



Assessing E-services satisfactions and repurchase intentions among viewers of video streaming services

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Abstract:

Streaming technique is used to distribute online entertainment, whether it be music, movies, or video game content. This paper will highlight video sites that charge a monthly or yearly fee for movies or TV shows from among these media genres. Furthermore, it demonstrates the significance of customer behavioural responses to goods in forming their purchase behaviour, which in turn influence brand repurchase intention. Customer satisfaction with the e-services solution, customer expectations, and customer experiences. Considering the importance of e-services interaction, the research looked at the factors that affect customer experience and the effect of online customer experience on customer loyalty to e-service shops. Purchase intent is the dependent variable, and contentment, perceived value, and trust are what influence the former. E-service quality (e-service), when connected in the digital sphere, is a comparison performed by customers between their expectations and perceptions of the performance of the actual online service. This study intends to investigate, quantify, and analyse the link between online convenience, consumer happiness, and purchasing intent.

Index Terms: E-service Quality, Branding, Purchase, E-services, Customer services, Digitalization, Customersatisfaction, Trust, Customer behaviour, Switching behaviour, Streaming services.

Introduction:

The fast expansion of the entertainment business in recent decades has been fueled by an increase in leisure time as well as technological advancements in production and product

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availability. The Internet has emerged as a key digital distribution channel. Consumer brand preference has always gotten a lot of attention from marketers because it is a crucial step in understanding consumer choice behaviour. Numerous internet video streaming businesses compete for customers by promoting characteristics like exclusivity while providing a fairly identical core service. The streaming battles are sometimes preferred to this. The popularity of network channel subscriptions and streaming services like Netflix, Twitch, and Amazon Prime Video has surpassed that of traditional subscription TV. Customer relationship management (CRM) is the process of maintaining comprehensive records of all customer feedback and individual client information in order to maximise customer loyalty. Views Consumers' thorough assessments of the superiority of online service offerings are known as e-Servqual. The concept of "e-service quality" is one of the most essential factors used to assess an e-commerce service's quality[1].

The majority of the literature on conceptualization and measurement challenges in e-retail environments has concentrated on e-service quality to date. Through an e-commerce environment, the development of e quality has been characterised as offering a superior customer experience in the pre-transaction, transaction, and post-transaction cues [2]. This study intends to investigate, quantify, and analyse the link between online convenience, consumer happiness, and purchasing intent. Businesses can also notify potential customers about their goods and services whenever and whenever they utilise the Internet[3]. Although the number of new customers visiting websites is rising, the corporation under investigation makes more money from returning clients. An essential marketing strategy for promoting positive behaviour is the website's quality. [4]. To comprehend streaming service users in order to determine the underlying connections between the various e-service quality dimensions. Performance has two elements at this time: dependability and reactivity[5].

Consumer satisfaction is the psychological response that consumers have to the real return on their product investment [6]. So attempt to reach the need for better goods and services, consumers who use products directly will contribute time, ideas, energy, and even money to the



development phase. The ability of consumers to engage in group creative activities is influenced by availability [7]. Internet users suggest additional novel predictors that are taken into account as an element of online purchase intention due to the constant rise of technical advancements [8]. The phrase "global evaluation done by the client on the relation with the excellence and the e-service quality given throughout a virtual market" could be used to define the e-service quality [9]. Another strategy for advertising diversity to boost revenue is e-commerce. E-commerce, also referred to as online business, is a term that is frequently used [10]. Customer involvement is the single factor that directly affects customer loyalty. where there are three key recommendations to enhance the value, satisfaction, and quality of the service [11].

Literature Survey:

Yusepaldo Pasharibu et.al 2018 evaluated by when a company can provide its customers with a great experience, it can track repurchase intentions, which is the primary indicator of a loyal client. The action of purchasing, selling, and exchanging goods and services is known as e-commerce, which can be described as the act of businesses, consumers, and other parties trading electronically without physically coming into contact. Customer experience is defined as a mix of experiences that determine whether or not each action consumers do to consume or use a good or service is memorable for them after they use it once or a hundred times. In today's retailing situations, improving the customer experience seems to be one of the main goals. Repurchase intent is the intention to repurchase a product while taking previous experiences into account [12].

