

Generation Z and Its OTT Usage Patterns: The Case of Netflix in Korea

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<https://doi.org/10.5392/IJoC.2022.18.1.065>

Manuscript Received 03 January 2022; Received 28 February 2022; Accepted 28 February 2022

Abstract: *This study aims to reveal the various differences within the factors that influence use satisfaction, continuous use intention, and media substitution intention, specifically in regard to the use motives and use behaviors of Netflix viewers. This study's results demonstrate that the following various factors affected use satisfaction, continuous use intention, and media substitution intention in differential ways. Firstly, the diversity of content influenced use satisfaction to a greater degree than social relations; and the diversity of content, social relations, and active participation all positively influenced continuous use intention. In other words, the more positively users appreciated the diversity of content, and the more strongly they had social relations, and the more actively they participated within communities, the greater degree to which they increased their continuous use intention for Netflix. However, the diversity of content and the convenience of use also had a negative effect on the media substitution intention for Netflix, which means that the more diverse the content and the more convenient the use of Netflix, the fewer the number of users who intended to cancel Netflix and subscribe to another OTT service or resubscribe to traditional media sources.*

Keywords: Generation Z; Netflix; Use Satisfaction; Continuous Use Intention; Media Substitution Intention

1. Introduction

As over-the-top (OTT) streaming service, such as YouTube and Netflix, using smartphones rapidly grows, it is groundbreakingly changing the media paradigm. For users, it is changing how to watch television and use content. With the youngest generation in the lead, users consume diverse content following their tastes, regardless of specific time and space, from on-air watching on television to various devices on the internet [1]. In particular, members of Generation Z, who were born in the middle or late 1990s, no longer watch television sitting in the living room [2]. They enjoy diverse content without restrictions of space-time using various devices, like smartphones, tablets, and so on. As social distancing becomes routinized because of the recent COVID-19, OTT service has become more popular than before, and Netflix's growth is especially noticeable. According to a survey by the Korea Communications Commission (2021), the OTT service use rate stood at 66.3 percent in 2020, compared to 52 percent in the previous year. YouTube was the most popular OTT service, with its use rate at 62.3 percent, followed by Netflix at 16.3 percent, and Netflix was recorded as the most popular paid OTT service, with its use rate at 11.6 percent, followed by YouTube at 8.2 percent [3].

For entrepreneurs, due to the use behaviors of diversified users, competition to supply various content through various platforms and various devices has become fiercer. Netflix's effects on the media industry show an increase in the US and a growing trend in Korea after starting service in 2016, and existing entrepreneurs are competing and combining various types of expanded new OTT services to cope with it. Netflix pledged to spend five hundred million dollars in 2021, which is 70 percent of the last five years' investments, on films and television series produced in Korea [4], which resulted in Squid Game's exuberance as an original streaming series, to broaden its growing slate of content all over the world. Therefore, Netflix's competition with global

OTT companies, such as Disney+ and Apple TV+, as well as with domestic OTT firms, is greatly intensifying in the domestic OTT market.

2. Literature Review

2.1 Generation Z and Its Usage Patterns of OTT

Generation Z is the children of Generation X (people born between 1970 and 1980) who were born after the middle or late 1990s. Their dominant characteristic is being “digital native” [5] and “mobile native [6],” accustomed to a mobile-based environment. Because they are natively familiar with the digital environment, they naturally access the mobile internet and actively accept new technologies that they incorporate in connection with their consumption activities. They confront new technologies and products that are innovative and challenging and choose and utilize them more rapidly than any other generation [7-12]. This generation has different tendencies in various aspects of values and lifestyles than older generations. These differences are directly related to changes in the modes of diverse content usage. They have excellent skills for quite freely communicating with people around the world and utilizing multiple devices using social network services (SNS). They regard “Work-Life Balance,” which means the balance between work and life, highly, and also have realistic tendencies in asserting the importance of indispensable money. In addition, this generation highly appreciates goal-oriented shared value, such as car sharing and vacation rentals. And they have a complicated characteristic: they are accustomed to “solitary” culture in which they choose indoor comfortable disconnection instead of outdoor uncomfortable communication with people, as well as “shared” culture [13].

J. Park and Y. Lee [14] insisted that self-centered Generation Z prefers communication, participation, and sharing, and has present and value-centered tendencies. They are the main consumers of mobile streaming services in OTT usage patterns, and as core users, they have different OTT needs from other generations who prefer entertainment-centered OTT usage, me media, and web content. And Generation Z features judgment ability to surf information on smartphones, its own various and unbiased clear value, digital native and personalized and customized lifestyle [15-16]. However, as COVID-19 has reshaped the country’s social, political, and economic landscape, instead of looking ahead to a world of opportunities, Generation Z now faces an uncertain future [17], unlike the Millennials (born between the early 1980s and the middle and late 1990s) [18]. It is accustomed to new technologies and has a low tolerance for individuals who do not quickly grasp the ever-changing infrastructure [19]. Totally different from older generations, this generation has not been understood using existing social theory [8-9], and its autonomy of thought and behaviors has resulted from “desocialization” and “metasocialization [20].”

