
RESEARCH ARTICLE

The Role of SVoD Service Attributes in Building Customer Loyalty: A Study of Repurchase Behavior in the Philippines

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ABSTRACT

The growing demand for Subscription-Video-on-Demand (SVoD) services in the Philippines has intensified the competition between numerous streaming providers. However, limited existing studies have been conducted regarding Filipino consumers of these kinds of services, and it is important for major players in this industry to better understand the key factors that influence customers to continually subscribe to these services. Thus, the purpose of this study is to investigate how online streaming platform attributes can influence consumers' purchase intention that eventually leads them to resubscribe to SVoD services. This study used the Stimuli-Organism-Response (SOR) approach to understand the consumer behavior of Filipino SVoD users toward these services, and a self-constructed online questionnaire was purposely distributed among 382 SVoD users from Region IV-A/ CALABARZON region to gather insights. In analyzing the data, the descriptive-correlational research design and Spearman rho were used to determine the degree of relationship between the variables. Correspondingly, the results show that the four attributes were found to positively affect purchase intention, with price and content quality being the highest. In addition, several recommendations are highlighted in this study that can be used as a guide to help companies to improve their strategies.

KEYWORDS

Subscription-Video-on-Demand (SVoD), Filipino consumer Behavior, Purchase Intention, Repurchase Behavior

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1. Introduction

Regular linear TV and pay-per-view were the most popular and obvious ways for individuals to watch movies and TV series. Subscription Video-on-Demand (SVoD), however, has unexpectedly entered the market with a level of competition that has fundamentally altered the television business because of considerable technological improvements and the accessibility of the Internet (Noh, 2020). Instead, the user pays a fee each month to access a library of resources. The quality of watching TV episodes and movies without commercial breaks has improved because of this alternative technique (Herbert et al., 2019). The library may also be easily accessed from any device with an internet connection, which offers the user geographic convenience.

However, it is unclear why users favor these sites and how they should be treated. It is vital to consider the pertinent factors and how they will affect consumers' intentions to make purchases to understand why they continue to subscribe to the platforms. Additional examples of these characteristics are Price, Ease of Use, Content Quality, and Privacy. Consumer awareness is growing more and more important as media companies and other content producers begin to develop high-profile services to rival the other streaming behemoths. Therefore, to contribute to the previous studies relating to consumer behavior, this extends to the study of Lestari and Soesanto (2020) to identify the factors influencing consumers' views regarding utilizing and sustaining SVoD services. In their study they conducted a quantitative study on Indonesian Netflix subscribers. Perceived system quality, perceived

ease of use, perceived content quality, customization, perceived price level, and perceived psychological risk were all taken into account in their research model as elements that influence customer behavior. However, their study only examined Netflix as an SVoD provider, and the audience they targeted for their respondents are Indonesians. Therefore, they advise in their recommendation that it would be preferable to locate other research subjects that are competitive in order to create additional discoveries.

To emphasize the study, the researchers have identified four factors—price, ease of use, content quality, and privacy, to see how it affects the consumers' repurchase behavior to subscribe to SVoD services. This study will be focused on Subscription Video-on-Demand platforms that are available in the Philippines in order to undertake an extensive analysis of a specific market using the data obtained. Additionally, the study differs from other pertinent studies in that it compares a number of research items to Netflix, including HBO Go, and Amazon Prime Video.

1.1 Statement of the Problem.

Considering the Philippines' growing market for video-on-demand services, the researchers noted that while the demand for subscription video-on-demand services among Filipinos has been rising, there have not been many studies done in the nation about the elements that affect this behavior. To assist both successful companies in improving their services and start-up to medium-sized businesses whose target audience is Filipinos, this research intends to answer whether the price, ease of use, content quality, and privacy stimulate the purchase intention of Filipinos, and does intention influence the repurchase behavior of Filipinos towards SVoD services in the Philippines. Doing so will help these businesses become more competitive against large companies offering the same service.