Suariedewi et.al 2020 explained by the business has undergone significant changes as a result of the advancement of information and communication technologies. To the requirements of customers who want services to be delivered promptly, easily, and affordably, not least in the case of E-services. Internet-based services are referred to as E-Service Quality, or E-SQ. The attitudes that form between customers and sellers are referred to as "e-trust," and this includes



consumer expectations and perceptions of the characteristics that constitute trust from online retailers. Customer satisfaction refers to how people view service providers generally or how they feel when their expectations and what they actually receive in terms of their needs, goals, and wishes differ. Customer happiness or dissatisfaction following online transactions is what is meant by "consumer satisfaction"[13].

Shahbaz Sharif et.al 2021 stated by Service-oriented industries today put a lot of effort into recording the interactions between service recipients and service providers. Many service providers would be happy to claim that they are making an effort to provide their customers with service quality (SQ) and customer satisfaction (CS), two essential factors. Customers can be deemed satisfied if the satisfaction measure meets or surpasses their expectations[14].

Mohammed Majeed et.al 2022 explained by with the rise of technology, particularly social and digital media, customers are now more engaged than ever before and have more opportunities to actively participate in the creation of enterprises. When consumers' pre-consumption expectations for a good or service are met or exceeded by the actual consumption experience, this is when customers are said to be satisfied. Since the advent of the networked society, the principles of the relationship between the service provider and the customer have altered. To keep a good customer relationship, a high level of e-satisfaction is necessary; this encourages consumer trust and repurchase intent [15].

Reham Ebrahim et.al 2016 explained by with realistic and tangible information serving as a direct source of consumer preferences, it is suggested that experience encourages better recall. Product commoditization and brand resemblance are both results of technical advancement. A model that examines how brand choice is affected by brand awareness, brand experience, and brand repurchase intention [16].

Jassim Awadhia et.al 2021 stated by in numerous industries around the world, including the banking, communications, and other service industries, digital technologies are growing. Perceived performance frequently differs from technical or objective performance, particularly



when a good or service is challenging, ethereal, or novel to the user. Disconfirmation affects performance-related satisfaction in a direct and indirect manner [17].

Yan Qu et.al 2017 presented by People's expectations for consumption have changed in the Internet era, moving beyond the simple pursuit of product quality or service attitude to include increased expectations for the consumer experience, or what is known as the experience economy. Customer experience is the value that customers associate with a specific brand or company, and the outcome has a big influence on customer loyalty and trust. If the portal can continue to provide them with such a pleasant experience, it will grow its base of devoted users. The term "online customer experience" refers to the perceptions and feelings that customers have while utilising a network to access the services they need in the context of using a business's virtual website [18].

Addo Prince et.al 2020 stated by Live-streaming, a new development in green marketing and promotion, encourages co-creation, social presence, and a sustainable way of living. In addition to enhancing green marketing, live-streaming platforms will build a community of consumers who share sustainable lives and advance global sustainability. When a customer is willing and intends to transact online, this is referred to as having an online buy intention [19][20].

Anand Prasad Sinha et.al 2021 explained by the application of modern technologies has greatly contributed to meeting the ever-changing and evolving needs of customers. Realizing the opportunity quickly, professionals are working diligently to create software and apps that are convenient for both service providers and clients that are effective, efficient, and user-friendly. Additionally, service providers assess the calibre of the services they offer to their clients in an effort to boost productivity, spot issues early, and more precisely determine client satisfaction [21].

Prateek Kalia et.al 2021 stated by as a result, an increasing number of businesses are connecting and communicating with clients online, making the proper design of their offers a



crucial concern. Customers look for product information before making online purchases and aren't content with just viewing the goods or reading its description. To create physical experiences, they aim to manipulate the online product. More particular, almost all customers choose a more secure payment method over one that is more convenient. Online users look forward to websites offering services or goods that satisfy the standards of safe payment and maintaining the privacy and security of online communication, as well as websites keeping their personal information private[22][23].

