

Customer Variety-Seeking and Brand Switching Intention: An Exploration of the Mediating Role of Customer Engagement

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Abstract: This study focuses on determining the impact of customer variety-seeking on brand switching intention by exploring the mediation role of customer engagement in streaming services in Indonesia. The data were gathered using a purposive sampling technique, and valid responses from 124 respondents were analyzed. The study results showed that customer variety-seeking significantly improves customer engagement. This study also found a non-significant direct effect of customer variety-seeking on brand switching intention and a negative significant effect of customer engagement on brand switching intention. In indirect relationships, customer engagement has a significant negative role in mediating customer variety-seeking and brand switching intentions. Aligned with social exchange theory, brand switching intention was found to be minimal since customer engagement is a significant mediator of customer variety-seeking and this switching. The findings have emphasized fostering customer engagement to increase customer retention.

Keywords: Customer variety-seeking, Customer engagement, Brand switching intention, Social exchange theory

INTRODUCTION

New paradigms in media consumption have been created by how audience interaction has changed in the digital age (Saarikko et al., 2020). Over-the-top (OTT) platforms are growing because people are shifting from traditional television to digital streaming due to the extensive use of the internet (Kim et al., 2021). Understanding customer preferences and decision-making processes in the media context has been crucial as the purchasing patterns of global consumers become more dynamic (Rosário & Dias, 2023). Due to challenges with customer retention and customer churn, the OTT platforms were growing in prominence during the COVID-19 pandemic (Gupta & Singharia, 2021). Business value can increase by 5% with just a 1% increase in retention (Gupta et al., 2004).

Indonesia has the highest OTT video consumption rate in Southeast Asia, mainly after dropping analog terrestrial television (PwC, 2023). Indonesia is also one country where a third of its population uses streaming services. These numbers were bolstered by local competitors like WeTV, GoPlay, and Mola TV, which compete with international media giants like Netflix, Amazon Prime, and Disney+ Hotstar. As of September 2020, Netflix had around 201 million customers worldwide, making it the most popular subscription video-on-demand (SVOD) service (Stoll, 2023). However, regional preferences, such as the Indonesian fondness for Korean dramas on VIUUIU, highlight the diversity of SVOD interests (Nurhayati-Wolff, 2022). Not only that, according to predictions from May 2023, both Netflix and Disney Hotstar may be in a tight contest for victory by 2028 (Stoll, 2023).

This dynamic environment emphasizes the importance of customer engagement as a churn prevention strategy. Nevertheless, little is known about the complex relationship in the OTT market between customer engagement, customer variety-seeking, and brand switching intention. This study aims to fill the knowledge gap by using Netflix as a case study and focusing on how customer engagement mediates the relationship between customer variety-seeking and brand switching intention. Understanding the connection between customers' levels of engagement and customer variety-seeking has been a major focus of prior research. For instance, Gupta and Pandey (2022) and Liao et al. (2021) examined the relationship between these constructs, but they omitted to investigate the effect of customer engagement on switching intention afterward.

This becomes important when considering the potential mediating role of customer engagement in the relationship between customer variety-seeking and a propensity to switch brands or services. The impact of customer variety-seeking on brand-switching intention has been evaluated by prior research, such as Hartono and Wahyono (2018); Lehto et al. (2015). In addition, Menidjel et al. (2023) also investigated the impact of customer engagement and variety-seeking on their likelihood to switch services, revealing that there is a relationship between customer variety-seeking and customer's intention to switch services, whose relationship is mediated by customer engagement. Thus, we propose that customer engagement mediates the relationship between customer variety-seeking and brand switching intention.

Furthermore, variety-seeking behaviors become a key mooring factor in such an environment, which can weaken brand loyalty (Liao et al., 2021). Previous research indicates that customers with variety-seeking behavior tend to be restless, seeking out new experiences and exploring the range of options available in the market (Trijp et al., 1996). Social exchange theory suggests that customers evaluate their brand interactions according to the perceived benefits and costs (Blau, 1964). One aspect of the perceived cost of remaining with a brand is the likelihood of feeling as though one is missing out or becoming bored, which could lead to the development of an unwanted routine or boredom (Koschate-Fischer et al., 2018). As a result, a hypothesis that customer variety-seeking negatively impacts customer engagement is made under previous research by Gupta and Pandey (2022); Menidjel et al. (2023).