1.2 Objectives of the Study

In today's highly competitive market of Subscription Video-on-Demand services (SVoD) that are available in the Philippines such as Netflix, HBO Go, and Amazon Prime Video, understanding which factors affect the decision-making of consumers is essential to produce an insightful observation on users' perceptions of value in resubscribing to SVoD services. Thereby, the objectives of this study are to determine how the price, ease of use, content quality, and privacy stimulate the purchase intention of Filipino SVoD consumers and does that intention influences the repurchase behavior of Filipinos towards SVoD services.

1.3 Theoretical Framework

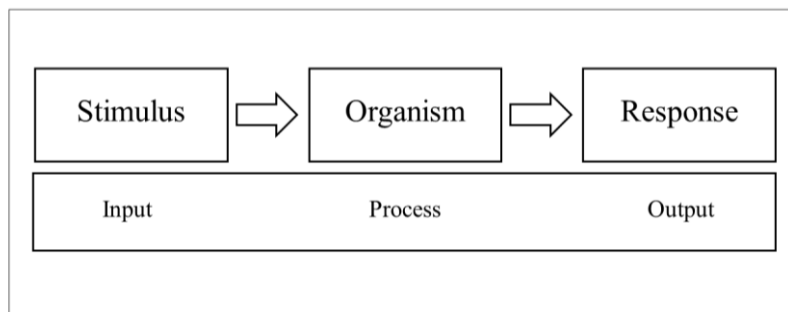


Figure 1. Stimulus Organism Response (SOR) Theory Model by Mehrabian & Russel (1974).

The theoretical foundation of this study is grounded on the Stimulus–Organism–Response (SOR) model to investigate how the attributes of Subscription Video-on-Demand (SVoD) services act as stimuli that attract consumers' intention to re-subscribe. The theoretical model was developed by Mehrabian and Russel in 1974 to understand the causes behind an individual's behavior. The S-O-R framework proposes that the stimuli (environment cues) have a direct influence on the organism or individual's internal state, which then causes two types of behavioral responses such as approach or avoidance behavior (Zhai et al., 2019). In particular, behavioral approach response occurs when the stimuli influence the organism positive manner, while avoidance works the opposite. Correspondingly, the researchers have identified that this model better suits the endeavors of this study, as this theory has been widely used in consumer behavior studies (Chang et al., 2011; Fiore & Kim, 2007) and is considered to be the optimal approach for understanding consumer's decision-making on whether they will approach or avoid environmental cues (Dzandu et al., 2020).

Over the years, numerous global studies have demonstrated the SOR model's relevance as a framework in consumer behavior studies in the context of purchase intention on streaming platforms (Duatibumi & Setyowardhani, 2021; Molinillo et al., 2021; Hsu et al., 2021). Duatibumi and Setyowardhani's (2021) study focuses on internal and external stimuli's effect on the purchase intention

of OTT services users in Indonesia, whereas Molinillo et al. (2021), centralized their findings on perceived value and consumer loyalty behavioral intention. Meanwhile, Hsu et al. (2021) findings demonstrate that product attributes influence pleasant feelings, which in turn affects consumer satisfaction and buying intent of streaming platforms. Ultimately, the stimuli used in studies have shown a positive influence on consumers' perceived value which eventually leads them to re-subscribe.

1.4 Conceptual Framework

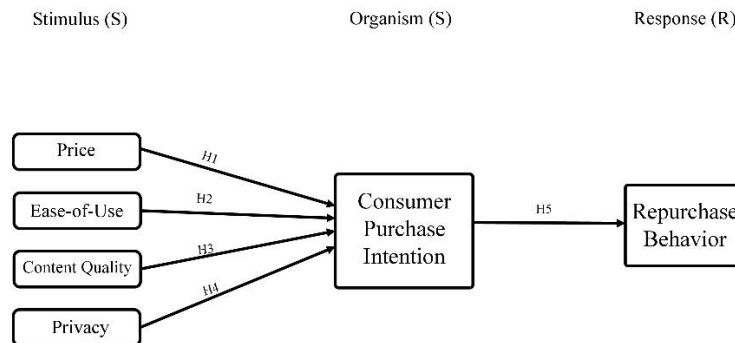


Figure 2. Conceptual Framework (Author's Constructed)

Fig. 2 framework is a constructed framework done by the authors of this study, and it is based on the aforementioned theory of Mehrabian and Russel called the Stimulus Organism Response Theory Model. This study extends to the external stimuli employed by Lestari and Soesanto (2020) namely the price level, ease of use, and content quality of Subscription Video-on-Demand (SVoD) services, as the researchers of this study observed that the literature has not expressly addressed how other SVoD attributes such as price, ease of use, content quality, and privacy (S) affect consumers' intention (O) to resubscribe to SVoD services (R), thus this study will further assess the influence of SVoD attributes on consumer purchase intention that leads them to continue subscribing to SVoD services.