Junlan Ming et.al 2021 stated by Live streaming is becoming more and more popular right now. A number of sellers are using live streaming to increase the effectiveness of their sales. The fact that live streaming commerce combines elements of social media and social commerce accounts for its widespread use. In order to effectively manage related order-fulfillment tasks or influence consumer behaviour, very little study has been done on the usage of customer service tools[24][25].

Rakhi Thakur 2018 represented by Researchers are looking at the factors that impact online reviews in different contexts since they are more important in influencing consumer purchasing decisions. There is a substantial body of research showing that high levels of customer satisfaction result in loyalty, as seen by repeat business, referrals, and positive word of mouth [26].

Methodology:

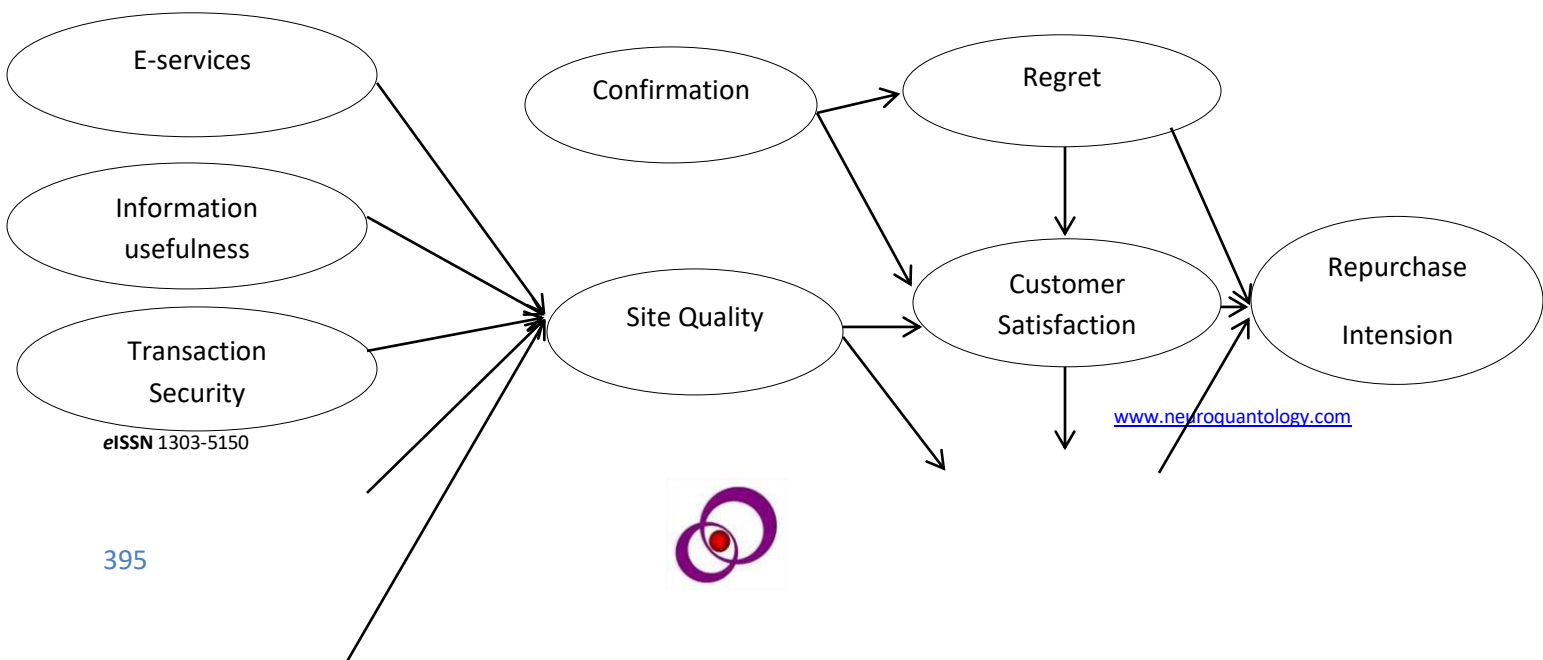




Fig.1. Proposed Model of E-services Customer satisfaction and Purchase approach

Hypothesis:

H0:Customer satisfaction for online services is positively impacted by accessibility ease.

H1:Online consumer happiness is positively impacted by the ease of search and evaluation.

