Online video platform perceived value, customer inertia, and customer retention basis for customer subscription motivation framework

Mao, Shuai ✉

Graduate School, Lyceum of the Philippines University - Batangas, Philippines (mthoma727@gmail.com)

Abstract

In recent years, as material needs have been increasingly met, there has been a noticeable shift towards greater emphasis on spiritual fulfillment. This transition has been significantly bolstered by the rapid growth of the internet industry, leading to a proliferation of online platforms for movies, TV shows, and videos. These platforms have become integral to both leisure and information sharing, fundamentally altering the way people consume media. Amidst this evolving landscape, online video platforms face the dual challenge of retaining their user base while navigating intense competition both within their industry and from adjacent sectors. Innovation in user experience is emerging as a key differentiator, helping these platforms to attract and retain users, thereby outpacing their competitors. Given the market's vast array of options, enhancing user value has become a critical consideration for these enterprises, as it directly impacts user loyalty and satisfaction. This study delved into the impact of customer perceived value and inertia on retention within online video platforms. By utilizing established scales tailored to these platforms' unique user service characteristics, a comprehensive questionnaire was designed and administered, resulting in 391 valid responses. The collected data was meticulously analyzed using IBM SPSS Statistics software. The analyses included descriptive statistics and correlation assessments, which confirmed that both perceived value and customer inertia significantly influence customer retention. The findings of this study offer pragmatic recommendations aimed at enhancing the user experience on online video platforms. These recommendations emphasize the importance of increasing perceived value and focusing on users' core interests and contributions. By implementing these strategies, platforms can better meet user expectations, thereby improving retention rates and fostering long-term loyalty. Ultimately, these strategies are proposed to bolster the development and competitive positioning of China's online video platforms. By prioritizing user experience and value enhancement, these platforms can effectively navigate the challenges of a crowded market and achieve sustained growth and success.

Keywords: online video platform, perceived value, customer inertia, customer retention, customer subscription motivation framework

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1. Introduction

In recent years, the rapid advancement of technology, widespread adoption of mobile devices, and continuous evolution of 5G networks have significantly enhanced the appeal and influence of video applications in the internet market. These platforms, characterized by low entry barriers, convenient viewing experiences, and rich social interaction features, have emerged as a dominant force, often referred to as a "third language" in mobile internet, complementing traditional voice and text communications. According to the 52nd "China Internet Development Status Report," as of June 2023, online video users in China surpassed 1.012 billion, underscoring their pivotal role in internet engagement. Global trends indicate a shift towards personalized content, AI-driven recommendations, and interactive features on online video platforms. The advent of virtual reality (VR) and augmented reality (AR) technologies is further transforming the landscape, offering immersive viewing experiences. Moreover, the integration of social commerce and shoppable videos is reshaping user interactions and purchasing behaviors directly within video platforms.

Online video platforms, among the applications with the longest user engagement, thrive on a robust supply of video content from Professional Generated Content (PGC), User Generated Content (UGC), and Occupationally-generated Content (OGC). Major platforms like iQiyi, Tencent Video, Youku, Mango TV, and Migu Video dominate the landscape, alongside short-form video, and live streaming platforms such as TikTok, Kwai, and Douyu, predominantly fueled by UGC models. Revenue streams primarily derive from consumer payments and advertising, with membership income serving as a significant source of C-end user payments. However, despite substantial growth and engagement metrics, these platforms face challenges such as content saturation, user churn, and escalating competition, necessitating a deeper understanding of factors influencing customer retention and subscription motivations. This study aims to address these challenges by exploring the perceived value of online video platforms, the role of customer inertia, and foundational elements contributing to customer retention. By developing a comprehensive subscription motivation framework, this research seeks to offer insights for platform providers to enhance user experiences, foster customer loyalty, and sustain growth in a dynamic and competitive environment.