2. Literature Review

2.1 Relationship of Price to Consumer Purchase Intention

Every subscription to Streaming Video-on-Demand (SVoD) services costs a monetary expense for an individual before they can avail of the kind of entertainment that these online streaming services provide. The monetary costs charged by SVoD services are one of the significant factors that most price-conscious consumers consider in whether to continue their subscription. Global studies revealed that price has a positive effect on consumer's purchase intention to subscribe (Khanh, 2020), as it is one of the main reasons consumers subscribe to these services is they offer affordable and flexible subscription plans unlike cable TV providers (Leewattanawarakul, 2019). Therefore, online streaming services have constantly developed flexible pricing strategies to be able to attract potential customers and help alleviate their price sensitivity. If the consumers deemed that the price is adequate for the service they will receive, they are more likely will subscribe to these services (Tehubijuluw & Sari, 2017).

As opposed to the aforementioned findings, Nagaraj et. al (2020) study found that the price affects consumers' willingness to subscribe inversely. Thereby, the higher the subscription fee, the less likely these consumers will purchase; because consumers have a negative perception of the price (Wang et al., 2018). Moreover, considering that most SVoD users are commonly price sensitive because there are alternative options also available on the internet, where they can access similar content for free, such as illegally free websites which do not guarantee the safety of the consumers from various harmful websites. However, Oyedele and Simpson (2018) argued that the perceived price has the least substantial influence on a consumer's decisions as most consumers were more concerned about convenience and content quality than the price itself. Thus, the researchers hypothesize the following:

H1: Price has no effect on consumers' purchase intention.

2.2 Relationship of Ease of Use to Consumer Purchase Intention

Moslehpour et al. (2018) emphasized that ease of use refers to the degree that describes how consumers can easily use a certain technology, access websites, and web-interface to use. The less complicated an application is, the more likely it is to be used by

consumers. Thus, ease of use and simplicity are crucial factors in IT acceptance, and it has the power to alter a user's perception of service if they find the platform useful and enjoyable (Sanitnarathorn & Prajaknate, 2018; Thomas, 2021).

In the study by Lee et al. (2018) where they used regression models to identify if one of their factors such as ease of use affects the selection of college students between using television and online streaming options. The results of their study showed that ease of use is statistically significant because users are more likely to adapt to easily accessible platforms rather than difficult to use. On the other hand, in the study by Leowarin and Thanasuta (2021), where they investigate whether ease of use has a positive effect on behavioral intention to purchase Subscription-based Video-on-Demand (SVoD) services in Thailand. Their gathered data showed that 41% of their respondents were said to use the SVoD platform on their smart TVs while 29% of them watch on their smartphones, therefore it is concluded that SVoD platforms must be easy to use and convenient when using different devices interchangeably so that users can easily use them anytime and anywhere. Despite this, the results of their study also showed that the ease of use of a platform is not the most significant among the factors presented that influence the intention to purchase, rather it provides a minimal impact on perceived value and purchase intention. Thus, the researchers hypothesize the following:

H2: Ease of Use has no effect on consumers' purchase intention.