H2:Regret is adversely affected by confirmation.

H3: Repurchase intentions are positively impacted by customer happiness.

H4:Repurchase intention is positively impacted by trust.

Live streaming, a brand-new, diverse, real-time interactive media, has been heavily embraced by international e-commerce. The phrase "live streaming e-commerce" refers to a marketing technique whereby business owners or their employees use live streaming software to broadcast online live events while also informing customers about the products they are offering. The phrase "live streaming features" describes the elements and capabilities that enable in-the-moment communication by heavily utilising text, voice, and image. Live streaming also enables the delivery of accurate and trustworthy information to consumers from a variety of angles, allowing them to clearly assess the performance of products. The informativeness construct is a wide idea that describes the kinds of knowledge that allow one to handle many situations, both novel and familiar [27][28].



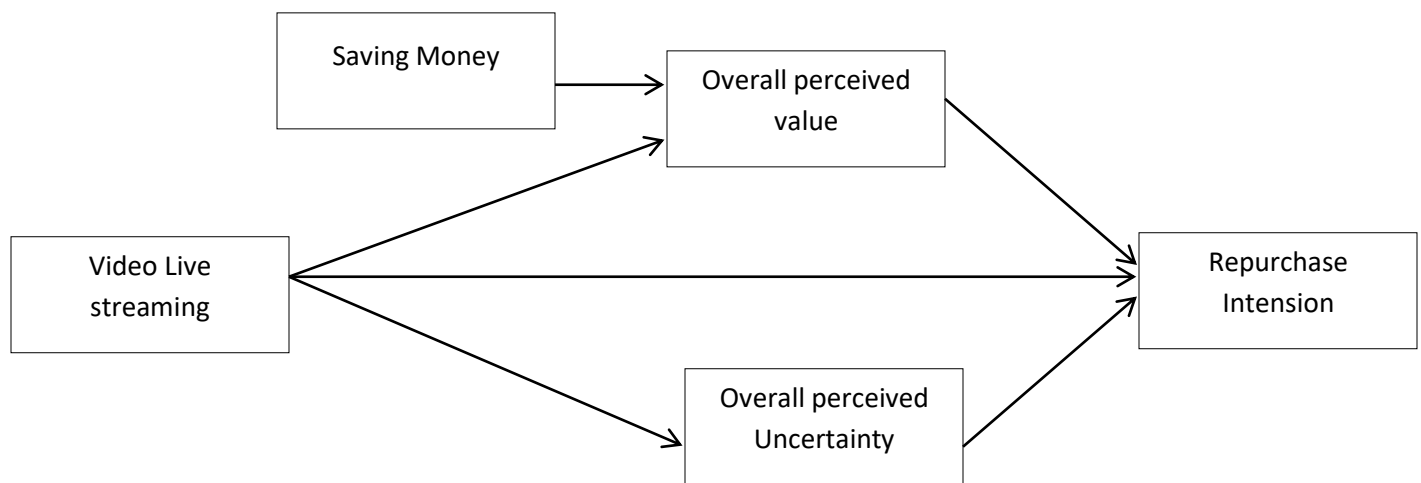


Fig.2. Overall video live streaming process system

E-service quality and Conceptualization of E-service Quality

The notion of e-service performance has been given as the extent to which a website enables users to shop, make purchases, and have goods and services delivered efficiently and effectively. As a result, the quality of an e-service is determined by both the purchase activity and any additional services that may be provided before, during, or after the actual transaction. Furthermore, e-services are a double-edged sword in the market. The internet platform encourages fierce competition, but it also offers tools that make it simple to manage clients, gain their loyalty, and encourage repurchase or return visits. E-service quality is a crucial subject in the marketing industry. In contrast to traditional services, e-services depend on information exchanges between customers and service providers [29].

Consequently, in order to effectively compete, businesses must alter their focus from a straightforward web presence that priorities only supplying information to a concentration on the quality of "e-services." Since e-service takes place in a virtual setting, it is determined that the visible elements of the website would be its design. The e-service quality of online higher



education reflects the participant's perception of the quality of online exchanges across four dimensions: fulfillment, efficiency, system availability, and privacy [30].

