Exploring the Determinants of Satisfaction and Continuous Intention to Use TVing

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Abstract: *Several factors, including personalization, content diversity, user interface, and cost, wield influence over consumer satisfaction and their enduring commitment to using a platform. This research, centered on TVing, a South Korean Over-the-Top service (also known as streaming service, OTT), aims to unearth the factors that can bolster user satisfaction and mitigate subscriber churn. The study's findings underscore the significant role of personalization and cost in shaping users' expectation confirmation. Moreover, perceived usefulness emerges as a multifaceted construct influenced by all four factors: personalization, content diversity, user interface, and cost. Crucially, the research reveals the interconnectedness of these variables. Expectation confirmation and perceived usefulness are all intrinsically linked to user satisfaction. Higher satisfaction, in turn, yields a greater likelihood of users harboring a continuous intention to utilize the service in the long term. These insights shed light on the complex dynamics governing user interactions with OTT service platforms and offer valuable guidance to service providers like TVing. By understanding and leveraging these factors, platforms can fine-tune their offerings, enhance user experiences, and bolster user retention in a competitive and ever-evolving landscape.*

1. Introduction

Since 2010, the proliferation of smartphones and wireless Internet connectivity has revolutionized the way people access various services. The continuous advancements in smartphone technology and wireless Internet infrastructure have empowered individuals to effortlessly access media content through a multitude of devices, including computers, laptops, smartphones, and tablets [1]. This paradigm shift has ushered in a new era where individuals can seamlessly engage with media content through OTT services, free from the constraints of time and space [2]. OTT services provide a variety of audio-visual content immediately on demand over a data network [3]. OTT services have emerged as a transformative force, offering users the freedom to consume media content at their convenience, whether they are at home, on the go, or virtually anywhere with an Internet connection.

According to the findings from the 2021 Internet Usage Survey, there has been a noticeable uptick in the utilization of OTT platform services, a trend that has been further accelerated by the onset of the untact era brought about by the COVID-19 pandemic [4]. Notably, Netflix observed a surge in its subscriber base, with an increase of more than 1.6 million users since the outbreak of COVID-19, while Waave and TVing have also experienced consistent growth in their user numbers [5]. Furthermore, OTT giants like Netflix, Disney+, and Amazon Prime took measures to address the sudden surge in usage rates during the pandemic by temporarily reducing their streaming quality from high definition (HD) to standard definition (SD). This proactive step was taken to ensure a smoother streaming experience for their users amidst the unprecedented increase in demand caused by COVID-19.

Results of the 2021 Broadcasting Media User Behavior Survey reported that 69.5% of the respondents said they used OTT platforms, which was a 3.2% increase from 2020 [6]. There was especially a 28.4% increase

in the number of people using paid content from 2021, with the highest increases observed among individuals in their teens and 20s and 30s (36.9%, 36.1%, and 37.3%, respectively) [6] The global OTT services market was worth USD 104.2 billion and is anticipated to reach USD 293.0 billion by 2028 [7].

Although Netflix leads the OTT service industry with the most users, satisfaction surveys highlight differences in user satisfaction across platforms. According to the National Customer Satisfaction Index (NCSI) for 2023, Netflix scored the highest satisfaction among OTT platforms in South Korea, with a score of 80 out of 100 points [8]. Now that TVing and Seezn have merged, TVing has emerged as a leading domestic OTT platform in South Korea. This merger reflects a significant shift in the competitive OTT landscape and provides a unique context for understanding the factors influencing user satisfaction and loyalty. Unlike global platforms such as Netflix, TVing differentiates itself through its focus on exclusive Korean-language content and its efforts to meet the preferences of a regional user base. These characteristics make TVing a compelling case for examining user satisfaction and continuous usage intention in a non-Western OTT context.

Because consumers now expect more from TVing, it is crucial for the platform to understand the values and requirements that users consider when evaluating services to maintain profitability and customer satisfaction. It is also essential to note that users can easily switch platforms, highlighting the importance of understanding factors influencing users' continuous usage intentions [9]. While previous studies have examined satisfaction and continued usage intentions for global platforms like Netflix or generalized OTT experiences [10-12], this study focuses specifically on TVing to fill this gap. By exploring factors such as personalization, content diversity, user interface, and cost, this research aims to uncover unique insights into what satisfies users and drives their continued loyalty to TVing. From the variable perspective, this study's contribution lies in its focus on factors that are particularly relevant to regional OTT platforms. For example, content diversity in this study emphasizes the role of exclusive, culturally specific content, which is less prominent in studies of global platforms. Similarly, the variable of cost is analyzed in the context of South Korea's competitive OTT pricing strategies, offering new insights into its impact on expectation confirmation and perceived usefulness.