2.3 Relationship of Content Quality to Purchase Intention

The growth of Subscription Video-on-Demand (SVoD) services over the years has challenged traditional television in offering an ad-free and diverse range of content across all existing genres for all types of audiences. Users can watch movies, dramas, TV shows, sports, documentaries, and other content on online video streaming platforms from different countries and years they are released unlike traditional TV models (Nguyen, 2019). The availability of cross-cultural content, a subscription to unlimited content, and the accessibility of informative content in the form of docu-series format have made online streaming platforms popular today (Saini, 2020). For instance, the market leader of online streaming services, Netflix has invested more in exclusive and original productions known as "Netflix Originals" (like House of Cards, Stranger Things, etc.) that are not available elsewhere and has offered several well-known Hollywood films. Also, similar tactics have long been used by other SVoD services like HBO Go, Amazon Prime Video, and Apple TV in which they produced their own movies and series that are exclusively available within their platform.

The availability of content is a two-edged sword that can be a successful or a harmful threat to media companies. Users who are pleased with the content will likely return and become loyal subscribers, while users who aren't satisfied with the content available on the platform, are more likely to unsubscribe and look for other streaming alternatives that suit their preferences (Mumpuni et al., 2021). Accordingly, Kim and Kim's (2020) study about consumer purchases and continuous intention in SVoD services in South Korea, it was found that content superiority is the primary attribute that positively affects consumers' perceived value. This demonstrates that the higher the content superiority obtained from Over-the-Top (OTT) video streaming services, the higher the perceived value by consumers. Moreover, findings from Auditya and Hidayat (2020) suggest that content exclusivity has been proven to be very effective in attracting customer engagement. Significantly when users' demands are met by a variety of high-quality and self-produced content, their intentions to use it repeatedly increase, and their likelihood to subscribe for a long time (Ahn, 2022; Riekkinen, 2018). Moreover, a local survey revealed that one of the main reasons Filipino SVoD users subscribe to these services is because of the wide variety of content available compared to traditional cable and satellite TV, and enjoy ad-free content (Statista, 2021). Thus, the researchers hypothesize the following:

H3: Content Quality has no effect on consumers' purchase intention.

2.4 Relationship of Privacy to Purchase Intention

Data privacy is a popular concern in the media, with frequent allegations of databases being hacked, social network profile data being taken, and government monitoring activities. As a result, the general public is becoming more conscious of the value of data privacy by paying closer attention to the company they purchase from as they become more conscious of their data rights. Those who value their privacy when it comes to their data are more inclined to transfer brands if they believe that their data is in danger. When they were asked if they would be less likely to make a purchase from a firm if they knew it had shared their personal information without their permission with third parties, 71% of consumers answered they would. According to the same poll, 87% of customers say that if they have reservations about a service or brand's security procedures, they will cease using it (Inkit, 2022).

Privacy is personal to each individual consumer, and certain identifying information is deemed more sensitive to every individual. Consumers would prefer to forgo purchases or completely leave websites that do not provide assurances that their personal information will be protected, according to a recent Wyng (2021) survey with more than 1,100 respondents. Over 60% of respondents claim they would be more likely to share personal information with an e-commerce site if it made it simple for them to view the information they have supplied and allowed them to change or withdraw it whenever they desired. Additionally, almost 70% of respondents admitted to postponing purchases because they had doubts about how their data would be used. According to Fortes and Rita's (2017) study findings, concerns about privacy has a strong direct effect on the behavioral control of consumers.

It is said that the more concerns about privacy that the business has, the less the consumer's intention to purchase will be. They have highlighted that sites, businesses, or companies should have special care about their users' personal information privacy, especially given the negative impact that concerns about privacy have on the consumer's intention to purchase. Thus, the researchers hypothesize the following:

H4 : Privacy has no effect on consumers' purchase intention.

2.5 Relationship of Purchase Intention to Repurchase Behavior

Purchase intentions can be used to determine the effectiveness of a new distribution channel, which can be utilized by managers to identify which customer segment and geographic areas should be targeted. Their importance is that intentions are considered the key predictor of actual behavior. To be able to predict consumer behavior it is necessary to know the internal factors, attitudes, and assessments that influence the purchase intent. Furthermore, it has been discovered that the lack of purchase intention of consumers is one of the first obstacles for a business to grow. It is noted that further research is needed to better understand the relationship between online purchase intention and purchase behavior (Peña-García et al., 2020).