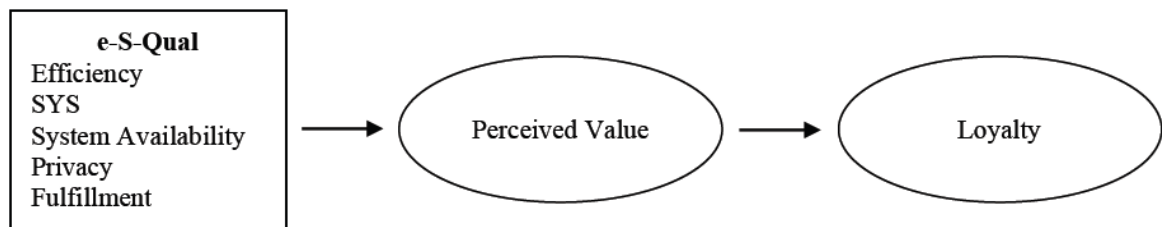


Fig.3. E-service factors that affecting services

Customers Satisfaction and Re-purchase intention

Customer satisfaction is the evaluative conviction that they had a good option in using and purchasing streaming music or video on a website or app, that their decision was the right one, and that the service met their needs. The conviction that customers have that they will work hard, make plans, and expect to utilise any streaming music website or application is then used to determine the intention to repurchase. E-commerce studies support the assertion that satisfaction and purchase intentions (related to repurchase intentions) have a positive relationship. As a result, loyalty to streaming music services is likely to rise when users are happy with the service they have chosen. It has been consistently demonstrated that consumer perceptions about the primary uses and advantages of utilising new technological products and services have an effect on behavioural intention and actual adoption of those new technologies [31].

Trust is the idea that a company's business dealings with its customers are safe, secure, and that whatever personal information it stores about them is kept private. Because it affects customers' goals directly or indirectly and has various components that are influenced by prior purchases and individual decision-making processes, repurchase intention is becoming the most important topic to understand.



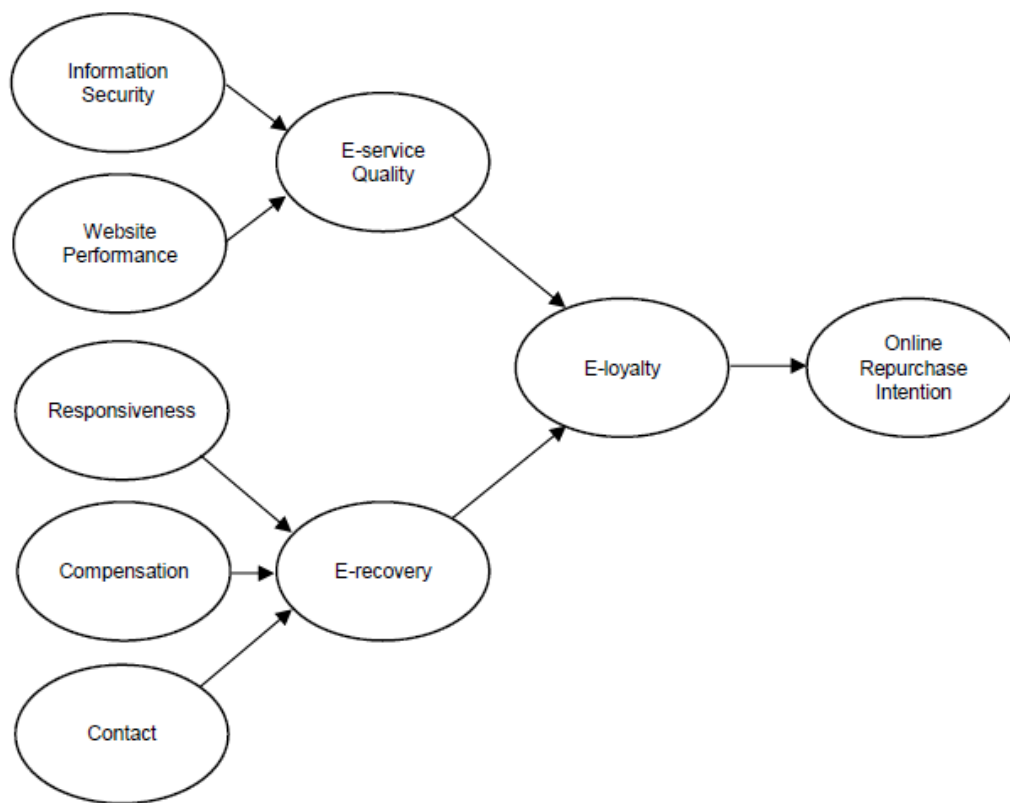


Fig.4. Overview Customer satisfaction and repurchase intension system

The dependent variable is positively impacted by the combined effects of the five independent variables.