2. Theoretical Framework

2.1 Expectation-Confirmation Theory

According to the Expectation-Confirmation theory, if the product performance perceived by the consumer is higher than the consumer's expectation, the level of satisfaction increases [13] This theory explains that users determine satisfaction by comparing the quality of products and services with their expectations before using them. It is believed that users do not determine their satisfaction on a product based only on the quality level of the product, but by comparing their expectations about the product quality with their experiences of the product quality after using it as well [13]. Based on the Expectation-Confirmation Theory, Bhattacherjee [14] found that the factor that has the most influence on the intention of continuous use is a user's expectation, satisfaction, and perceived usefulness.

2.2 Post Acceptance Model

Bhattacherjee [14] proposed the Post Acceptance Model based on the Expectation-Confirmation Theory and Technology Acceptance Model (TAM). The Post Acceptance Model (PAM) consists of expectations and confirmations, perceived usefulness, satisfaction, and continued usage intention. According to Bhattacherjee [14], Technology Acceptance Model (TAM) has its limitations because it only focuses on initial acceptance, and therefore lacks to explain the power of long-term system or service use and continued usage intention. Bhattacherjee [14] emphasized that users' continuous use of the system is more important than the initial use as a success factor for information systems. The Post Acceptance Model (PAM) focused on expectations and confirmations and satisfaction to improve continued usage intention. The Post Acceptance Model (PAM) was presented as model to show the factors that affect the service use and continued usage intention.

3. Literature Review

OTT. OTT (Over-The-Top) services are defined as platforms that deliver video content over the internet [15]. In Korea, as of 2020, the total number of OTT subscribers has reached approximately 11.35 million, firmly establishing OTT services as a prominent presence in the domestic media market. However, the rapid growth of OTT services, which had surged during the height of the COVID-19 pandemic, has started to taper off, with

a decline in subscribers observed since the beginning of 2021. This decline can be attributed in part to the expanding array of content options, providing consumers with more choices, which has subsequently led to an increase in churn rates. Consequently, OTT service providers are now focusing their attention on identifying the factors influencing users' intent to continue using their services, aiming to meet the diverse needs of OTT subscribers and mitigate subscriber attrition. These influential factors encompass personalization, content variety, user interface, and cost considerations [11].

Personalization. Personalization in this context refers to the provision of information services tailored to meet individual user needs. When a platform offers personalized information and services, it enables users to engage with the platform more effectively [16, 17]. Personalization is known to enhance customer satisfaction [18]. Previous research indicates that the perceived personalization of messages and tools not only increases their perceived usefulness but also has a positive influence on consumer satisfaction over time. In essence, when a service or product-related message is more closely aligned with an individual's preferences and requirements, the consumer tends to place a higher value on the informational content of that message [19]. Therefore, we propose:

H1a. Personalization of an OTT service will have a positive effect on its users' expectation confirmation.
H1b. Personalization of an OTT service will have a positive effect on its perceived usefulness.

Content Diversity. Scholars have engaged in extensive discourse regarding the components and classifications defining the diversity of media content and consumption. These discussions have yielded varying interpretations from different scholars. Napoli [20], for instance, categorized diversity into three distinct types: source diversity, content diversity, and exposure diversity. Additionally, prior research by Kang et al. [21] indicated that content diversity plays a pivotal role in influencing user satisfaction. Essentially, when users find the content diversity of a platform to be satisfactory, they are more inclined to offer positive evaluations of the service quality. Thus, we propose:

H2a. Content diversity of an OTT service will have a positive effect on its users' expectation confirmation.
H2b. Content diversity of an OTT service will have a positive effect on its perceived usefulness.

User Interface. Interfaces serve as conduits for information or signals between devices, with the user interface (UI) being a crucial system that facilitates user interactions within a computer environment. Andrews and Shimp [22] asserted that user satisfaction with the UI leads to increased user engagement and a greater inclination to actively utilize the service. Furthermore, the UI plays a pivotal role in configuring desired functions and conveying information to users as they interact with a system, thereby influencing user satisfaction [23].