Due to the rapid growth of the world's economy and the advancement of modern science and technology in recent years, mastering consumer behavior will help businesses to stand out against their competitors (Ji et al., 2022). It is argued that maintaining current clients is more profitable than acquiring new ones, particularly for subscription-based services where new users frequently display larger churn rates. Having loyal customers determines the business of having long-term success (Bennhult & Frogner, 2021). Numerous studies have identified that the intention to repurchase a product is a result of a good consumer experience often referring to an action taken after receiving positive customer service (Kim & Kim, 2020). Furthermore, similar to the previous statement, Calvo-Porrall & Levy Mangin (2019) also stated that in online environments, purchase intentions are largely influenced by service use and may later have an impact on service experience satisfaction and long-term use intention. For subscription services, purchase intention also arises when users perceive the value as being beneficial; the actual purchase experience or satisfaction that follows the purchase intention may influence the individual's tendency to recommend the subscription services to others or intentions to continue using them or not (Spurgeon & Linda, 2019). Thus, the researchers hypothesize the following:

H5: Consumers' purchase intention have no influence on repurchase behavior.

3. Methodology

3.1 Research Design

This study used quantitative approach to gather facts with numbers as representation based on user perception of Price, Ease of Use, Content Quality, and Privacy in the Repurchase Behavior of customers of Subscription Video-on-Demand (SVoD) Services, with a non-experimental descriptive-correlational design between the given variables that this study has. The correlational design is used to properly interpret the data to identify the level of relationship between Price, Ease of Use, Content Quality, Privacy, and Customer Purchase Intention and determine the level of user's perception of the given variables. This aims to describe the repurchasing behavior of Filipino consumers who use SVoD services, establishing relationships between the factors used in the study of authors Lestari and Soesanto (2020).

3.2 Sampling Technique

In the selection process of the respondents, the researchers used purposive sampling to select respondents who met the criteria of an 18 to 65 years old Filipino residing in CALABARZON region in the Philippines who currently uses at least one Subscription Video-on-Demand (SVoD) service available in the country. In determining the appropriate sample size, the researchers used Raosoft online sample size calculator, and the response distribution was set at 50% with a 95% level of confidence. The margin of error was 5%, and the population size was estimated to be 20,000 which is the recommended population by Rasoft as the researchers cannot determine exactly the number of SVoD users in CALABARZON. Therefore, the recommended sample size was a minimum of 377 responses, and from November 29, 2022, to January 6, 2023, the researchers gathered a total of 382 valid responses that met the criteria.

3.3 Research Instrument

In order to gather the data, a structured self-administered questionnaire with a predetermined set of questions is given to obtain insightful responses from randomly selected respondents and it is divided into two parts. The first part of the questionnaire contains the screening of whether the respondents are qualified for the target audience that the researchers are looking for, such as if the respondent are within the ages of 18 to 65 years old who are currently subscribed to an SVoD service and used the platform for at least 2 months and is also a resident from CALABARZON region of the Philippines. Whereas the second part contains a set of questions for each variable employed in this study namely price, ease-of-use, content quality, privacy, consumer purchase

intention, and repurchase behavior. In six sections, there were nine (9) items for privacy, seven (7) items for content quality, five (5) items for repurchase behavior, four (4) items for price and ease of use, and lastly, there are three (3) items for consumer purchase intention. The modified questionnaire is examined using the four-point Likert scale based on previous studies with the same variables and is related to consumer purchase intention and repurchase behavior. The scale ranges from (4) strongly agree to (1) strongly disagree. Questionnaires drawn from Nguyen (2019) were used to measure the price influence on consumers' purchase intention, and ease-of-use was adapted from Lee et al. (2019), content quality was developed by Boonmee (2019), privacy was designed by Gurung and Raja (2017), while consumer purchase intention was adapted from Khanh (2020), and repurchase behavior was modified from Ruangkanjanases et al. (2021)

3.4 Statistical Treatment of Data

The researchers analyzed the data gathered using Statistical Package for the Social Sciences Version 26 to conduct descriptive statistics, percentage distributions, Cronbach's alpha, normality tests, and correlation. This is utilized to assess and determine if the researchers met the objectives stated in the study. Furthermore, the data gathered is analyzed using tables to increase the results' transparency

In measuring the reliability of the survey questionnaire with Likert-Scale responses, the researchers used Cronbach's alpha to determine the internal consistency and stability of the questionnaire. To be valid, the value of Cronbach alpha's coefficients should be equal to or greater than 0.70 to demonstrate stronger reliability (Fornell and Lacker, 1981). As presented in Table 1, all constructs have exceeded the necessary criterion which indicates that the instruments employed in this study are reliable.

