest in certain consumers continuing to use services simply because they always had them. If one has had a service for a longer period of time then it becomes habitual, which decreases the chance of ending the subscription compared to new subscriptions.

6. Conclusion

The research question of the study will be answered in this chapter, based on what was presented in the analysis as well as previous chapters. The themes uncovered during the data collection as well as their relation to the theoretical model is also explained. This is followed by limitations, future research as well as managerial implications.

6.1 Fulfillment of Aim and Research Questions

This study aimed to answer the question of what factors affect consumers to buy, continue, substitute or end a streaming service or TV-service. Based on a data driven thematic analysis, what we found were, in total, 11 factors that correlate to one or more of these behaviors and affect the consumers choice of service. These factors were: Range of content, Convenience, Trigger, Bundling, Habit, Leeching, Specific content, Free trial period, Technology, Cost and Social components.

What we found was that although some of the factors correlate to the factors discussed in previous literature, most of the factors uncovered in this study differed or were completely new in this setting. Among the new factors uncovered were Trigger, Habit, Leeching and Free trial period. These factors do not correspond with the research model and previous research done in the context. Moreover, media options have been separated into Range of content and Specific content, since these explain different behaviors which are more specified. Convenience has a structure in ease of use, availability and satisfaction, since none of these clearly could explain the consumers experiences by themselves. In the model bundling is connected to additional purchases, however we did not find any correlation between bundling and additional services for either TV or streaming services. However, we did find connections with bundling. In the model social trends and technological advances were included in the same factor. In this study we found that they were very different aspects and therefore separated them. The only factor that was kept unchanged from the model was that of cost. The factors of online streaming and cable TV provider were used as a complement to the other factors rather than on their own.

Cost was an important factor in the sense that it was applicable in all factors and behaviors. Although cost was not a top priority for the informants unless the cost or price increase was drastic. Most informants argued for range of content and specific content as their top deciding factor for most behaviors, whereas convenience was strongly connected to continuing a service. Habit was also a strong factor in relation to continuing, whereas technology was an important aspect when it comes to usage. Other factors, such as bundling, leeching, social components, free trial period or triggers are also significant, however not deciding factors.

6.1.1 Factors That Affect Consumers to Buy a Service

What was discovered during the study was that range of content had a large impact on buying or subscribing to a new service. Some informants even argued that it was the only factor of

importance in the instance of acquiring services. Moreover, being subscribed to more services to get access to a large range of content was common practice amongst the informants. One informant differed and would not acquire a service based on range of content since he/she did not have any preferences in content which is consumed at all. However, a majority agreed that if desired content existed on another platform they would subscribe to that platform. Moreover, if a platform is to release new content in the future, the consumer can subscribe to the service even before the content is released, if the future content is interesting enough to the consumer.

Leeching, although not a major occurrence among the informants, was used by some to get access to an extended library without having to personally finance the extension. Therefore, acquiring without a negative financial aspect. Furthermore, informants acquired more services to find new content or to satisfy a need for desired specific content.

Free trial periods are used by consumers to test products before buying or might be used to view content without having to pay. Free trial could also be a gateway to attract consumers out of principle, since some do not regard services without trial-periods as serious or trustworthy. The main point of the trial period is to gain knowledge, whether it is about the range of content, price, or how well these two factors correlate. A free trial period could therefore lead to a subscription if it was discovered that the price matched the content.

Social components can lead consumers to subscribe if peer pressure and the behavior of their peers or social circle is viewed by the consumer as important deciding factors when choosing a service. Moreover, having a wide selection of content to satisfy family and friends can also be a reason for subscribing.

6.1.2 Factors That Affect Consumers to Continue Using a Service

If the perceived value of the content corresponded with the cost, consumers will continue the subscription. Streaming services producing their own content, as well as the frequency with which this is released, also had an effect. Willingness to pay was many times directly affected by the range of base content the service had and most informants agreed that paying a higher price for a service that has the most types of content was preferable. Additionally, the lack of quality programming in TV indirectly pushes consumers to continue their streaming services instead of their TV services.