H3a. Satisfying user interface of an OTT service will have a positive effect on its users' expectation confirmation.
H3b. Satisfying user interface of an OTT service will have a positive effect on its perceived usefulness.

Cost. Perceived price is based on reference price and objective price, or actual price said to have an impact. Sweeney and Soutar [24] developed a measure of perceived consumer value with the following items: reasonable price, provided value for money, good product for price, and economic aspect. Yoo and Park [25] confirmed that the low cost of service was a more important factor than the diversity of the rating system and asserted that it had a significant effect on the perceived usefulness.

H4a. Perceived price of an OTT service will have a positive effect on users' expectation confirmation.
H4b. Perceived price of an OTT service will have a positive effect on perceived usefulness.

3.1 Expectation Confirmation

Bhattacherjee [26] contended that perceived usefulness and satisfaction are enhanced when users' pre- and post-expectation confirmation regarding specific technologies and services align. As indicated by Kim and Park [27], who examined the determinants of continued OTT usage, meeting users' expectations for this service exhibited a positive correlation with both perceived usefulness and satisfaction, ultimately fostering continued usage and intention.

It has been established that satisfaction with media service expectations directly influences the intention to persist in its usage. In a study conducted by Han and Kwon on factors influencing the intention to continue

using OTT services, it was revealed that meeting users' expectations for platforms like YouTube and Netflix directly and positively impacts their intention to continue using these services.

H5. Expectation confirmation of an OTT service will have a positive effect on its satisfaction.

3.2 Relationship between Perceived Usefulness, Satisfaction, and Continuous Intention to Use

The success of any service or product hinges not solely on initial adoption but also on the factors that drive continued usage among consumers [14]. Consequently, enhancing the intention for continuous use stands as a fundamental objective for numerous companies [28]. Several studies have employed the Post Acceptance Model (PAM) to investigate the intention for continuous use of OTT services. Across these studies, the perceived usefulness within the PAM has consistently emerged as a pivotal variable influencing the intention to persist in using these services [25], [27-29].

Satisfaction, as defined by Bhattacherjee [26], encompasses the overall contentment that users derive from specific technologies and services. It is a product of the user's interactions and emotional responses to these technologies and services. Existing research has underscored the significance of satisfaction as a pivotal determinant influencing users' intentions to persist in utilizing specific technologies and services [13], [30].

Satisfaction consistently emerges as a positive factor influencing the intention to continue using various technologies and services. Qu and Kim [31] employed the Post Acceptance Model to elucidate the intention to persist in using mobile easy payment services. Their analysis revealed that factors such as perceived usefulness and satisfaction were determinants of continuous use intention in mobile easy payment services.

Similarly, Lee and colleagues [32] identified a positive relationship between users' perceived usefulness of one-person media and satisfaction, leading to continued media use and consequently bolstering the intention to use it further. Ban and Park [33] conducted a study on factors influencing the intention to continue using OTT services based on PAM and found a strong positive association between service usefulness, user satisfaction, and the intention to use the service more extensively.

Various studies have consistently affirmed that perceived usefulness exerts a positive impact on user satisfaction [34-37]. Furthermore, it has been consistently validated that perceived usefulness significantly influences users' intentions to persistently use a product [38-40]. These findings suggest that the intention to continue using a service is often shaped through the mediating role of satisfaction derived from service utilization. In summary, perceived usefulness can be seen as exerting a direct or indirect positive influence on dependent variables such as user satisfaction with technology and service, as well as the intention to continue using them. Figure 1 shows a conceptual model of this research.

H6a. Perceived usefulness will have a positive effect on satisfaction.