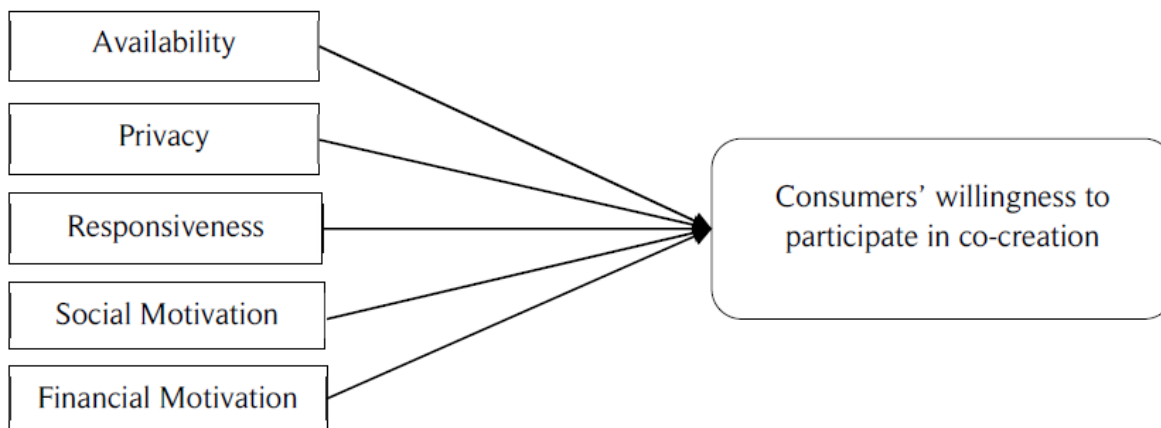


Fig.5. FiveIndependent variables for consumer’s participation in co operation



Results and Discussion:

Examined the respondents' demographic characteristics using the descriptive methodology. the Age group, Gender and Streaming video services.

Table 1: Respondents Analysis:

AgePercentage		About 40% of those who watched videos said they were "glad," "excited," or "content" with the encounter.
1. <20 years	2.3%	
2. 20-29 years	75.4%	
3. 30-39years	21.1%	
4. 40-49years	1.1%	
5. >50 years old	0%	
Gender		Watching series and Enjoying both
1. Male		
2. Female		
Streaming Video services		Web series now playing very important role all over across
1. Hotstar		
2. Amazon Prime		
3. Netflix		
4. Disney+		

What elements encourage users to use streaming services?

It is simple to use: 55%

I'm confident that I can always find something to watch: 35%

The content is of the highest calibre: 27%

I can watch live television thanks to it: 24%

It offers the most tranquil environment: 19%

How can streaming services keep their customers?

Price reduction: 64%

A larger collection of films: 54%



Fewer advertisements: 50%

A broader collection of "classic" TV series and films: 39%

The new content was updated more quickly: 38%

Improved customization and content suggestions: 31%

Accessibility to live sports: 30%

Watch new First look at new content before it premieres on cable TV: 27%

Conclusion:

Only when a service is accessible where and when it is required is it beneficial. The results of this study point to a clear, advantageous, and significant relationship between e-service quality and the frequency of e-service use in higher video streaming system. The elements that do not directly affect repurchasing intention are site quality and confirmation. The factors that do not directly affect repurchasing intention include customer satisfaction, customer trust, and regret. Determine whether customer expectations were satisfied and customers were exposed to satisfaction and loyalty to streaming music service providers by looking at the quality of e-service to establish a research framework, developing a methodology, and then collecting and analysing data.

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