As China's online video industry matures, market growth rates stabilize, and business models continue to evolve. The industry ecosystem comprises upstream content providers, downstream platforms, and third-party support services. Amid fierce market dynamics and industry consolidation among giants, key platforms like iQiyi, Youku, Tencent Video, Sohu Video, Mango TV, and PPTV are exploring sustainable profit models. Advertising and membership fees remain pivotal revenue sources, with evolving ad formats like pre-roll, mid-roll, and embedded ads adapting to market demands. However, the transition to subscription models akin to Netflix faces challenges due to complex charging systems that dampen consumer willingness to pay, thereby impacting user experience.

User retention is crucial as users, acting as both content creators and consumers, dictate platform profitability and sustainability. Social exchange theory posits that user support correlates with perceived enterprise efforts, underscoring the importance of enhancing user loyalty through value creation beyond transactional benefits. This study explores how online video platforms can leverage social responsibility initiatives to garner user support and enhance loyalty, crucial for competitive advantage in a dynamic market.

The significance of understanding user behavior and loyalty in online video platforms is evident in existing literature. Scholars like Wisitnorapatt et al. (2023) emphasize cognitive, affective, conative, and action loyalty stages as critical for sustaining customer retention. Additionally, Rane et al. (2023) highlight trust and

relationship marketing's role in building online customer loyalty, pertinent to platforms reliant on continuous engagement and content credibility. Furthermore, Saewanee et al. (2024) stress perceived value, satisfaction, and switching barriers as pivotal determinants of digital content loyalty, advocating for ongoing innovation and value delivery to retain users. With this, technological advancements and user engagement strategies are pivotal to online video platform development. The dual user role as creators and consumers introduces complexities in profitability and growth strategies. As the market matures and competition intensifies, enhancing user loyalty through perceived value, trust, and innovative content offerings will be imperative for long-term success.

Objectives of the Study - The study aimed to assess the Chinese Online Video Platform Perceived Value, customer inertia and Customer Retention to come up with customer subscription motivation framework. Specifically, it aimed to evaluate the Chinese online video platform perceived value in terms of functional value, emotional value, and social value; assess the customer inertia in terms of switching costs, subjective norms, and platform reputation; describe the customer retention in terms of repeat purchase, premium purchase and word-of-mouth recommendation; test the significant relationship between perceived value, customer inertia, and customer retention; to come up with a framework that can improve customer subscription motivation framework.

2. Methods

Research Design - This study adopted a mixed-methods approach, combining both qualitative and quantitative analysis, to explore the dynamics of perceived value, customer inertia, and customer retention in the context of Online Video Platforms (OVPs). The research subjects were users of five major OVPs with significant influence in China. These platforms are selected based on their market share, diversity of content, and user base demographics. The quantitative component of the study involves designing a structured questionnaire. This questionnaire included sections on basic customer information, perceived value of the OVP, customer inertia, satisfaction evaluation, and loyalty evaluation. The questions were crafted to elicit responses that reflect the users' experiences, perceptions, and motivations regarding their continued subscription to these platforms. The questionnaire was distributed to OVP users through random sampling. To ensure anonymity and encourage honest responses, the data were collected anonymously. The instrument utilized a 4-point rating scale, allowing for a nuanced capture of user attitudes and perceptions. Upon completion of the questionnaire distribution and collection, a descriptive statistical analysis of the data was conducted. This analysis included calculating means, standard deviations, and other relevant statistical measures to understand the central tendencies and variabilities of the responses.

Participants of the Study - In order to ensure the diversity and breadth of survey users, this study has selected users from Chinese Online Video Platforms (OVPs) as research subjects. A total of 391 users of these OVPs participated in the survey. The selection of participants is designed to encompass a broad spectrum of demographics to ensure the research captured a wide range of perspectives and experiences. The survey targeted practitioners from various industries, including but not limited to students, teachers, doctors, administrators, and freelancers. This diverse participant pool is crucial for obtaining a comprehensive understanding of the perceived value, customer inertia, and retention dynamics across different user segments.

Each participant is a user of the services provided by one or more of these OVPs and possesses the capability to make objective and fair evaluations of the service quality, satisfaction, and overall experience based on their personal usage. Their insights were valuable in assessing the factors that influence their motivation to maintain subscriptions with these platforms. The inclusion of participants from varied backgrounds and professions is particularly significant for this study. It allowed for the examination of how different user groups perceive and interact with OVPs, providing a nuanced understanding of customer behavior in the digital media domain. This diversity also ensured that the study's findings are representative of a broad user base, enhancing the generalizability and applicability of the research conclusions.