H6b. Satisfaction will have a positive effect on continuous intention to use.
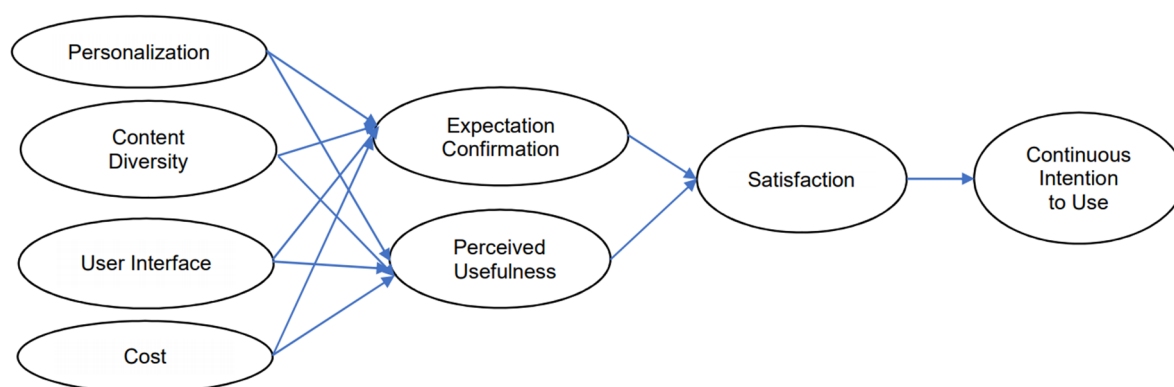

Figure 1. Proposed Research Model

4. Method

4.1 Sample

Participants were recruited from Macromill Embrain, a professional survey panel company in South Korea, and an online survey was conducted in Korean on TVing users for the study. The survey was conducted between June 12th – 14th, 2023 upon acquiring an IRB approval from authors' university. There was a total of 400

participants, with 200 females and 200 males. Each participant was paid about $2 for their survey participation. Table 1 has demographic information of the sample.

4.2 Measurements

Personalization. Personalization was measured using four items taken from [40] and [41]. The scale consisted of four items (e.g., "TVing provides me customized content", "TVing consists of content that I prefer", "TVing recommends tailored content based on my personal situation", and "the contents of TVing suits my personal tastes well"). Each item was rated on a 5-point Likert scale (1= strongly disagree, 5 = strongly agree). The average of the items was used (M = 3.60, SD = .64). See Appendix for the full measurement items.

Content Diversity. Content diversity was assessed using items from [10] and [42]. Items used included: TVing provides diverse content, TVing provides diverse domestic content, TVing provides diverse international content, and TVing provides a great deal of content. The items used were scored on a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). The average of the items was used (M = 3.49, SD = .66).

User Interface. User interface was measured using items from [43, 44]. Respondents were asked to rate to the extent to which they agree with the statements (e.g., "The categories on TVing are well organized", "It is easy to search for content on TVing", and "The title of search categories of TVing are concise"). Items were rated based on a 5-point Likert scale (1= strongly disagree, 5= strongly agree). The average of the items was used (M = 3.75, SD = .73).

Table 1. Demographic information of the participants (N = 400)

Measure	Categories	Frequency	Percent (%)
Gender	Male	200	50.0
	Female	200	50.0
Age	20s	92	23.0
	30s	161	40.3
	40s	107	26.8
	50s	35	8.8
	60s and older	5	1.3

Cost. Cost was assessed by taking items from [2], [11], [14], [45, 46]. Items consisted of 4 items ("I think the cost of TVing subscription is reasonable", "I receive appropriate service for the cost of TVing", "I am satisfied with the cost of TVing", and "I think the subscription plans of TVing are appropriate"). Each item was rated on a 5-point Likert scale (1= strongly disagree, 5= strongly agree). The average of the items was used (M = 3.24, SD = .79).

Expectation Confirmation. Expectation confirmation was measured by adapting the items from [11], [14], and [45, 46]. Participants were asked to rate to the extent to which they agree: TVing meets my expectations, I generally get the level of service I expect from TVing, TVing matches my expectations, and the satisfaction of TVing matches my expectations. The average of the items was used (M = 3.46, SD = .76).

Perceived Usefulness. Perceived usefulness was measured by adapting the items from [47, 48]. Participants were asked: I will be able to consume more diverse content through TVing, I will be able to get useful and interesting information through TVing, TVing provides me content any time I want it, and I think TVing is an important part of my life. The average of the items was used (M = 3.58, SD = .72).

Satisfaction. Satisfaction was measured by using items from [30] and [49]. The items were: Overall, I am satisfied with my TVing service, the purpose of pursuit is satisfied by searching for and watching content on

TVing, it is fun to search and watch content on TVing, and I would like to use TVing more. The average of the items was used (M = 3.68, SD = .70).