Convenience was a major factor in continuing subscriptions, since it might be an effort to avoid the inconvenience of ending a service. Convenience might result in consumers adding subscriptions rather than substituting or ending. Continuing subscriptions might be an effort to avoid non-monetary costs by avoiding the inconvenience of ending a service. In some cases, continuing the subscription in case of new releases outweigh the effort and/ or process of ending the subscription. The informant argues that ending and then having to make a new

account when subscribing again is not convenient, therefore they continue the subscription out of convenience.

Bundling was shown to be the reason for why some households were discouraged from dropping television and exclusively using broadband. Multiple people in the focus groups only had access to TV and used it since it was included in the rent. Bundling therefore led to continuing TV subscriptions for some respondents.

Certain consumers continue to use services simply because they always had them or because the behavior was so habitual that they simply did not know anything about other services and competitors. It was also mentioned that if one has had a service for a longer period of time it decreases the chance of ending the subscription compared to new subscriptions.

Technology had an effect on users continuing their subscriptions. Algorithms, attributes such as speed, performance, as well as ease were all mentioned as valuable, as well as excellent picture and sound quality. These were all mentioned as highly valued factors and possible reasons for consumers to continue their services.

Payment methods also affected how the consumers view the service, as well as contract, starting fees, and notice periods. A payment method that is easy to use and transparent directly impacts the perceived usefulness of the platform leading to a higher chance of the user continuing the service.

6.1.3 Factors That Affect Consumers to Substituting One Service for Another

If a platform's range of content is perceived as lacking in one area that is important for the consumer, he/she could consider buying another service to satisfy that area.

Convenience can be a factor leading to substitution if offers received are accepted and the service is substituted if the consumer perceives the cost of time and cost of searching as minimal and therefore convenient.

Leeching can be a factor resulting in substitution of a service if it is not viewed as economical or practical to own the service. It is therefore easier to share accounts or leech on one or more services or platforms.

Moreover, specific content can lead to substituting a service if the desired content has moved to another platform, or a specific type of program only is available through a different service or platform. The need for specific content is strong enough for some informants to substitute one service for another, based on where this specific content is located.

Lacking service or platform performance can lead to substituting the service if it is not worth the trouble, if there are technical difficulties or due to a bad user experience. Customer support can also be a factor.

6.1.4 Factors That Affect Consumers to End a Service

For ending a service, desired content was an important factor. If the service lacks content, stops sending desired content, deletes content or if the consumer simply is not satisfied with the range of content, then the informants can end their subscriptions. Even though range of content was seen as the most important factor when ending a service, time is a playing component as the consumer has to have the time to react to changes in range of content before acting on it.

Convenience was an important factor in regard to continuing subscriptions, however, convenience can also work against the services if a service is perceived as easy enough to end and the consumers can almost abuse the function to, for example, save money in more financially difficult months.

Trigger as a factor was mainly connected to the behaviors of substituting and ending a service. Many of the informants mentioned the need for some sort of trigger to remind them of their services and make them aware that the service might not be as useful or desired anymore. Different types of triggers could be a notice of higher pricing, a series one follows suddenly getting taken away, or outside factors such as the consumer moving and change of occupation.

Furthermore, the platform design had an impact on perceived ease of use for some informants, where a complicated website had previously led to not continuing with the service in question.

6.2 Limitations and future research

It is important to remember that this was a limited study both in terms of time and resources. The sample size can also be considered rather limited since the majority of the participants were between the ages of 24-34. Another limitation of this study was the global pandemic of Covid-19, making it hard to conduct focus groups in person and resulting in.

For future research it would be interesting to study differences in the Swedish population in terms of subcultures and age brackets. Older people adapting to new media is an interesting subject that we did not explore in this paper. A majority of the informants did also not use TV and therefore the findings were heavily focused on streaming services and behavior related to these. A future study could specifically research TV as a medium, alternatively attempt a better sampling size.

6.3 Managerial Implications

Previous literature has investigated the area quantitatively and contributed with knowledge in the form of a number of factors affecting consumer behavior, whereas the results of this study adds to the discussion and contributes with more in-depth knowledge, as well as new factors. Moreover, previous studies mainly investigate what makes consumers *buy*, whereas this study expands the issue and also investigates why consumers *substitute, continue* and *end*.

