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ASSESSING DETERMINANTS INFLUENCING ADOPTION AND CONTINUED USE OF STREAMING SERVICES

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ABSTRACT

Without a doubt COVID-19 pandemic which has been rampaging this world since late 2019 has become an agent of great changes, making impact to almost every aspect of life. It is a marker between two eras, the world before COVID-19 and the world after COVID-19 and it attracts a flurry of research to examine a whole range of topics related to the shift caused by the pandemic. Movement restriction and fear of in-person socialization had forced consumer to seek alternative entertainment. Before COVID-19, streaming services are still at emergence stage. After COVID-19, streaming services experienced exponential growth. This study aims to investigate media consumption habits, specifically adoption of streaming services, such as Netflix and Disney+ and the prediction of such services will continue to be the medium of choice for entertainment by the mass post-pandemic. This study examines the determinants influencing adoption of streaming services based on technology acceptance model and predicts the intention of consumer to continue using the streaming services based on technology continuance theory and consumer behaviour theory. A questionnaire, developed from a focus group interview, is to be disseminated to a sample of population who adopted streaming services during pandemic. In term of factors that drive adoption of streaming services during pandemic, the study is expected to show that perceived benefits and perceived ease of use has significant impact on the adoption of streaming services. It is also expected that the results shall reveal that perceived value (convenience, monetary, emotional, and social) has significant impact on the intention of continued use of streaming services.

Keywords: Streaming Services, Netflix, Consumer Behaviour