Continuous Intention to Use. Continuous intention to use was measured by using the items from [14] and [50]. The items used were: I will continue to use TVing in the future, I am willing to pay to use TVing in the future, I will use TVing more than other subscription services, and I would like to continue using TVing if possible. The average of the items was used (M = 3.43, SD = .78).

4.3 Data Analysis

Data were analyzed using SPSS 26.0 and Structural equation modeling (SEM) available in R. Based on Hu and Bentler's [51] suggestion, the following multiple indices were used to evaluate fitness of the model: chi-square statistic ($\chi 2$), $\chi 2$/df ratio, Comparative Fit Index (CFI), Root Mean Square Error of Approximation (RMSEA), and Standardized Root Mean Square (SRMR). The goodness-of-fit was determined based on the following criteria [51] $\chi 2$/df < 3, CFI ≥ 0.95, RMSEA ≤ 0.08, and SRMR ≤ 0.08. All the estimates were indicated in standardized scores.

5. Results

Individual item reliability, internal consistency reliability, and convergent validity of the measurements results of reliability test were assessed by the average variance extracted (AVE), composite reliability (CR), and Cronbach's α. The results are provided in Table 2.

Table 2. Results of reliability and convergent validity tests

	Items	Factor Loading	Cronbach's α	CR	AVE
Personalization	PE1	.64	.93	.72	.40
	PE2	.66			
	PE3	.54			
	PE4	.67			
Content Diversity	CD1	.71	.93	.70	.38
	CD2	.58			
	CD3	.45			
	CD4	.70			
User Interface	UI1	.64	.93	.78	.46
	UI2	.66			
	UI3	.54			
	UI4	.67			
Cost	CO1	.66	.93	.80	.50
	CO2	.76			
	CO3	.75			
	CO4	.67			
Expectation Confirmation	EC1	.82	.92	.88	.65
	EC2	.82			
	EC3	.80			
	EC4	.79			
Perceived Usefulness	PU1	.76	.92	.80	.50
	PU2	.71			
	PU3	.63			
	PU4	.70			

Satisfaction	SA1	.84	.92	.83	.56
	SA2	.77			
	SA3	.72			
	SA4	.66			
Continuous	CIU1	.66	.93	.72	.46
Intention to Use	CIU2	.69			
	CIU3	.68			

Structural equation modeling (SEM) was used to investigate the model and test the hypotheses. The results of SEM showed that the model had an acceptable fit: $\chi2 = 420.49$ (p < .001), $\chi2/df = 2.82$, CFI = 0.95, RMSEA = 0.07, and SRMR = 0.05.
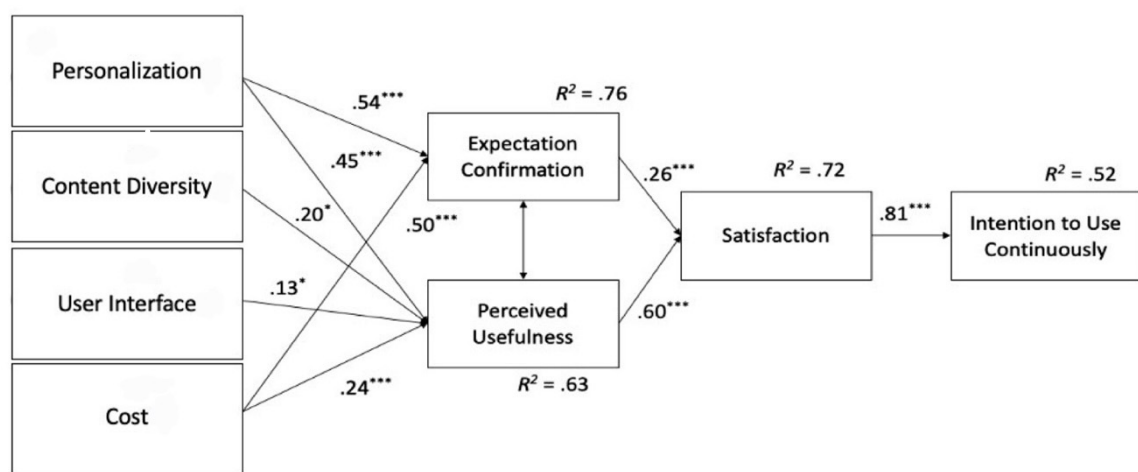

Figure 2. Results of the model testing
Note. Standardized coefficients are indicated. *p < .05, ***p < .001

As shown in Figure 2, personalization was found to have a positive association with expectation confirmation (b = 0.54, p < .001) and perceived usefulness (b = 0.45, p < .001). Thus, H1a and H1b were both supported. For content diversity, it was found to have a positive effect only on perceived usefulness (b = 0.20, p < .05). Therefore, H2a was not supported while H2b was.