Under the studies of Rabbanee et al. (2019); Naumann et al. (2020); Yadav et al. (2023), negative customer engagement is more likely to create anti-brand behaviors, including complaining publicly, switching brands, or taking revenge on the brand. Given that these customers are more bonded, a hypothesis stating that increased customer engagement helps reduce the intention of customers to switch services is proposed. Based on customer-firm connections, customer variety-seeking, and social exchange theory, the continuation or discontinuation of a brand is based on how people view the benefits of interaction in customer engagement, such as satisfaction or utility perceived with a brand compared to costs, such as time, money, or effort (Blau, 1964; Hollebeek, 2011).

Customers seek something unique to improve their motivation (Trijp et al., 1996). As a concept, variety seeking describes consumers' tendency to seek diversity in their product or service choices (Givon, 1984; Kahn, 1995; Kahn & Isen,

1993). It can be seen in behavior such as choosing different experiences (Beldona et al., 2010) or switching from one brand to another to increase customer utility (Meixner & Knoll, 2012). In some cases, variety seeking is driven by a desire to fight boredom or seek more stimulation (Sevilla et al., 2019), while in other cases, it is driven by satisfaction with certain product features except a desire to try new things (McAlister & Pessemier, 1982) or anticipation of uncertainty (Kahn, 1995). Customer retention is negatively impacted by variety-seeking behavior (Berné et al., 2001). Aligning with studies by Sunardi et al. (2023); Liao et al. (2021); Astuti and Santoso (2020), we propose a hypothesis where customer variety-seeking has a positive effect on brand switching intention.

By investigating the possible mediating effect of customer engagement on the relationship between customer variety-seeking and brand switching intention, using Blau's (1964) foundations for social exchange theory, our analysis of Netflix in Indonesia adds valuable insight to the literature on service, engagement, and churn. We specifically suggest that customers with more variety-seeking behaviors tend to view brand switching as a benefit rather than a cost under the social exchange theory (Trijp et al., 1996).

METHODS

Research Design

Our study uses a descriptive quantitative method. This study aims to comprehend the dynamics of customer variety-seeking, customer engagement, and brand switching intention among Indonesian individuals currently subscribing to Netflix. Figure 1 depicts our research model, which serves as the conceptual foundation for our investigation.

Data Collection and Sample

A survey data collection technique was used in this study. The questionnaire was distributed to Indonesian citizens with Netflix subscriptions. Information was gathered through a self-administered online survey circulated across social media using Google Forms. A purposive sampling technique was used in the survey. Purposive sampling accurately recognizes those who meet the study objectives (Zickar & Keith, 2023). This technique was selected because it effectively targets a particular and relevant demographic group, which is necessary for the study's validity.

A total of 178 responses via Google Forms were received. However, only 124 responses were valid after data cleaning and validation and thus selected for the data analysis. Considering our study model and the distributional assumptions of Partial Least Square Structural Equation Modeling (PLS-SEM), 124 valid responses are an appropriate sample size. The selected sample size is suitable for the study's research methodology and analytical approach, regardless of whether the data comes from a common or composite model population. PLS-SEM offers solutions with small sample sizes, unlike Covariance-Based Structural Equation Modeling (CB-SEM), which produces results inadmissible for small sample sizes (Hair et al., 2019).