Table 1. Reliability Test

Constructs	No. of Items	Cronbach's Alpha	Interpretation
Price	4	0.848	Good
Ease-of-Use	4	0.884	Good
Content Quality	7	0.943	Excellent
Privacy	9	0.890	Good
Purchase Intention	3	0.941	Excellent
Repurchase Behavior	5	0.910	Excellent

Legend : $0.9 \leq a$ (Excellent), $0.8 \leq a < 0.9$ (Good), $0.7 \leq a < 0.8$ (Acceptable), $0.6 \leq a < 0.7$ (Questionable), $0.5 \leq a < 0.6$ (Poor), $a < 0.5$ (Unacceptable)

Note: Frequency (N = 382)

4. Results and Discussion

4.1 Descriptive Statistics

Table 2 displays the distribution of respondents based on age, region, and platforms they used. It shows that more than three-fourths of the 382 respondents who utilize Subscription-video-on-demand (SVoD) services are between the ages of 18 to 25 years old, primarily from the Laguna region. In addition, among the SVoD services, majority of the Filipinos are currently subscribed to Netflix which is then followed by HBO Go, Amazon Prime, Apple TV, and other SVoD services available in the Philippines.

Table 2. Respondents Characteristics

Age	Frequency	Percentage
18-25 years old	303	79.03%
26-35 years old	38	9.9%
36-45 years old	23	6.0%
46-55 years old	13	3.40%
56-65 years old	5	1.4%
Region		
Laguna	286	74.9%
Cavite	36	9.4%
Batangas	27	7.1%
Rizal	18	4.7%
Quezon	15	3.9%
Platforms Used		
Netflix	367	Multiple Response

HBO Go	35
Amazon Prime	31
Others	37

4.2 Overall Descriptive Statistics of the Variables

Table 3 presents the overall descriptive statistics of mean and standard deviation obtained from all variables. The results show that most variables have consistent weighted mean values with “High” verbal interpretation, except for the variable “Privacy”. Accordingly, to identify whether the values for the six variables are evenly distributed, the values for each must first be examined. The researchers test the normality to determine the proper measure of relationship to be utilized in this study.

Table 3. Overall Descriptive Statistics

Construct	N	Mean	Standard Deviation	Result
Price	382	3.5295	0.5443	High
Ease of Use	382	3.4424	0.5776	High
Content Quality	382	3.6997	0.5138	High
Privacy	382	3.3537	0.5249	Moderate
Purchase Intention	382	3.5340	0.6161	High
Repurchase Behavior	382	3.5654	0.5493	High

Verbal Interpretation: Very Low – 1.00 to 1.80; Low – 1.81 to 2.60; Moderate – 2.61 to 3.40; High – 3.41 to 4.20; and Very High – 4.21 to 5.00

4.3 Test of Assumption of Parametric Test

To determine the normality of the data, a Shapiro-Wilk test was conducted to examine whether the six variables are normally distributed. For a sample to be normally distributed, the p-values must be greater than 0.05 (Mishra, et al., 2019). As shown in Table 4, findings suggest that the six variables are not normally distributed as the values were less than 0.05, thus a non-parametric Spearman rank-order correlation was applied.