The study gives insight into consumer behaviors in regard to both streaming services and TV services, and can be of importance for TV-stations, streaming platforms as well as private companies involved with TV in any way, for example advertising, and other parties connected to streaming services. Based on the results of this study, we recommend firms offering services of this kind to evaluate their customer base and find their target content for their customer base. This is important since content was among the top deciding factors and a reason for customers changing behavior regarding their services.

References

- Ahuja, P. S., & Mani, S. (2012). Availability of services in the era of cloud computing. *Network and Communication Technologies, 1*(1).
<http://dx.doi.org/10.5539/nct.v1n1p2>
- Amin, K. (2005). The seven deadly skills of customer service. *Manager, 14*-15.
<http://ep.bib.mdh.se/login?url=https://www-proquest-com.ep.bib.mdh.se/scholarly-journals/seven-deadly-skills-customer-service/docview/224614420/se-2?accountid=12245>
- Amin, M., Rezaei, S., & Abolghasemi, M. (2014). User satisfaction with mobile websites: The impact of perceived usefulness (PU), perceived ease of use (PEOU) and trust. *Nankai Business Review International, 5*(3), 258-274.
<https://doi.org/10.1108/NBRI-01-2014-0005>
- Bernhard, R., & Mokhoff, N. (1981). The mission profile. *IEEE Spectrum, 22*(4), 895.
[https://doi.org/10.1016/S0026-2714\(82\)80201-1](https://doi.org/10.1016/S0026-2714(82)80201-1)
- Bondad-Brown, B., Rice, R., & Pearce, K. (2012). Influences on TV viewing and online user-shared video use: Demographics, generations, contextual age, media use, motivations, and audience activity. *Journal of Broadcasting & Electronic Media, 56*(4), 471-493. <https://doi.org/10.1080/08838151.2012.732139>
- Brady, M. K., & Cronin, J. J. (2001). Customer orientation: Effects on customer service perceptions and outcome behaviors. *Journal of Service Research, 3*(3), 241–251.
<https://doi.org/10.1177/109467050133005>
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology, 3*(2), 77-101. <https://doi.org/10.1191/1478088706qp063oa>
- Bredbandsval. (2020, September 9). *TV-tittande och dess utveckling i Sverige - PTS individundersökning*.
<https://www.bredbandsval.se/blogg/TV-tittande-och-dess-utveckling-i-sverige-pts-individunders%C3%B6kning>
- Breen, R. L. (2006). A practical guide to focus-group research. *Journal of Geography in Higher Education, 30*(3), 463-475. <https://doi.org/10.1080/03098260600927575>
- Bryman, A., & Bell, E. (2011). *Business research methods (3rd ed.)*. Oxford University Press.

- Cha, J., & Chan-Olmsted, S. M. (2012). Substitutability between online video platforms and television. *Journalism & Mass Communication Quarterly*, *89*(2), 261-278.
<https://doi.org/10.1177/1077699012439035>
- Davis, F. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, *13*(3), 319-340.
<https://doi.org/10.2307/249008>
- Davis, F. D. (1985). *A technology acceptance model for empirically testing new end-user information systems: Theory and results*. [Dissertation, Massachusetts Institute of Technology.] Massachusetts Institute of Technology Archives.
- Helms, M. M., & Mayo, D. T. (2008). Assessing poor quality service: Perceptions of customer service representatives. *Managing Service Quality: An International Journal*, *18*(6), 610-622. <https://doi.org/10.1108/09604520810920095>
- Internetstiftelsen. (2020). *Svenskarna och Internet 2020*.
<https://svenskarnaochinternet.se/app/uploads/2020/12/internetstiftelsen-svenskarna-och-internet-2020.pdf>
- Jacobs, R. (1995). Exploring the determinants of cable television subscriber satisfaction. *Journal of Broadcasting & Electronic Media*, *39*(2), 262-274.
<https://doi.org/10.1080/08838159509364302>
- Jeong, S. H., & Fishbein, M. (2007). Predictors of multitasking with media: Media factors and audience factors. *Media Psychology*, *10*(3), 364-384.
<https://doi.org/10.1080/15213260701532948>
- Karahanna, E., & Straub, D. (1999). The psychological origins of perceived usefulness and ease-of-use. *Information & Management*, *35*(4), 237-250.
[https://doi.org/10.1016/S0378-7206\(98\)00096-2](https://doi.org/10.1016/S0378-7206(98)00096-2)
- Kim, M. S., Kim, E., Hwang, S., Kim, J., & Kim, S. (2017). Willingness to pay for over-the-top services in China and Korea. *Telecommunications Policy*, *41*(3), 197-207. <https://doi.org/10.1016/j.telpol.2016.12.011>
- LaRose, R., & Atkin, D. (1988). Satisfaction, demographic, and media environment predictors of cable subscription. *Journal of Broadcasting & Electronic Media*, *32*(4), 403-413. <https://doi.org/10.1080/08838158809386712>
- Lee, C. C., Nagpal, P., Ruane, S. G., & Lim, H. S. (2018). Factors affecting online streaming subscriptions. *Communications of the IIMA*, *16*(1).
<https://scholarworks.lib.csusb.edu/ciima/vol16/iss1/2>