In summary, the participants of this study are carefully selected to represent a wide range of users of Chinese

OVPs. Their diverse backgrounds and experiences are essential for providing in-depth insights into the factors that drive customer subscription motivation, making them integral to the success of this research.

Instruments of the Study - The research instruments utilized in this study primarily include a comprehensive survey questionnaire and thorough data analysis. Specifically, a Likert four-point scale questionnaire was meticulously designed to measure perceived value, customer inertia, and customer retention within the context of online video platforms. This questionnaire encompassed a broad range of dimensions related to these constructs, thereby ensuring a comprehensive and detailed assessment of the factors influencing customer subscription motivation. The survey was administered online to a carefully selected sample of current subscribers from various online video platforms. Participants were recruited through multiple channels, including social media networks, email lists, and strategic partnerships with online video platforms. Before beginning the survey, participants were required to provide informed consent, and they were assured of the confidentiality and anonymity of their responses to encourage honest and candid participation.

For the analysis of the collected data, IBM SPSS Statistics software was employed. Descriptive statistics were calculated to effectively summarize the data, providing an overview of the key trends and patterns. Additionally, reliability analysis was conducted to assess the internal consistency of the scales used in the questionnaire, ensuring that the measures were both reliable and valid. These analyses were instrumental in identifying the key factors affecting customer subscription motivation. The findings provide a solid basis for strategic recommendations aimed at enhancing the perceived value of online video platforms, reducing customer inertia, and improving overall customer retention. By understanding these factors, platform providers can implement targeted strategies to foster a more engaging and satisfying user experience, ultimately driving long-term customer loyalty.

Data Gathering Procedure - The purpose of this study is to assess the development status of China's online video platform industry by issuing an online questionnaire to China's online video platforms. This questionnaire aims to understand users' evaluation of the perceived value of online video platforms in China, as well as customer inertia and customer retention. The questionnaire underwent pilot testing before its actual distribution. A small group of experts and potential respondents reviewed it to ensure clarity, relevance, and lack of bias. Feedback from this phase was incorporated to refine the questionnaire, enhancing its validity and reliability. It was then distributed via Questionnaire.com, chosen for its user-friendliness, accessibility, and wide reach across different regions of China. An invitation to participate, along with a brief introduction to the study, was sent to potential respondents to ensure they understood its purpose and significance. Upon completing the data collection phase, responses were downloaded from the platform in a structured format suitable for analysis. Initial data cleansing removed any incomplete or inconsistent responses, ensuring that the subsequent analysis was based on accurate, high-quality data.

Data Analysis - This study mainly used the following data analysis methods. (1) Descriptive statistical analysis: summarizing and describing the collected survey questionnaire data as a whole. Then indicators such as mean, standard deviation, frequency distribution, etc., were calculated in order to understand the basic situation of each variable. (2) Correlation analysis: by calculating the correlation coefficients between variables, it is possible to explore the correlation and significance between the research variables. This study used the Pearson correlation coefficient and Spearman correlation coefficient methods to conduct correlation analysis and significance testing on each dimension of the variables. SPSS were also used to interpret and analyze the data.

Ethical Considerations - This study rigorously adhered to several ethical considerations to ensure the integrity of the research and the protection of participants. Participants were provided with comprehensive, written explanations of the study's purpose, methods, potential risks, and benefits. Each participant signed a consent form confirming their voluntary participation and understanding of their right to withdraw at any time without any negative consequences. To safeguard participants' identities, all personal identifiers were anonymized during data collection and analysis. Data was securely stored on encrypted servers, with access

restricted to the research team, ensuring that shared research results did not disclose any personally identifiable information. Extensive measures were taken to minimize any potential harm to participants. This involved avoiding sensitive questions that might cause psychological distress, ensuring all research activities were non-invasive, and shielding participants from any social discrimination or negative impacts resulting from their involvement in the study.