Table 4. Normality Test

Variables	Shapiro-Wilk	p
Price	0.787	< .001
Ease of Use	0.833	< .001
Content Quality	0.626	< .001
Privacy	0.909	< .001
Purchase Intention	0.730	< .001
Repurchase Behavior	0.752	< .001

Verbal Interpretation: No evidence - $p > 0.10$; Weak - $0.05 < p < 0.10$; Moderate - $0.01 < p < 0.05$; Good - $0.005 < p < 0.01$; Strong - $0.001 < p < 0.01$; Very Strong - $p < 0.001$

4.4 The Findings on the Relationship of Price, Ease of Use, Content Quality, and Privacy towards Purchase Intention and Repurchase Behavior

The main purpose of this study was to examine the relationship between Subscription Video-on-Demand (SVoD) attributes such as price, ease-of-use, content quality, and privacy on Filipino SVoD consumers’ purchase intention and repurchase behavior. As a result, this study used a correlational analysis to test the relationship, and since the normality test showed that all variables are non-normally distributed with all variables shown to be less than 0.05, the Spearman rank-order correlation was applied. As shown in Table 5, the attributes such as price and content quality have been found to have a moderately positive correlation on the purchase intention of Filipino users, while ease of use and privacy have both weak and very weak positive correlations to purchase intention respectively. This implies that as the score of the attributes increases the purchase intention also increases, thus H1, H2, H3, and H4 are all rejected.

Table 5. Relationship of Price, Ease of Use, Content Quality, and Privacy to Purchase Intention

Construct	Price	Ease of Use	Content Quality	Privacy
Purchase Intention				
Spearman Rho Correlation	0.567**	0.403**	0.533**	0.102*
Sig. (2-tailed)	0.000	0.000	0.000	0.047

Note: **Correlation is significant at the 0.01/0.05 level (2-tailed). N = 382

Based on the value coefficient of the attributes, despite not having a strong relationship with purchase intention, the results still suggest that all attributes have an influence on the purchase intention of the consumers, but they aren't the attributes that strongly stimulate the purchase intention of Filipino consumers towards the SVoD services. These results are all supported by other literatures the researchers have found. For one, it was observed in the findings of Ahn's (2022) and Riekkinen's (2018) study, wherein content quality is positively related to consumers' continuance intention to use. It was observed that users are far more likely to use it often and subscribe for a long time when a variety of high-quality and self-produced content addresses their needs. Furthermore, Duatibumi and Setyowardhani's (2021) study stated that consumers view Over-the-Top (OTT) video streaming services as more valuable when the quality of the content they receive is higher. Similarly, findings from Nagaraj et al. (2021) also found that content offered by streaming platforms has been shown can affect a consumer's willingness to keep subscribing. And when users believe that prices offered by these services significantly match the benefits provided by a particular streaming platform such as content quality, and availability of contents (Leewattanawarakul, 2020; Yusuf, 2019), it induces positive emotions which may in turn to purchase intention (Hsu et al., 2021). On the other hand, for ease of use, as the usage of a platform is not perceived as difficult, then the consumers' attitude may not have too much effect on SVoD platforms such as Netflix (Cebeci et al., 2019). And lastly, Wyng's (2021) study stated that customers would either avoid making purchases on websites that do not guarantee the security of their personal information, or they would rather quit the website altogether. The more privacy problems a company has, the less likely customers are to buy from them, it is said. Consumers will only feel less exposed and have higher trust if they are less concerned about privacy.

Table 6. Relationship of Purchase Intention to Repurchase Behavior

	Purchase Intention
Repurchase Behavior	
Spearman Rho Correlation	0.776**
Sig. (2-tailed)	0.000

Note: **Correlation is significant at the 0.01 level (2-tailed). N = 382

Moreover, Table 6 reveals that there was a strong statistically significant positive correlation between Purchase Intention and Repurchase Behavior of Filipino Subscription Video-on-Demand (SVoD) consumers, thus, H5 was also rejected as the intention to purchase has a positive effect on the repurchase behavior of Filipino consumers. In other words, this highly suggests that consumers' decision to repurchase is strongly influenced by the purchase intention to continuously subscribed to SVoD services in the future. Similarly with Kim and Kim's (2020) study shows that content superiority, system quality, and service distinction already have an impact on consumers' purchase intention and repurchase behavior without being mediated by perceived value. Moreover, the use of a service has a significant impact on purchase intention and service experience and may later affect the behavior of long-term use (Calvo-Porrall & Mangin, 2019; Spurgeon & Linda, 2019). Thus, the results indicate that Filipino SVoD users are more likely to continue their subscription to these services due to the hassle-free and enjoyable experience it provides.