- Lee, M., Choi, H., Cho, D., & Lee, H. (2016). Cannibalizing or complementing? The impact of online streaming services on music record sales. *Procedia Computer Science*, 91, 662-671. <https://doi.org/10.1016/j.procs.2016.07.166>
- Lessiter, J., Freeman, J., Keogh, E., & Davidoff, J. (2001). A cross-media presence questionnaire: The ITC-sense of presence inventory. *Presence: Teleoperators and Virtual Environments*, 10(3), 282-297. <https://doi.org/10.1162/105474601300343612>
- Liou, D., Hsu, L., & Chih, W. (2015). Understanding broadband television users' continuance intention to use. *Industrial Management & Data Systems*, 115(2), 210-234. <https://doi.org/10.1108/IMDS-07-2014-0223>
- McCreery, S. P., & Krugman, D. M. (2015). TV and the iPad: How the tablet is redefining the way we watch. *Journal of Broadcasting & Electronic Media*, 59(4), 620-639. <https://doi.org/10.1080/08838151.2015.1093483>
- McCloskey, D. (2006). The importance of ease of use, usefulness, and trust to online consumers: An examination of the technology acceptance model with older customers. *Journal of Organizational and End User Computing (JOEUC)*, 18(3), 47-65. <https://doi.org/10.4018/joeuc.2006070103>
- McCole, P. (2004). Dealing with complaints in services. *International Journal of Contemporary Hospitality Management*, 16(6), 345-354. <https://doi.org/10.1108/09596110410550789>
- Meuter, M. L., Bitner, M. J., Ostrom, A. L., & Brown, S. W. (2005). Choosing among alternative service delivery modes: An investigation of customer trial of self-service technologies. *Journal of Marketing*, 69(2), 61-83. <https://doi.org/10.1509/jmkg.69.2.61.60759>
- MMS (2020). *MMS Årsrapport 2020 2019-12-30 - 2021-01-03*. <https://mms.se/rappporter-lista.php/?t=ty>
- Tekniska Museet. (2019, September 26). *Television*. <https://www.tekniskamuseet.se/lar-dig-mer/100-innovationer/television>
- Park, E. (2017). Why the networks can't beat Netflix: Speculations on the US OTT services market. *Digital Policy, Regulation and Governance*, 19(1), 21-39. <https://doi.org/10.1108/DPRG-08-2016-0041>
- Piccoli, G., Lui, T. W., & Grün, B. (2017). The impact of IT-enabled customer service systems on service personalization, customer service perceptions, and hotel performance. *Tourism Management*, 59, 349-362. <https://doi.org/10.1016/j.tourman.2016.08.015>

