Journal of Retailing and Consumer Services xxx (xxxx) xxx–xxx

Contents lists available at ScienceDirect

Journal of Retailing and Consumer Services

journal homepage: www.elsevier.com/locate/jretconser

Streaming apps: What consumers value

Adesegun Oyedele[a,*], Penny M. Simpson[b]

[a] *University of the Incarnate Word, H-E-B School of Business and Administration, 4301 Broadway, San Antonio, TX 78209, United States*
[b] *College of Business, University of Texas Rio Grande Valley, 1201 West University Dr., Edinburg, TX 78539-2999, United States*

ARTICLE INFO

Keywords:
Consumption values
Identity salience
Streaming apps
Self service

ABSTRACT

Streaming apps are increasingly mainstream but little research exists about how users value them. This study fills that research gap by examining effects of perceived consumption values and self-identity related to streaming apps on likelihood of recommending and using streaming apps. All consumption values as well as identity salience were found to have effects on recommendation likelihood. The findings suggest that managers of streaming apps should provide consumers with a clear message about how their streaming apps provide differing consumption values to customers and find ways to ensure their streaming apps are salient to the self-identity of their customers.

1. Introduction

Revenue from video and music streaming retail services has exploded in the last few years with growth expected to continue globally. Sales are expected to grow from $30.3 billion in 2016 to $70 billion by 2021 for video streamers (Marketsandmarketscomcom, 2016) and from $2.89 million in 2015 to $16.4 billion in 2020 for music streamers (Ingham, 2015). The largest streaming services include YouTube with 800 million users, Spotify as the top music streamer with 30 million subscribers (IFPI.org, 2016) and Netflix with 75 million video streaming subscribers worldwide (Popper, 2016). The video and music delivery services are made possible by entertainment streaming applications (ESAs), which are software platforms that allow users to access and run content on demand from any location using internet-connected devices such as computers, smartphones and smart TVs. ESAs contain video content, including movies, and TV shows, or music and allow consumers to watch or listen to whatever they want, whenever and wherever they want. Using and updating apps is simple: download the app to an internet-connected device then create a profile and update features as needed.

Clearly, ESAs provide consumers with value. Some consumers may especially value video apps as an economical alternative to movie-going, others may more strongly value the convenience of viewing thousands of videos at anytime, anywhere; yet, others may consider entertainment the most valued attribute of ESAs. ESAs may also provide social value to consumers who can knowledgeably discuss with others the latest movies, TV shows or songs—or be seen consuming them because viewing movies or listening to music may be an important part of self-identity and socialization for some consumers. As Hesmondhalgh (2008, p 342) writes, “Music, like other cultural forms, provides opportunities for people to make connections with each other, to enrich their inner lives, and even in some cases, to enhance a sense of community.” If music and movies/shows can be important to self-identity, the value derived from the ESAs may also be important to self-identity.

Apps are likely associated with self-identities according to Gardner and Davis (2014) in their research about today's youth, they term the App Generation. For the App Generation, every day is arranged and organized based on content delivered through online apps—everything from checking the weather to selecting restaurants to arranging for car rides or connecting to family and friends. These apps are both enabling and disabling in terms of self-identity, imagination and intimacy; but, according to the authors, “the apps arrayed on a person's smartphone or tablet represent a fingerprint of sorts—only instead of a unique pattern of ridges, it's the combination of interests, habits and social connections that identifies a person.” (p. 60). Moreover, a person's apps configuration represents their personalized, self-packaged image or self-identity. Thus, in the same way that possessions define the self (Belk, 1988), apps define the self in the digital world.

Along with hardware and software, application environments are information technologies (IT) that have been theoretically and empirically linked to self-identity in the IT literature. Carter and Grover (2015, p. 932) conducted an extensive review of the IT- identity research to find 50 articles in major IS journals that examined IT as a medium, a determinant or a consequent of self-identity. In the end, the authors sided with a few other researchers such as Jones and Karsten

---

[*] Corresponding author.
E-mail addresses: adesegun@gmail.com (A. Oyedele), penny.simpson@utrgv.edu (P.M. Simpson).

http://dx.doi.org/10.1016/j.jretconser.2017.04.006
Received 20 October 2016; Received in revised form 18 February 2017; Accepted 9 April 2017
0969-6989/ © 2017 Published by Elsevier Ltd.

Please cite this article as: Oyedele, A., Journal of Retailing and Consumer Services (2017), http://dx.doi.org/10.1016/j.jretconser.2017.04.006

(2008), Schwarz and Chin (2007) and Walsh et al. (2010) to propose that IT is 'a part of the self' and to develop a theoretical framework of the IT self-identity based on empirical findings. The theoretical model explains the relationship of IT self-identity, defined as "the extent to which an individual views use of an IT as integral to his or her sense of self", to antecedents such as functionality, self-efficacy and rewards and to behaviors such as IT use. These authors suggest that people develop many different IT identities depending on the salience of the specific IT and encourage research to better understand the relationship of specific, salient information technologies to social structures. This is especially important to explore in today's world where "technological developments allow a consumer to extend the self in ways only science fiction writers envisioned 25 years ago" (Sheth and Solomon, 2014, p. 130). Thus, this research adopts Carter and Grover (2015) conceptualization of IT self-identities and addresses their call for understanding the relationship between different ITs, in this case ESAs, and self-identity to better understand "how IT is embedded in social structures" (p. 942).