User interface was also found to have a significant effect on perceived usefulness (b = 0.13, p < .05), making only H3b supported. Cost was confirmed to have both positive and significant effects on expectation confirmation (b = 0.5, p < .001) and perceived usefulness (b = 0.24, p < .001), thus supporting H4a and H4b.

Expectation confirmation was found to have a positive effect on satisfaction (b = 0.26, p < .001). Consequently, H5 was supported. Perceived usefulness was also found to have a positive and significant effect on satisfaction (b = 0.60, p < .001), supporting H6a. Finally, satisfaction was confirmed to have a positive effect on continuous intention to use (b = 0.81, p < .001).

6. Discussion

The research findings provide some insights into the relationships between various factors related to Expectation Confirmation Theory (ECT) and the Post Acceptance Model (PAM). First, the positive association between personalization and expectation confirmation highlights the significance of personalized experiences in confirming users' initial expectations. When users perceive that a service caters to their individual preferences and needs, it enhances their confidence that their expectations will be met. This finding aligns with the fundamental premise of ECT, where expectation confirmation plays a pivotal role in shaping user perceptions.

Second, the positive relationship between personalization and perceived usefulness underscores the role of personalization in enhancing the perceived utility of a service. When users receive content or

recommendations tailored to their preferences, it increases the perceived value and usefulness of the service. This suggests that personalization can be a key strategy for improving user satisfaction and engagement.

Third, although content diversity did not significantly impact expectation confirmation, its positive effect on perceived usefulness highlights its role in enhancing the overall utility of the service. This implies that while content diversity may not directly affect users' confirmation of expectations, it contributes to the perceived value and usefulness of the service. Content diversity can be an asset in attracting and retaining users.

Fourth, the significant effect of user interface on perceived usefulness suggests that an intuitive and user-friendly interface contributes to users' perceptions of a service's utility. A well-designed user interface can make it easier for users to interact with the service, leading to higher perceived usefulness. This finding emphasizes the importance of investing in user interface design to enhance user satisfaction.

Fifth, the positive effects of cost on both expectation confirmation and perceived usefulness indicate that cost considerations play a role in shaping users' perceptions. When users find a service to be cost-effective, it reinforces their expectations and enhances their perception of its usefulness. This suggests that pricing strategies can impact users' overall satisfaction with a service.

Sixth, as expected, the positive effect of expectation confirmation on satisfaction validates a fundamental premise of ECT. When users' experiences align with their initial expectations, it leads to greater satisfaction. This finding highlights the importance of managing and meeting user expectations to foster satisfaction and user retention.

Seventh, the strong positive relationship between perceived usefulness and satisfaction emphasizes that users who find a service highly useful are more likely to be satisfied with it. Perceived usefulness appears to be a critical driver of overall satisfaction, suggesting that optimizing a service for utility can have a substantial impact on user contentment.

Finally, the positive effect of satisfaction on the continuous intention to use supports the idea that satisfied users are more likely to remain loyal and continue using a service. High satisfaction levels can lead to sustained user engagement and loyalty, which are vital for the long-term success of a service.

In summary, the findings suggest that personalization, content diversity, user interface, cost, expectation confirmation, perceived usefulness, and satisfaction are interconnected factors that influence users' perceptions and intentions. These insights can guide service providers in optimizing their offerings to meet user expectations, enhance utility, and ultimately foster user satisfaction and loyalty.