Measurement

Validated measuring tools are used to evaluate the constructs of customer variety-seeking, customer engagement, and brand switching intention. The six items (VS1-VS6) in the customer variety-seeking assessment instrument were taken from Hoyer and Ridgway (1984); Lee et al. (2020). Customer engagement was modified using seven items (CE1-CE7) from Hollebeek and Chen (2014); Bergel et al. (2019); Kanje et al. (2020); AbdelAziz et al. (2023); Ballester et al. (2023); Meyer-Waarden et al. (2023). Lastly, eight items (BS1-BS8) in brand switching intention were derived from three items (BS1-BS3) by Wang and Xiao (2022) and five items (BS4-BS8) from Sunardi et al. (2023) using scales by Hsu and Chang (2007); Al-Kwafi and Ahmed (2015); Govender (2017); Al-Kwafi (2016); Michaelidou and Dibb (2009); Mazursky et al. (1987).

Data Analysis

The data were evaluated using Partial Least Square Structural Equation Modeling (PLS-SEM). The SmartPLS version 4 software was used in the data processing procedure. PLS-SEM can be used with complex models since it is not limited by the assumption of normal data distribution (Haenlein & Kaplan, 2004).

Mediating Procedures

Internal consistency in the measurement and structural model is evaluated by utilizing metrics, including Average Variance Extracted (AVE), Composite Reliability (CR), and outer loadings. The Cronbach's alpha value was used to evaluate construct reliability, and the Fornell-Larcker criterion was utilized to determine discriminant validity. Collinearity in the measurement was also investigated. In addition, R^2 and Q^2 were utilized for additional evaluation. P-values were computed for each of the 124 samples to assess the significance of the associations, including the mediation effect, during the hypothesis testing process.

RESULTS AND DISCUSSION

Respondent Characteristics

Most participants, or 63.71% in this study, are female. Most are between 19-30 years old, and most (62.04%) earn an income between IDR 2,500,001 to IDR 7,500,000 monthly. Around 25% of the respondents watched Netflix daily, and 57.42% did so twice to thrice weekly. A mobile subscription makes up 34.68% of all subscription types, with the basic, standard, and premium plans being distributed almost even. About 86.29% have used another SVOD OTT brand, with Disney+ being the most common other streaming service used at 57.30%. More than half (52.42%) of respondents in this study have been Netflix subscribers for at least a year.

Table 1. Sample Description

	Category	Total	Percentage
Gender	Female	79	63.71%
	Male	45	36.29%
Age	< 19 years old	2	1.61%
	19-25 years old	50	40.32%

	Category	Total	Percentage
Income (per month)	26-30 years old	43	34.67%
	31-35 years old	16	12.90%
	36-40 years old	6	4.84%
	> 40 years old	7	5.65%
	< IDR 2,500,000	21	16.94%
	IDR 2,500,001 – IDR 5,000,000	46	37.10%
	IDR 5,000,001 – IDR 7,500,000	31	25.00%
	IDR 7,500,001 – IDR 10,000,000	14	11.3%
	IDR 10,000,001 – IDR 12,500,000	8	6.50%
	> IDR 12,500,000	4	3.23%
Frequency of Using Netflix	Everyday	32	25.81%
	4-6 times a week	35	28.23%
	2-3 times a week	36	29.03%
	Once a week	11	8.87%
	2-3 times a month	8	6.45%
	Once a month	0	0%
Subscription Type on Netflix	Less than once a month	2	1.61%
	Mobile (1 device)	43	34.68%
	Basic (1 device)	30	24.20%
	Standard (2 devices)	26	21.00%
Previous SVOD OTT Brand-switching Behavior	Premium (4 devices)	25	20.16%
	Have switched more than once	52	41.94%
Other Streaming Services Used	Have switched once	55	44.35%
	Never switched	17	13.71%
	Disney+	71	57.30%
	HBO Max	13	10.48%
	Amazon Prime Video	19	15.32%
	Apple TV+	12	9.68%
	Hulu	6	4.84%
	Viu	55	44.35%
	Iflix	26	20.97%
	Vidio	2	1.61%
WeTV	1	0.81%	
Duration of using Netflix	< 6 months	15	12.10%
	6 months – 1 year	44	35.50%
	> 1 year	65	52.42%

Validity and Reliability of Measurement

A convergent validity test was performed by computing the loading factor value of each indicator towards the construct. Strong validation exists for factor weights of 0.5 or above when explaining latent constructs (Hair et al., 2019). The minimum allowed loading factor is set at 0.5 if the AVE value of each construct is greater than 0.5. Upon completion of the SmartPLS 4 processing, it was discovered that every indicator met the requirements for an AVE value and had loading factor values greater than 0.5. The model of this study that is valid or fit is shown in Table 2.