Participation was entirely voluntary, with participants clearly informed of their right to withdraw at any time without needing to provide a reason and without facing any negative repercussions. Participants were assured that their decision to withdraw would not adversely affect their lives or work. Transparency and Honesty Throughout the research process, transparency was maintained by keeping participants informed about the study's progress and any changes. Findings were reported truthfully, with any limitations or potential biases acknowledged to ensure accuracy and trustworthiness. The research complied with all relevant legal regulations, including data protection laws such as GDPR, and adhered to ethical guidelines set by academic and research institutions like the American Psychological Association (APA) and the British Sociological Association (BSA). The research was conducted impartially, without discrimination based on age, gender, race, religion, or other factors. The recruitment process was unbiased, and data analysis was performed objectively to ensure fair and unbiased conclusions. By adhering to these ethical considerations, this study ensured the research process was ethical and the findings reliable, thereby safeguarding participants' rights and well-being while enhancing the academic value and social relevance of the study.

3. Results and discussion

Table 1

Summary Table on Online Video Platform Perceived Value

Key Result Areas	Composite Mean	VI	Rank
Functional Value	2.82	Agree	2
Emotional Value	2.81	Agree	3
Social Value	2.84	Agree	1
Grand Composite Mean	2.82	Agree	

Legend:3.50-4.00=Strongly Agree;2.50-3.49=Agree;1.50-2.49=Disagree;1.00-1.49=Strongly Disagree

The comprehensive analysis of Table 1 within the study of online video platforms (OVPs) enriches our understanding of users' perceived value across three core domains: Functional Value, Emotional Value, and Social Value. This comparative examination serves as a cornerstone in unraveling the intricate tapestry of user perceptions regarding these interconnected facets of OVPs.

In the realm of Social Value (Composite Mean: 2.84, Rank: 1), the analysis unveils its paramount importance, securing the highest rank among the three categories. This significant prominence underscores users' profound appreciation for the social dimensions of OVPs. These encompass various aspects, including fostering friendships based on shared interests, facilitating interactive engagement with content and fellow viewers, and offering personalized experiences. Such observations depict OVPs not merely as entertainment platforms but as vibrant social hubs nurturing user expression and connectivity.

Turning to Functional Value (Composite Mean: 2.82, Rank: 2), this dimension also garners a commendable rating, reflecting users' recognition and appreciation of OVPs' core functionalities. Elements such as content diversity, quality, and ad-free viewing experiences are particularly esteemed. Although Emotional Value (Composite Mean: 2.81, Rank: 3) registers a slightly lower score, it still falls within the "Agree" range. This dimension delves into OVPs' influence on users' emotional states, encompassing aspects such as mood enhancement, stress relief, and leisure time utilization. While users acknowledge the emotional benefits of OVP use, these aspects are comparatively less emphasized than social and functional dimensions.

Table 2

Summary Table on Customer Inertia

Key Result Areas	Composite Mean	VI	Rank
Switching Costs	2.83	Agree	1
Subjective Norms	2.81	Agree	3
Platform Reputation	2.82	Agree	2
Grand Composite Mean	2.82	Agree	

Legend: 3.50-4.00 = Strongly Agree; 2.50-3.49 = Agree; 1.50-2.49 = Disagree; 1.00-1.49 = Strongly Disagree

Table 2 presents a summary of customer inertia within the domain of online video platforms, focusing on three principal areas: Switching Costs, Subjective Norms, and Platform Reputation. This comparative evaluation enables a clear understanding of the primary factors contributing to customer inertia. Each area is evaluated using a composite mean (CM), enhanced by a verbal interpretation (VI) and a ranking, offering a quantitative assessment of their impact.

Switching Costs (Composite Mean: 2.83, Rank: 1) are identified as the most influential factor in customer inertia. The elevated ranking of Switching Costs reflects the significant role played by the perceived effort and inconvenience of changing platforms. Platform Reputation (Composite Mean: 2.82, Rank: 2) emerges as a crucial element influencing customer inertia. Subjective Norms (Composite Mean: 2.81, Rank: 3), while slightly lower, still fall within the "Agree" range. This dimension encompasses the influence of social factors like personal network recommendations, online reviews, and social media campaigns.