6.1 Limitations and Suggestions for Future Research

This study has limitations particularly regarding convergent validity of measurements. Half of our major constructs had less than the threshold, 0.5 average variance extracted (AVE) values. Despite these potential limitations, we proceeded with hypothesis testing due to the following reasons. While AVE values were slightly below 0.5, the composite reliability (CR) of all constructs exceeded the recommended threshold of 0.7, indicating sufficient internal consistency and reliability of the constructs [52]. Additionally, most factor loadings for the individual items were above the recommended level of 0.6, further supporting the validity of the measurement model. In addition, the theoretical foundations of this study, grounded in Expectation Confirmation Theory and the Post Acceptance Model, provide strong justification for the hypothesized relationships between constructs. Even with slightly lower AVE values, testing these relationships contributes to understanding the dynamics of user satisfaction and continuous usage intention in the context of OTT platforms. However, we recognize the need for improved measurement instruments to enhance convergent validity in future studies. Specifically, refining the scale items and collecting a larger or more diverse dataset could help achieve higher AVE values while retaining the constructs' theoretical relevance.

6.2 Practical Implications

As of December 1, 2022, the merger of TVing and Seezn has significantly reshaped the OTT landscape in South Korea. These two platforms, previously known for their distinct content offerings, have now joined forces to create a diverse and extensive content library. This consolidation reflects the evolving preferences of users, as they now have access to a broader spectrum of entertainment options under the TVing brand. One notable aspect of this merger is TVing's commitment to providing more exclusive content. This strategic move aims to further enhance the platform's appeal and solidify its position in the competitive OTT market. By offering exclusive content, TVing seeks to attract and retain subscribers, ultimately driving its growth and market share.

For future research endeavors, it would be valuable to delve deeper into the concept of content diversity. Specifically, researchers can explore how content diversity can be subdivided into content genres and exclusive content offerings. This nuanced analysis can shed light on which aspect of content diversity holds greater sway over user satisfaction and their continued intention to use the platform. In this dynamic landscape, TVing must remain vigilant in monitoring user feedback and preferences. By understanding the factors that contribute to user satisfaction and sustained usage, TVing can fine-tune its offerings and strategies to maintain profitability and stay ahead in the evolving OTT industry.

6.3 Discussion

This study highlights key factors influencing user satisfaction and continued usage of OTT platforms, focusing on TVing in South Korea. Personalization plays a critical role in enhancing expectation confirmation and perceived usefulness, while content diversity, user interface, and cost significantly contribute to perceived utility and satisfaction. The findings validate core aspects of Expectation Confirmation Theory and the Post Acceptance Model, showing that satisfaction drives loyalty and long-term engagement. In the context of the recent merger between TVing and Seezn, these insights underscore the importance of tailored, diverse content and user-centric strategies for sustaining competitiveness. Future research could explore specific aspects of content diversity, such as genre or exclusivity, to better understand their impact on user perceptions and retention in the evolving OTT market.

Conflicts of Interest: The authors declare no conflict of interest.

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Appendix

Variable	Measurement Items	Source
Personalization	TVing provides me customized content.	[40, 41]
	TVing consists of content that I prefer.	
	TVing recommends tailored content based on my personal situation.	
	The contents of TVing suits content suits my personal tastes well.	
Content Diversity	TVing provides diverse content.	[10], [42]
	TVing provides diverse domestic content.	
	TVing provides international content.	
	TVing provides a great deal of content.	
User Interface	The categories on TVing are well organized.	[43, 44]
	It is easy to search for content on TVing.	
	The title of search categories of TVing are concise.	
	Overall, TVing is easy to use.	
Cost	I think the cost of TVing subscription is reasonable.	[2], [11], [14], [45, 46]
	I receive appropriate service for the cost of TVing.	
	I am satisfied with the cost of TVing.	
	I think the subscription plans of TVing are appropriate.	
Expectation Confirmation	TVing meets my expectations.	[11], [14], [45, 46]
	I generally get the level of service I expect from TVing.	
	TVing matches my expectations.	
	The satisfaction of TVing matches my expectations.	
Perceived Usefulness	I will be able to consume more diverse content through TVing.	[47, 48]
	I will be able to get useful and interesting information through TVing.	
	TVing provides me content any time I want it.	
	I think TVing is an important part of my life.	
Satisfaction	Overall, I am satisfied with TVing.	[30], [49]
	The purpose of pursuit is satisfied by searching for and using content on TVing.	
	It is fun to search for and use content on TVing.	
	I would like to use TVing more.	
Continuous Intention to Use	I am willing to pay to use TVing in the future.	[14], [50]
	I will use TVing more than other subscription services.	
	I would like to continue using TVing if possible.	