Table 2. Internal Consistency and Convergent Validity

Items	Cronbach's Alpha	CR	Outer Loadings	AVE
Customer Variety Seeking	0.824	0.837		0.537
Dimension 1: Intrinsic Variety Seeking				
VS1 – I use Netflix because I want to get something unique.			0.675	
Dimension 2: Extrinsic Variety Seeking				
VS2 – I chose Netflix because the streaming service I usually watch costs more.			0.677	
VS3 – I chose Netflix because this streaming service offers a different type of content from other similar services.			0.638	
VS4 – I chose Netflix because the service offers different genres I want to try.			0.719	
VS5 – I chose Netflix because Netflix is cheaper than others.			0.825	
VS6 – I chose Netflix because there are several benefits, such as discounts and special promotions available on Netflix.			0.837	
Customer Engagement	0.845	0.848		0.518
Dimension 1: Cognitive Engagement				
CE1 – Using Netflix makes me think about Netflix a lot.			0.777	
CE2 – I often think about Netflix when I use it.			0.724	
CE3 – Using Netflix stimulates my interest in learning more about Netflix.			0.737	
Dimension 2: Affective Engagement				
CE4 – I feel very positive when I use Netflix.			0.685	
CE5 – I feel good when I use Netflix.			0.675	
CE6 – I am proud of using Netflix.			0.726	
Dimension 3: Behavioral Engagement				
CE7 – Whenever I use a streaming service, I usually use Netflix.			0.757	
Brand Switching Intention	0.893	0.900		0.572
Dimension 1: Transferring Transactions				
BS1 – I will choose another streaming service when I need further entertainment.			0.665	

Items	Cronbach's Alpha	CR	Outer Loadings	AVE
BS2 – Next time, I might need a streaming service from another brand.			0.713	
BS3 – I will not use Netflix again in the future.			0.742	
BS4 – I am considering switching from Netflix.			0.736	
BS5 – I was dissatisfied with Netflix and chose to switch to another service.			0.791	
Dimension 2: Effects from Push-Pull-Mooring Framework				
BS6 – The quality of Netflix shows decreased, which prompted me to switch to another service.			0.820	
BS7: The streaming service provided by Netflix was not satisfactory, so I chose to switch.			0.774	
BS8: I got bored with Netflix content and decided to try another service.			0.798	

Table 3 demonstrates that all items meet the criteria for Fornell-Larcker discriminant validity. According to the Fornell-Larcker measurement, each construct's indicator values are higher than others based on its arrangement. Thus, the analysis could move to the subsequent collinearity measurement.

Table 3. Discriminant validity: Fornell-Larcker

	BS	CE	VS
Brand switching intention (BS)	0.758		
Customer engagement (CE)	-0.286	0.727	
Customer variety-seeking (VS)	-0.181	0.675	0.730

Table 4 shows that the R-squared value for the brand switching intention (BS) variable is 0.118. It indicates that the customer variety-seeking (VS) and customer engagement (CE) variables can account for 11.8% of the variance in the brand switching intention (BS) variable, while other variables not included in this study account for the remaining 88.2% of the variance. Customer variety-seeking (VS) accounted for 45.6% of the variance in customer engagement (CE), with other variables not included in this study explaining the remaining 54.4%. The R-squared value for customer engagement (CE) is 0.456. Due to their respective values exceeding 0 in Q2, both endogenous variables (BS and CE) meet the criteria for predictive significance (Hair et al., 2019).