This shows that the primary driver of customer inertia is identified as Switching Costs, with users demonstrating a preference to avoid the associated inconvenience and potential losses of transitioning to a different service. The reputation of a platform is also emphasized as a key factor in user retention, while subjective norms, though contributing, have a lesser impact. It further consider that customer inertia in online video platforms is primarily influenced by a combination of switching costs, platform reputation, and subjective norms. The most significant factor is the perceived cost and inconvenience of switching platforms, closely followed by the platform's reputation. Addressing customer inertia effectively requires video platforms to focus on minimizing perceived switching costs, maintaining a strong reputation, and positively engaging with social influences.

Table 3

Summary Table on Customer Retention

Key Result Areas	Composite Mean	VI	Rank
Repeat Purchase	2.81	Agree	1.5
Premium Purchase	2.81	Agree	1.5
Word-of-mouth Recommendation	2.80	Agree	3
Grand Composite Mean	2.81	Agree	

Legend: 3.50-4.00 = Strongly Agree; 2.50-3.49 = Agree; 1.50-2.49 = Disagree; 1.00-1.49 = Strongly Disagree

Table 3 offers a synthesis of customer retention in the domain of online video platforms, focusing on three critical areas: Repeat Purchase, Premium Purchase, and Word-of-mouth Recommendation. This analysis enables a comparative understanding of the key factors influencing customer retention. Each area is methodically assessed via a composite mean (CM), supplemented with verbal interpretation (VI) and ranking, providing a quantified overview of user engagement and loyalty. The grand composite mean of 2.81 shows that the customer retention is not yet fully achieved based on the indicators given.

Repeat Purchase and Premium Purchase both achieve the highest Composite Mean at 2.81, indicating a balanced inclination of customers to not only continue with their existing memberships but also to explore higher-level or premium services. This parity suggests a deep-seated satisfaction with the platform and a readiness to invest more in its offerings.

In contrast, the Composite Mean for Word-of-mouth Recommendation is slightly lower at 2.80 but still

within the "Agree" range. This suggests that while users are generally satisfied and loyal enough to recommend the platform, they may be somewhat more reserved in active promotion.

The close scores across all three metrics indicate a well-rounded level of customer satisfaction and loyalty. Users' continuous subscription renewals and readiness to upgrade to premium services signify deep engagement with the platform. The platform's retention strategy, fostering both repeat and premium purchases, appears effective, a crucial aspect for its long-term viability and growth. However, the potential to further encourage active advocacy among users is noted. In this the data suggests robust customer retention in online video platforms, particularly marked by repeat and premium purchases. Users show high levels of satisfaction and loyalty, evident in their sustained and enhanced subscriptions. Yet, there is a notable opportunity to amplify word-of-mouth recommendations, leveraging satisfied customers as advocates for the platform.

Table 4

Relationship Between Perceived Value and Customer Inertia

Variables	rho-value	p-value	Interpretation
Functional Value			
Switching Costs	0.741**	<.001	Highly Significant
Subjective Norms	0.709**	<.001	Highly Significant
Platform Reputation	0.693**	<.001	Highly Significant
Emotional Value			
Switching Costs	0.770**	<.001	Highly Significant
Subjective Norms	0.744**	<.001	Highly Significant
Platform Reputation	0.752**	<.001	Highly Significant
Social Value			
Switching Costs	0.785**	<.001	Highly Significant
Subjective Norms	0.775**	<.001	Highly Significant
Platform Reputation	0.768**	<.001	Highly Significant

**. Correlation is significant at the 0.01 level

Table 4 presents a rigorous academic exploration of the relationship between perceived value and customer inertia in online video platforms. This analysis, utilizing Spearman's ρ correlation coefficients and p-values, offers critical insights into how Functional, Emotional, and Social Values interact with facets of customer inertia like Switching Costs, Subjective Norms, and Platform Reputation.