Despite the increasingly widespread use of ESAs, little is known in the academic literature about the relationship of self-identity and perceived value of ESAs or any apps and their use. To address this gap, three key questions merit research: Which perceived values are important in understanding consumers' disposition toward the streaming apps? What is the role of self-identity in value and use of self-service streaming apps? and Do perceived values and self-identity affect actual usage and recommendation of the apps? The goal of this study is to answer these questions by drawing from research on perceived value (e.g., Holbrook, 1999; Sweeney and Soutar, 2001; Sheth et al., 1991), from identity theory and identity salience (e.g., Arnett et al., 2003; Reed, 2004; Stryker and Burke, 2000) and from research regarding mobile devices.

By answering these questions, this research contributes to the literature first by answering the call for perceived value research in varying contexts (e.g., Sánchez-Fernández and Iniesta-Bonillo, 2007; Sweeney and Soutar, 2001) to identify value factors important to ESA services. Second, and most importantly, this study uniquely contributes to the literature by considering the role of self-identity in mediating perceived value and behavior. Third, this study may be a starting point for further research in understating the relevance of apps, especially for the new App Generation. Thus, the results of this study should provide insights about which dimensions of perceived value are important to aid managers in developing digital marketing campaigns for ESAs and contemporary e-commerce websites, especially as they relate to digitally-connected consumer self-identity.

2. Perceived value and identity theory

Carter and Grover (2015) theoretical framework posits antecedents to IT self-identity as IT characteristics and IT experience, including computer self-efficacy and actualized rewards including enjoyment, which are proposed to lead to IT use among other behavioral consequences. The Carter and Grover proposed antecedents are generalized (i.e., functionality, malleability, mobility, etc.); however, and an understanding of the *specific* values derived from ITs, or ESAs, may be more helpful from a consumer value perspective. Numerous studies have been conducted about perceived value and its dimensions since Zeithmal's (1988, p. 14) first defined value as consumer's "overall assessment of the utility of a product based on the perceptions of what is received and what is given". Fortunately, a few scholars have synthesized the many studies about perceived value to provide order to the research stream. Gummerus (2013) identified four streams of perceived value research based on outcomes. Most applicable to this research is the stream Gummerus calls 'value as experience outcomes' where the focus is on understanding the cognitive and affective components of value derived from using a product or service. Sánchez-Fernández and Iniesta-Bonillo (2007) provided a model for understanding perceived value research streams based on dimensionality. The unidimensional streams include price-based research (designated as Monroe's research stream) and means-end theory research (designated as Zeithaml's (1988) approach) and the multidimensional streams include means-end theory value hierarchical; utilitarian and hedonic; axiology or value theory; consumption value theory (Sheth et al., 1991) and Holbrook's (1999) typology of consumer perceived value.

These perceived value research reviews and related research suggest two conclusions for research regarding ESAs. First, because ESAs create a relative, reactive, technology-based experience whereby the music or video content likely effects users cognitively and affectively, the value of ESAs should be examined as experienced outcomes in Gummerus (2013) categorization. Models within this research stream are typically based on Holbrook's (1999) value dimensions of economic, social, hedonic, and altruistic or Sheth et al.'s (1991) dimensions of functional, emotional, conditional, social and epistemic value. Second, Holbrook's multidimensional typology is especially important to this ESA research because, as Sánchez-Fernández and Iniesta-Bonillo (2007, p. 439) note, the view "implies an interaction between a subject (the consumer) and an object (the product); it is comparative, personal, and situational (specific to the context) and it embodies a preference judgement." Thus, perceived value research should be conducted in various contexts and should examine effects of multiple dimensions including utilitarian/functional, emotional/affective and monetary/price perceived value on experienced outcomes.

In the context of this research, two other dimensions of perceived value are also likely to be important: cognitive effort and social value. In the technology acceptance model sense (Davis, 1989), cognitive effort is likely important because ESAs require some effort to find, download, and to learn to operate and use. Although social value is a perceived value dimension in both Holbrook (1999) and Sheth et al. (1991) frameworks, the dimension has not always been found significant in an online context (e.g. Pura, 2005; Mohd-Any et al., 2015). Social value is likely important, however, in the context of ESAs for two primary reasons. First, movies and songs are common topics in social conversations so that having seen the latest movies or heard popular songs may serve as a source of social connections. Second, ESA usage is apparent by the use of earbuds and attention to a mobile device which may signal a social connotation about the ESA user to others. However, the social value derived from using ESAs, may be important only to the extent that ESAs are congruent with and reinforce a music or video self-identity role. In other words, the social value, in and of itself is not important, but rather as a means for ESA users to strengthen their self-identity as a music/film lover or as digitally-connected as suggested by identity theory.

While no known studies have examined perceived value as related to identity importance, identity theory and empirical research suggests a relationship. Identity theory explains that individuals are influenced by society to construct multiple identities or roles depending upon the salient network of relationships with the roles created. These identities or 'self-identities' are "composed of the meanings that persons attach to the multiple roles they typically play in highly differentiated contemporary societies" (Stryker and Burke, 2000, p. 284); they are hierarchical, with some roles more salient than others depending on activation or context, and self-identities that are salient affect behaviors that reinforce those salient identities (see Brenner et al. (2014) and Stryker and Burke (2000) for reviews of the theory).

Identity salience is also related to consumption behavior, including mundane consumption, as modeled by Kleine et al. (1993). Their study found that salient identity-related possessions (through the self-esteem created by the possessions), social connections and media usage positively affects identity salience which then impacts frequency of identity related behaviors. These findings and self-identity theory suggests that products are attractive insofar as they match and enhance a salient identity (Kleine et al., 1995). Kleine et al. (1993) study

Download English Version:

https://daneshyari.com/en/article/7433706

Download Persian Version:

https://daneshyari.com/article/7433706

Daneshyari.com