Table 4. R² and Q²

	R ²	Q ²
Brand switching intention (BS)	0.118	0.014
Customer engagement (CE)	0.456	0.424

Hypotheses Testing

Using 124 bootstrapping samples, Table 5 shows one non-significant link out of three relationships. This link is the direct relationship between customer variety-seeking and brand switching intention (p-value = 0.905) (see Figure 1). Customer engagement then significantly mediates customer variety-seeking and brand switching intention in the mediation test of Table 6. It indicates that variety-seeking only indirectly impacts the propensity to switch brands, meaning that customer engagement is viewed as full or complete mediation.

Table 5. Path Coefficient

	Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P-Value	Decision
H1	VS → CE	0.676	0.686	0.068	9.996	0.000	Supported
H2	CE → BS	-0.354	-0.383	0.134	2.636	0.008	Supported
H3	VS → BS	0.017	0.022	0.141	0.120	0.905	Not Supported

Note. BS=Brand switching intention; CE=Customer engagement; VS=Customer variety-seeking

Table 6. Specific Indirect Effect Mediation Testing

	Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P-Value	Decision
H4	VS → CE → BS	-0.239	-0.267	0.106	2.263	0.024	Supported

Note. BS=Brand switching intention; CE=Customer engagement; VS=Customer variety-seeking

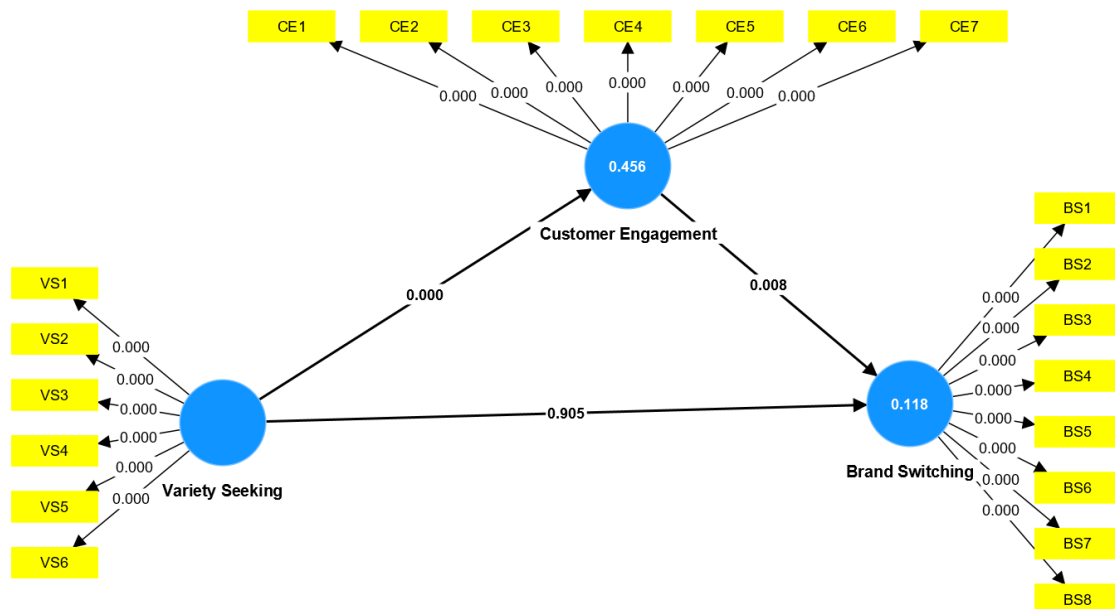


Figure 1. Bootstrapping Result Model

Discussion

The statistical calculation results in Table 5 conclude that customer variety-seeking significantly increases customer engagement. Therefore, the first hypothesis that 'customer variety-seeking negatively impacts customer engagement' is not supported. The p-value of 0.000 serves as additional proof. Being open to variety is an essential human characteristic. The pursuit of diversity within the entertainment industry, including for media like movies or TV shows, is frequently pursued without significantly increasing costs (Lee & Kim, 2023). OTT platforms satisfy this innate human yearning for diversity by offering a range of entertainment, including different genres, classics, and niches. Platforms that offer a variety of content have a 'cool' aspect that increases customer engagement (Agarwal et al., 2023). For instance, Netflix features exclusive programs that appeal to viewer's need to keep up to date, further promoting its use.