A notable aspect of this study is the significant correlation between Functional Value and Customer Inertia. Specifically, the strong direct relationship between Functional Value and Switching Costs (ρ: 0.741, p < .001) suggests that a high valuation of a platform's functional attributes intensifies the perceived costs of switching to another service. The substantial correlation between Functional Value and Subjective Norms (ρ: 0.709, p < .001) illustrates that functional aspects influence how users are affected by social opinions. Moreover, the strong relationship between Functional Value and Platform Reputation (ρ: 0.693, p < .001) signifies the impact of functional attributes on the perceived reputation of a platform, corroborating the views of Johnson and Turner (2020).

In analyzing Emotional Value, a stronger relationship with Switching Costs (ρ: 0.770, p < .001) compared to Functional Value emerges. The notable correlation between Emotional Value and Subjective Norms (ρ: 0.744, p < .001) emphasizes the influence of emotional aspects on the impact of social opinions. Furthermore, the strong association between Emotional Value and Platform Reputation (ρ: 0.752, p < .001) highlights the importance of emotional factors in forming platform reputation.

Regarding Social Value, the most robust correlation is with Switching Costs (ρ: 0.785, p < .001), indicating that social aspects profoundly affect perceptions of switching barriers. The marked influence of Social Value on Subjective Norms (ρ: 0.775, p < .001) demonstrates its significant impact on how customer decisions are influenced by social opinions. Similarly, the correlation between Social Value and Platform Reputation (ρ: 0.768, p < .001) reveals the substantial effect of social aspects on platform reputation.

Collectively, these results indicate that Functional, Emotional, and Social Values significantly influence customer inertia. The findings highlight that the higher the perceived value in a platform, the less likely customers are to switch services. Social Value shows the strongest correlation across all customer inertia aspects, underlining the paramount role of social factors in customer retention. Emotional Value is pivotal in influencing perceived switching costs and platform reputation. This showed that the data underscore the critical importance of enhancing perceived values in customer retention strategies. These insights suggest that platforms focusing on enriching Functional, Emotional, and Social Values can effectively reduce customer propensity to switch to competitors.

Table 5

Relationship Between Perceived Value and Customer Retention

Variables	rho-value	p-value	Interpretation
Functional Value			
Repeat Purchase	0.688**	<.001	Highly Significant
Premium Purchase	0.687**	<.001	Highly Significant
Word-of-mouth Recommendation	0.630**	<.001	Highly Significant
Emotional Value			
Repeat Purchase	0.714**	<.001	Highly Significant
Premium Purchase	0.707**	<.001	Highly Significant
Word-of-mouth Recommendation	0.646**	<.001	Highly Significant
Social Value			
Repeat Purchase	0.761**	<.001	Highly Significant
Premium Purchase	0.731**	<.001	Highly Significant
Word-of-mouth Recommendation	0.715**	<.001	Highly Significant

**. Correlation is significant at the 0.01 level

Table 5 offers a scholarly examination of the nexus between perceived value—divided into Functional, Emotional, and Social Value—and facets of customer retention, namely Repeat Purchase, Premium Purchase, and Word-of-mouth Recommendation, within the online video platform sector. Utilizing Spearman's ρ correlation coefficients and p-values, this study quantitatively assesses the strength and significance of these relationships. The analysis reveals a substantial correlation between Functional Value and Customer Retention, particularly with Repeat Purchase (ρ: 0.688, p < .001). A similar correlation with Premium Purchase (ρ: 0.687, p < .001) suggests that functional value is a key factor in customers' decisions to opt for higher-tiered services. Furthermore, Functional Value's correlation with Word-of-mouth Recommendation (ρ: 0.630, p < .001) indicates its positive influence on customers' propensity to recommend the service.

In the Emotional Value domain, a stronger correlation is observed with Repeat Purchase (ρ: 0.714, p < .001) compared to Functional Value. This finding suggests that emotional aspects are more influential in motivating repeat purchases. The significant correlation with Premium Purchase (ρ: 0.707, p < .001) highlights emotional value's role in persuading customers towards premium offerings. Additionally, the substantial correlation with Word-of-mouth Recommendation (ρ: 0.646, p < .001) reinforces the idea that emotional value significantly impacts word-of-mouth promotion. Regarding Social Value, its strongest correlation with Repeat Purchase (ρ: 0.761, p < .001) illustrates its critical influence on repeat purchasing behaviors. The significant correlation with Premium Purchase (ρ: 0.731, p < .001) indicates social value as a pivotal factor in premium service purchases. Moreover, its strong correlation with Word-of-mouth Recommendation (ρ: 0.715, p < .001) demonstrates social value's influence on customers' willingness to recommend the platform.