- Prince, J., & Greenstein, S. (2014). Does service bundling reduce churn? *Journal of Economics & Management Strategy*, 23(4), 839-875.
<https://doi.org/10.1111/jems.12073>
- Prince, J., & Greenstein, S. (2016). Measuring consumer preferences for video content provision via cord-cutting behavior. *Journal of Economics & Management Strategy*, 26(2), 293-317. <https://doi.org/10.1111/jems.12181>
- Saunila, M., Ukko, J., & Rantala, T. (2019). What determines customers' engagement in the digital service process? *Journal of Manufacturing Technology Management*, 30(8), 1216-1229. <https://doi.org/10.1108/JMTM-01-2018-0006>
- Siddiki, S., Dumortier, J., Curley, C., Graham, J. D., Carley, S., & Krause, R. M. (2015). Exploring drivers of innovative technology adoption intention: The case of plug-in vehicles. *Review of Policy Research*, 32(6), 649-674.
<https://doi.org/10.1111/ropr.12147>
- Snyman, J. H., & Gilliard, D. J. (2019). The streaming television industry: Mature or still growing? *Journal of Marketing Development and Competitiveness*, 13(4), 94-105.
<https://doi.org/10.33423/jmdc.v13i4.2355>
- Sung, Y., Kang, E., & Lee, W. (2018). Why do we indulge? Exploring motivations for binge watching. *Journal of Broadcasting & Electronic Media*, 62(3), 408-426.
<https://doi.org/10.1080/08838151.2018.1451851>
- Taneja, H., Webster, J., Malthouse, E., & Ksiazek, T. (2012). Media consumption across platforms: Identifying user-defined repertoires. *New Media & Society*, 14(6), 951-968.
<https://doi.org/10.1177/1461444811436146>
- Tattersall-Wallin, E. (2020). Reading by listening: Conceptualising audiobook practices in the age of streaming subscription services. *Journal of Documentation*, 77(2), 432-448.
<https://doi.org/10.1108/JD-06-2020-0098>
- Tefertiller, A. (2018). Media substitution in cable cord-cutting: The adoption of web-streaming television. *Journal of Broadcasting & Electronic Media*, 62(3), 390-407. <https://doi.org/10.1080/08838151.2018.1451868>
- Tefertiller, A. (2020). Cable cord-cutting and streaming adoption: Advertising avoidance and technology acceptance in television innovation. *Telematics and Informatics*, 51.
<https://doi.org/10.1016/j.tele.2020.101416>

- Tefertiller, A., & Sheehan, K. (2019). TV in the streaming age: Motivations, behaviors, and satisfaction of post-network television. *Journal of Broadcasting & Electronic Media*, 63(4), 595-616. <https://doi.org/10.1080/08838151.2019.1698233>
- Tse, Y. (2016). Television's changing role in social togetherness in the personalized online consumption of foreign TV. *New Media & Society*, 18(8), 1547-1562. <https://doi.org/10.1177/1461444814564818>
- Wilson, A., Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2016). *Services marketing: Integrating customer focus across the firm* (3rd ed.). McGraw Hill Education.
- Xiao, L., & Kumar, V. (2021). Robotics for customer service: A useful complement or an ultimate substitute? *Journal of Service Research*, 24(1), 9–29. <https://doi.org/10.1177/1094670519878881>

Appendix A

Table of informants

Informant	Gender	Age	Focus Group
Informant 1	Female	24	1
Informant 2	Female	33	1
Informant 3	Female	27	1
Informant 4	Female	26	1
Informant 5	Male	25	1
Informant 6	Female	24	1
Informant 7	Female	49	2
Informant 8	Female	26	2
Informant 9	Male	31	2
Informant 10	Male	36	2
Informant 11	Male	61	2
Informant 12	Female	54	2
Informant 13	Male	36	3
Informant 14	Male	32	3
Informant 15	Female	27	3
Informant 16	Male	28	3
Informant 17	Male	31	3

Appendix B

Interview Questions

1. Vilka tjänster använder du? Varför? Kan du ge exempel?
2. Hur använder du/ tittar du på dina tjänster?
3. Vad värderar du högst hos din/a tjänst/er och varför?
4. Vad skulle få dig att skaffa streamingtjänst/ kabel TV?
5. Vad tänker du på när du ska köpa en ny tjänst?
6. Varför fortsätter du med tjänsterna ni har?
7. Vad kan vara en anledning till att du byter tjänst?
8. Vad skulle krävas för att du skulle avsluta en tjänst?