OTT consumers are known for their varied media consumption behaviors and attraction to platforms that constantly improve their viewing experiences (Nagaraj et al., 2021). These platforms can successfully reduce user boredom and increase overall excitement by appealing to customers with variety-seeking tendencies. It is critical for OTT platforms to offer educational and entertaining content that balances utilitarian and hedonistic needs to retain subscribers. These two aspects strengthen post-usage satisfaction and significantly impact customer loyalty to the platform (Yousaf et al., 2021). Thus, satisfying a user's tendency toward variety is crucial to promoting recurring customer engagement and positive word-of-mouth.

The findings of this study in Table 5 show that higher customer engagement decreases brand switching intention. Therefore, the second hypothesis that 'increased customer engagement will help reduce the intention of customers to switch services' is supported, as shown by the p-value of 0.008. This result is in line with the findings of Rabbanee et al. (2019), Yadav et al. (2023), and Naumann et al. (2020). Both platform and network businesses can be used to describe Netflix (Fagerjord & Kueng, 2019). As a platform, its primary goal is to promote user interactions, enable the exchange of services, and subsequently provide value to its users (Evans & Schmalensee, 2016; Parker et al., 2016; Rochet & Tirole, 2003). Users are discouraged from completely switching to competing services by the improvement in perceived value, encouraged by customer engagement, especially if they find Netflix to derive satisfaction.

Netflix uses artificial intelligence (AI) to examine user data comprehensively and provide tailored content suggestions (Walch, 2019). The emotional resonance of Netflix's brand distinguishes it from competitors despite having entertainment as its primary hedonistic goal (Ahmadi & Ataei, 2022). Even if a competitor may provide services that appear to be superior, the emotional bond can act as inertia, making users hesitate before switching completely. It can also be seen through the concept of switching costs. All expenses a customer incurs when switching from one service or brand to another are referred to as switching costs (Lin et al., 2015). These expenses could be monetary, like the price of canceling a membership, or non-monetary, such as the time and effort needed to become familiar with a new platform. For example, the algorithm-driven content recommendations that Netflix made foster a customized user experience (Gauttier et al., 2022). By acting as a tether, this personalization makes switching to a new platform seem more complex.

The statistical analysis in Table 5 concludes that customer variety-seeking does not directly affect brand switching. Given the non-significant p-value of 0.905, the third hypothesis that 'customer variety seeking positively affects brand switching intention' is not supported. The enormous content library that Netflix offers is one of the factors supporting this conclusion. Netflix has hundreds of thousands of hours of content, including original and licensed content (Palomba, 2022). Also, Netflix has over 47,000 episodes and 4,000 movies (Spangler, 2019).

Additionally, Netflix's drive to broaden its material, particularly by enhancing its original non-English content, has strengthened its company's market share on a global scale (Albornoz & García Leiva, 2022). The enormous success of the Indonesian documentary "Ice Cold: Coffee and Jessica Wongso" is evidence of the effectiveness of this tactic, ranked as the seventh most-watched Netflix movie globally from 25 September to 1 October 2023 (Muhamad, 2023). With such a wide variety of content available, it helps negate users' need to look at other platforms to find a more diverse content selection.

Netflix's extensive content library is not the only thing keeping its consumers loyal. Variety seekers frequently discover themselves looking into other platforms like Disney+, Amazon Prime Video, or HBO Max without giving up their Netflix subscription. Our findings show that approximately 86.29% of users had used another SVOD OTT brand, with Disney+ accounting for 57.30%, with more than half (52.42%) of respondents still using Netflix for at least a year (Table 1). This conduct highlights Netflix's distinctive value offer. Along with its extensive content, the platform is recognized for its binge-worthy content and a user interface that can be deeply personalized (Wayne & Uribe Sandoval, 2023). Every activity on Netflix contributes to the Netflix Recommender System (NRS), including watching content and performing basic functions like scrolling or searching (Pajkovic, 2022). This system improves the watching experience and makes it more personalized by capturing and analyzing user activity. With such extensive personalization, Netflix's subscribers are even less likely to consider moving to another service entirely.