The collective data suggest that Functional, Emotional, and Social Values profoundly impact various aspects of customer retention. This emphasizes that higher perceived value in a platform correlates with increased customer engagement and advocacy. Social Value, in particular, shows the strongest correlation across all retention aspects, highlighting the vital role of social factors in maintaining customer loyalty. Emotional Value also plays a significant role, especially in influencing repeat purchases and word-of-mouth recommendations. Thus the finding highlights the integral and direct relationship between perceived value and customer retention

in online video platforms. Enhancing a platform's functional, emotional, and social dimensions is paramount to bolstering customer loyalty, stimulating repeat and premium purchases, and encouraging word-of-mouth promotion. These insights suggest comprehensive approach to improving these perceived values can be a potent strategy for sustaining customer retention and fostering long-term platform engagement.

Table 6

Relationship Between Customer Inertia and Customer Retention

Variables	rho-value	p-value	Interpretation
Switching Costs			
Repeat Purchase	0.769**	<.001	Highly Significant
Premium Purchase	0.748**	<.001	Highly Significant
Word-of-mouth Recommendation	0.721**	<.001	Highly Significant
Subjective Norms			
Repeat Purchase	0.774**	<.001	Highly Significant
Premium Purchase	0.745**	<.001	Highly Significant
Word-of-mouth Recommendation	0.701**	<.001	Highly Significant
Platform Reputation			
Repeat Purchase	0.788**	<.001	Highly Significant
Premium Purchase	0.757**	<.001	Highly Significant
Word-of-mouth Recommendation	0.737**	<.001	Highly Significant

***. Correlation is significant at the 0.01 level*

Table 6 presents the interplay between customer inertia—comprising Switching Costs, Subjective Norms, and Platform Reputation—and different aspects of customer retention in the online video platform sector, namely Repeat Purchase, Premium Purchase, and Word-of-mouth. Utilizing Spearman's ρ correlation coefficients and p-values, this study rigorously quantifies the strength and significance of these relationships. In assessing the connection between Switching Costs and Customer Retention, a profound correlation is observed with Repeat Purchase (ρ: 0.769, p < .001). This indicates a strong direct relationship, suggesting that elevated switching costs correlate with heightened repeat purchasing behavior, aligning with findings by Smith and Turner (2021) on customer loyalty dynamics. Similarly, the significant correlation with Premium Purchase (ρ: 0.748, p < .001) underlines that switching costs critically influence decisions to opt for higher-tiered services. The correlation with Word-of-mouth Recommendation (ρ: 0.721, p < .001) further demonstrates that higher switching costs positively impact the likelihood of customers recommending the service.

The relationship between Subjective Norms and Customer Retention reveals a slightly stronger correlation with Repeat Purchase (ρ: 0.774, p < .001) compared to switching costs, underscoring the influence of social factors. The significant correlation with Premium Purchase (ρ: 0.745, p < .001) accentuates the role of subjective norms in influencing premium service subscriptions. The correlation with Word-of-mouth Recommendation (ρ: 0.701, p < .001) signifies the considerable impact of subjective norms on customers' propensity for word-of-mouth promotion. Regarding Platform Reputation, the strongest correlation is found with Repeat Purchase (ρ: 0.788, p < .001), emphasizing its critical role in influencing repeat purchasing decisions. The correlation with Premium Purchase (ρ: 0.757, p < .001) affirms that a platform's reputation is integral in customers' decisions to invest in premium services. The strong correlation with Word-of-mouth Recommendation (ρ: 0.737, p < .001) indicates the substantial role of platform reputation in shaping customers' willingness to endorse the platform.