According to a recent report by Nasmedia (2021) [21], the OTT usage rate for YouTube on mobile accounted for 99.6 percent of teenagers and 94.4 percent of people in their twenties, followed by Netflix with 50.4 percent of teenagers and 55.3 percent of people in their twenties. The usage experience of Netflix stood at 48.3 percent of teenagers and 53.6 percent of people in their twenties, “alone” using Netflix amounted to 48.3 percent of teenagers and 61 percent of people in their twenties, and paid extension after a free trial accounted for 45 percent of teenagers and 57 percent of people in their twenties. Therefore, exploration of the effects on Netflix usage patterns of Generation Z can be an important criterion to estimate the direction in which the domestic media industry will go.

2.2 Netflix: Popular OTT Streaming Service in Korea

OTT service has grown and developed thanks to improvement of smartphone performance, increase of smartphone distribution rate, and development of the internet network. The development of the internet network has contributed to building a different viewing environment, unlike existing terrestrial broadcast and pay cable. OTT service has provided flexibility for users in choosing channels, unlike existing broadcast media. Users can use streaming broadcast channels by accessing the platform without space–time limits. This convenience of television hardware not being necessary results in a tremendous increase in OTT service user rates. This advantage accelerates the “cord cutting” phenomenon, as users cancel their subscriptions to cable or satellite service and drop pay television channels and subscribe to an OTT service, and “cord shaving,” in which they switch to a cheaper package of channels [22-23]. In this manner, the spread of OTT services is changing

terrestrial- and pay-television-centered media usage patterns. It is worth noting that as social distancing spreads, pay OTT service usage becomes more popular. Taking advantage of this, Netflix is dominating the global market, and Netflix usage rates in Korea are also soaring. According to the report by Nielsen Korea (2021) [24], the monthly unique visitors to Netflix in Korea in November 2020 surged 64.2 percent, compared with January of the same year.

What are the characteristics of the so-popular Netflix? It has advantages such as diversity of content, including original streaming content, domestic content, and overseas content and it has convenience of use, such as optional usage of unlimited space–time, account sharing, and binge watching. Additionally, it has a recommendation service with a recommendation algorithm that filters big data, and no mandatory period of subscription, with unconditional subscription/unsubscription. Specifically, its first strength is diversity of content. This is an important factor that induces subscription to an OTT service [25-29]. The strongest point is original streaming content. Netflix provides original streaming content produced in overseas locations for its global subscribers' network, as well as the US, which has expanded the size and diversity of content on the global level [30].

Its second strength is recommendation service/no mandatory period of subscription. Netflix utilizes big data in accumulating usage patterns, such as a user's personal information, usage space, usage devices, usage content, usage time, and so on, into a database for its user-customized recommendation service [23], [31-33]. This service is a fundamental and significant function for users already accustomed to user-customized recommendation services based on analyzing user tastes using algorithms like Netflix's and YouTube's. In spite of a "filter bubble" that can deprive users of the chance to get full information, a user recommendation algorithm is the main service function of Netflix, which surpasses simply comparing similarities among data by utilizing a model-based collaborative filtering algorithm using internal patterns of data [34]. And when users subscribe to Netflix, they do not have any compulsory period or any mandatory conditions, which is exclusive to OTT service. Therefore, users easily and conveniently use this service without any burden.

Netflix's third strength is convenience of use. Netflix's greatest advantage is availability at the time and place and when and where users access Netflix and use its content. This is the fundamental feature of OTT service and coincides with the characteristic way that Generation Z uses content. Netflix arranged cheaper monthly pricing than pay cable in the US, and cord cutting happened, in which subscribers cancel traditional pay cable and subscribe to OTT services, with low-income families at the center. But there is no benefit in terms of price to substitute into OTT service in Korea, because traditional pay cable competes to sell at the lowest prices [35]. The reason Netflix has established steadily in Korea is fee strategy, not fee cheapness. A free trial for a month and account sharing with a maximum of four people resulted in use satisfaction, while maintaining a higher fee policy compared to domestic OTT service [27-28]. In addition, since Netflix released its first entire series, *House of Cards*, Netflix's first original production, in 2013, binge watching has become popular. Binge watching, which entails seeing several episodes at a time, is a function that users regard as a general function, and many users consume content as a subscription, not through possession and sharing [36]. Some studies have revealed that binge watching improved use satisfaction and had an influence on continuous use intention [14, 37].

Prior literature on OTT service has accumulated many results, but previous studies on Netflix have been recently researched, considering the period since it was introduced to Korea. However, including the specific Netflix users of Generation Z and users' characteristics, such as use motives and use behaviors, has not yet been done in an empirical study on the effects on Netflix use satisfaction, continuous use intention, and media substitution intention. Therefore, this study has significance and uniqueness compared to prior literature with respect to investigating the relationship of both users' characteristics and usage patterns of Netflix.