Furthermore, Table 6 presents the findings of our analyses on the indirect relationship between customer variety-seeking and brand switching intention. There is a negative indirect effect on customer variety-seeking on the intention to switch brands. The third hypothesis, which proposes a direct influence, is not supported. A significant p-value of 0.024 supports the fourth hypothesis that 'customer engagement plays a mediating role in this relationship,' which aligns with the study of Menidjel et al. (2023). This dynamic has a complex underlying rationale. On one hand, variety-seeking has been viewed by some customers as an OTT platform profit-maximizing tactic rather than an authentic attempt to increase customer value (Agarwal et al., 2023). These beliefs result from forceful marketing tactics and perceived imposition of content. Moreover, Netflix's NRS is not perfect despite its undeniable brilliance. Gal and Simonson (2021) found that occasionally, this system makes recommendations for items that users have purposely avoided in the past, failing to consider their evolving preferences. Inadvertently, this may result in less satisfied customers.

However, customer variety-seeking does not end with the possibility of a decrease in satisfaction brought on by variety-seeking. Netflix has refined the art of immersive and tailored entertainment consumption through its strategic acumen.

Netflix maintains a sense of personalized service by continuously reminding customers of their previous interactions with cues like “Because you watched...” and “Because you added...” (Pilipets, 2019). This tactic fosters brand loyalty by giving the customer a sense of recognition and worth (Chun, 2016). Such high levels of perceived value from this customer engagement can counteract possible dissatisfaction from variety seeking. Furthermore, companies like Netflix can identify their customers’ preferences before they are formally stated because they have access to sophisticated predictive analytics and personal consumer data (Roggeveen & Sethuraman, 2020). Strong emotional ties created between the brand and the customer through regular customized interactions, mainly through the NRS, deter the user’s propensity to switch.

CONCLUSION

The shift from traditional television to SVOD OTT platforms like Netflix emphasizes the significance of comprehending changing consumer preferences in the ever-evolving media ecosystem. With its rapidly increasing OTT usage, Indonesia stands out, putting local competitors and international corporations in rivalry. Even though Netflix is the most popular streaming service worldwide, different regions have different tastes in SVODs. Based on the social exchange theory, this study aimed to comprehend the relationship between customer variety-seeking behaviors, customer engagement, and brand switching intention. It is critical to comprehend these complex interactions as the digital world develops.

By examining the complex links between customer variety-seeking, customer engagement, and brand switching intention, our research extends to the knowledge of social exchange theory. The results indicate that although customer variety-seeking significantly increases customer engagement, the brand switching intention is not directly caused by customer variety-seeking. This dynamic is highlighted by Netflix’s extensive content library and tailored recommendations provided by NRS. However, aggressive marketing and occasional incorrect recommendations draw attention to areas that require improvement. Despite these revelations, two worthy findings surface: customer engagement can significantly reduce the intention to switch services, and customer variety-seeking indirectly influences brand switching intention.

This study shows the effectiveness of using descriptive quantitative methods to comprehend customer behavior in the ever-changing OTT ecosystem properly. These findings highlight the complex balance OTT platforms need to uphold between satisfying variety-seeking behaviors and fostering deep customer engagement. It means that managers and companies in the OTT sector must try to achieve an equilibrium between providing a diverse range of content and fostering deep customer engagement, which is crucial for customer retention and mitigating switching intention.

To sum up, it will be essential to comprehend the effects on the interactions of customer variety seeking, customer engagement, and brand switching intention as the digital world and regional preferences develop further. The findings of this study can be further enhanced by investigating how changing digital environments and

local preferences may affect these dynamics. Furthermore, evaluating recommendation systems' performance in diverse cultural contexts may yield invaluable insights. Understanding and adapting to these nuances will be essential for OTT platforms like Netflix to have continued prosperity as their journey evolves.

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