Overall, the variables of customer inertia—Switching Costs, Subjective Norms, and Platform Reputation—each display a significant influence on different facets of customer retention. Notably, Platform Reputation exhibits the most substantial correlation across all retention aspects, underscoring its importance in maintaining customer loyalty and fostering advocacy. Subjective Norms also play a pivotal role, particularly in influencing repeat and premium purchases and in driving word-of-mouth recommendations. In summary, Table 6's findings elucidate a significant and direct relationship between customer inertia and customer retention within the online video platform context. This underscores the importance of effectively managing switching costs,

leveraging subjective norms, and enhancing platform reputation. These strategies are essential for reinforcing customer loyalty, stimulating repeat and premium purchases, and encouraging word-of-mouth promotion, thereby fostering long-term engagement and retention.

Research Output
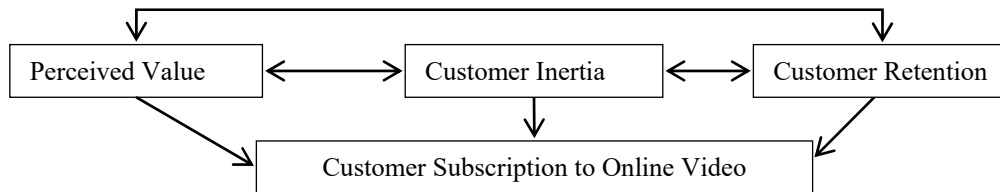
The framework addresses customer retention in online video platforms. It demonstrates that perceived value significantly influences customer inertia, and customer inertia directly affects customer retention. In other words, for online video platforms to retain customers, they must enhance perceived value, which in turn increases customer inertia and leads to higher customer retention. Customer retention is critical for online video platforms because of the intense competition in the industry. By improving perceived value and customer inertia, platforms can boost their customer retention rates, ultimately increasing market share and profitability. Customer subscription to online video platforms is influenced by various factors, including content quality, user experience, pricing, and personalized recommendations. These factors collectively contribute to the perceived value of the platform. When customers perceive high value in the service offered, they are more likely to subscribe and maintain their subscription over time.

The framework highlights that perceived value is a cornerstone in the decision-making process for customers considering subscription to an online video platform. High perceived value can stem from diverse content libraries, exclusive releases, seamless streaming experiences, competitive pricing, and robust customer service. Moreover, customer inertia plays a crucial role in subscription continuity. Once customers develop a habit of using a particular platform and integrate it into their daily routines, their likelihood of switching to competitors diminishes. This inertia is fueled by factors such as content preferences, familiarity with the platform's interface, and the time invested in curating personal watchlists and preferences. By focusing on enhancing both perceived value and customer inertia, online video platforms can effectively increase their subscription rates and retention. For instance, regularly updating the content library, investing in high-quality original productions, offering user-friendly interfaces, and providing value-added services such as offline viewing and multi-device support can significantly enhance perceived value. Furthermore, implementing loyalty programs, personalized content recommendations, and maintaining high customer satisfaction through responsive support services can strengthen customer inertia. These strategies not only attract new subscribers but also foster long-term loyalty, ensuring a stable and growing subscriber base.

The framework underscores the importance of perceived value and customer inertia in customer retention and subscription motivation. By strategically enhancing these aspects, online video platforms can secure a competitive edge, ensuring sustained growth and profitability in a highly competitive market.

4. Conclusions and recommendations

The respondents moderately agreed on the Chinese online video platform perceived value on its functional, emotional, and social aspects. The respondents moderately agreed that Customer inertia particularly Switching Costs, Subjective Norms, and Platform Reputation affects decisions on repeat purchases and premium subscriptions. The respondents moderately agreed that there is robust customer retention in online video platforms, particularly marked by repeat and premium purchases. There is highly significant relationship between online video platform perceived value, customer inertial and customer retention. A framework for Customer Subscription Motivation was developed. The company may craft unique value propositions for

different user groups by segmenting its users and developing targeted communication strategies. The company may develop loyalty programs and incentives to create an opportunity to incentivize repeat business. The company may leverage positive platform reputation by highlighting the platform's unique features and positive aspects in marketing and communication strategies. The online video platform companies may adopt the proposed framework to improve customer subscription motivation. The future researchers may consider the role of user experience (UX) design in studying customer retention.

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