5. Conclusion

This study is conducted to be able to contribute to the previous limited studies and also provide more insight to various business organizations regarding the attributes that influence Filipino consumers to repurchase or resubscribe to Subscription Video-on-Demand (SVoD) in the Philippines.

In the findings of the study, all attributes—price, ease of use, content quality, and privacy—have a favorable impact on Filipino users' intentions to buy and their propensity to buy again. This implies that purchase intention and repurchase behavior increase along with the attributes. In examining the data gathered, the independent variable Price and Content Quality were the highest attributes that stimulate the purchase intent of the customers of SVoD services. It can be concluded that customers are more willing to potentially subscribe and resubscribe to services that can provide easy access to a variety of exclusive video content that makes them satisfied and excited, and upon purchase, the customers deemed that SVoD services in the Philippines are quite reasonably priced due to flexible subscription plans and prices in which customers have the option to choose what is the best option that meets their needs. On the other hand, among the variables, Ease of Use and Privacy was the least attributes that

influences the purchase intent of the customers to resubscribe to SVoD services. This suggests that customers have already found SVoD services easy to navigate and easy to pick up the skills even for the first time, thus it is not the most considered attribute when deciding to subscribe and re-subscribe. Lastly, Privacy was the least attribute to be considered by the customers, although they prefer it for companies to further clearly disclose how individuals' data are being processed for them to be knowledgeable about how and where it is being used, customers are still willing to resubscribe to SVoD services as content quality outweighs privacy concerns.

5.1 Limitations

As there are still a lot of factors that customers consider when making a purchase decision, this study has limitations in that it cannot provide a comprehensive understanding of how customers behave when it comes to subscribing and renewing for SVoD services. This includes the respondents' personal information, such as their gender, occupation, and income level, since different people have diverse tastes and preferences. The fact that this study was limited to the region 4A or CALABARZON regions of the Philippines and that the majority of the data collected were from people between the ages of 18 and 25 means that it does not fully account for the behavior of other SVoD service users who belong to different generations and who reside outside the region or nation, as some people's behavior can be influenced by their various environments and cultures.

5.2 Implication to Practice and Management

Although the study's participants felt that the rates charged by the providers were relatively fair, businesses might still use enticing pricing plans that reflected the purchasing power of SVoD customers. For instance, businesses can increase the number of bundles they provide by partnering with telecommunications providers to subsidize the charge, as this will assist reduce customers' price sensitivity and may even motivate new customers to sign up for similar services in the future and maintain their current ones. Existing SVoD customers may decide to transfer from suppliers who offer significantly more competitive pricing due to the abrupt and frequent price changes brought on by external variables like inflation (Numerator Intelligence, 2021). It should be mentioned that these services should continuously raise the standard of the content they provide, including unique and original content, by foreseeing the most recent trends in the entertainment industry and determining the kind of shows people are more interested in. Businesses also worry about a platform's usability in order to discourage customers from renewing their subscriptions and provide older generations with a hassle-free experience. However, to achieve these goals, businesses must continuously improve the efficiency of their systems and keep coming up with new ways to provide better customer service. Finally, these findings suggest that SVoD businesses should make it clearer how consumers' data is handled online since they are worried about the prospect of their personal data being exploited.

5.3 Implication for Future Studies

Future researchers may also use the aforementioned limitations stated in the study as a reference for their future studies. For one, future researchers may do more comprehensive research by combining quantitative and qualitative methods to examine and establish common themes from consumers' perspectives to thoroughly understand the reason behind their resubscription that a quantitative approach alone could not cover; with this, future researchers can yield more in-depth and breadth findings. In addition, since the study was only conducted in certain selected regions, future studies should also include extended insights from different regions of the country along with other demographic factors such as the gender, occupation, and income level of the respondents because there can be tendencies such factors can affect their willingness to resubscribe to these services. And lastly, as the study is only grounded on four identified attributes, it is recommended that future researchers may include other additional attributes such as "personalization" and "social influence" which could also stimulate consumers' intention to re-subscribe to these streaming services that can be beneficial to practitioners in the entertainment industry.

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