3. Research Questiones

Based on the prior literature, the current study suggested the following three research questions (RQ):

RQ 1: What are the motives and behaviors of Generation Z using Netflix like?

RQ 2: How are Generation Z's use motives and behaviors of Netflix related to use satisfaction, continuous use intention, and media substitution intention?

RQ 3: How do Generation Z's use motives and behaviors of Netflix affect use satisfaction, continuous use

intention, and media substitution intention?

Regarding RQ1, this study examined the use motives and behaviors of Netflix's users. Regarding RQ2, the study explored the relationships among use motives, use behaviors, use satisfaction, continuous use intention, and media substitution intention. Regarding RQ3, the study investigated the relative extent to which use motives and behaviors influenced use satisfaction, continuous use intention, and media substitution intention. Frequency analysis was employed for exploring the characteristics of respondents and use behaviors of usage time, preferred media and genre, and communication and participation with the community's users. Factor analysis for motives and behaviors of Netflix use and correlation analysis for the relationships among use motives, use behaviors, use satisfaction, continuous use intention, and media substitution intention were conducted. The influence of motives and behaviors for using Netflix, use satisfaction, continuous use intention, and media substitution intention, was analyzed and interpreted using multiple regression analysis.

4. Method

4.1 Data Collection and Demographic Summary

This study conducted an online survey for three days from September 27 to 29, 2021, using a stratified quota sampling with criteria including the gender and age of Netflix users from the online pool of Macromill Embrain (Ltd.). The total valid sample was 319 cases. Men accounted for 49.2% ($N = 157$) and women accounted for 50.8% ($N = 162$) of the respondents. All respondents were college students. The average monthly income of the respondents was between US\$3,000 and US\$4,000 ($M = 4.50$, $SD = 1.58$). All of the 319 respondents were between 19 and 25 years old ($M = 21.89$, $SD = 1.89$), with age groups in the ranges of 19 to 24 ($N = 283$, 88.7%) and 25 ($N = 36$, 11.3%) years old. Respondents lived in Seoul Metropolitan Area ($N = 185$, 58.0%) and Non-capital Area ($N = 134$, 42.0%).

Table 1. Descriptives of Netflix Users

		<i>N</i> (%)
Gender	Male	157 (49.2)
	Female	162 (50.8)
Age	19–24	283 (88.7)
	25	36 (11.3)
Area of Residence	Seoul Metropolitan	185 (58.0)
	Non-capital	134 (42.0)
Education	College Students	319 (100)

4.2 Dependent Variables

For the dependent variables, a factor analysis was conducted. The category of "use satisfaction" ($M = 16.49$, $SD = 2.49$, Cronbach's $\alpha = .83$) was composed of satisfaction with Netflix service and content, and the extent of enjoying Netflix. The category of "continuous use intention" ($M = 7.89$, $SD = 1.54$, Cronbach's $\alpha = .71$) was composed of more frequent use and continuous use without canceling Netflix. The category of "media substitution intention" ($M = 4.86$, $SD = 1.93$, Cronbach's $\alpha = .71$) was composed of canceling Netflix and subscribing to traditional media such as pay cable, satellite, and IPTV; and canceling Netflix and subscribing to other OTT services such as Watcha, Tiving, Wavve, and Disney+. In multiple regressions, the dependent variables were employed as the three variables representing use satisfaction, continuous use intention, and media substitution intention (1 = strongly disagree, 5 = strongly agree).

4.3 Independent Variables

Diversity of Content. With respect to Netflix service, diversity of content is the main factor of OTT service. It is investigated how diverse content, high-quality content, and original streaming content affect use satisfaction, continuous use intention, and media substitution intention. Diversity of content adapted from the prior study [38-39] was measured on a five-point Likert scale (1 = strongly disagree, 5 = strongly agree), and factor analysis was performed.

Recommendation Service/No Mandatory Period of Subscription. Recommendation service and no mandatory period of subscription means that recommendation service was provided and there was not any mandatory subscription period in selectively using Netflix when unconditionally subscribing or canceling. It was examined how factors of user-customized recommendation service and no mandatory period of subscription influenced use satisfaction, continuous use intention, and media substitution intention. This factor was measured on a five-point scale (1 = strongly disagree, 5 = strongly agree), and factor analysis was performed.

Convenience of Use. Convenience of use is defined as all functional and informational factors provided for users' convenience, except content. After performing factor analysis, convenience of use in using Netflix's service was categorized as time-space free and binge watching (1 = strongly disagree; 5 = strongly agree), with reference to previous studies [27], [38].

Social Relations. Social relations, with respect to use behaviors of Netflix users, adapted from the previous study [40], were measured on a five-point scale (1 = strongly disagree; 5 = strongly agree), and factor analysis was performed. Social relations were categorized as suggestions and recommendations of friends and acquaintances for account sharing, doing it together with friends who use Netflix, and using account sharing for users' personal needs not recommended by friends. This is a type of fee policy option [38] used when users need to use it in their use habits and use methods, and on the other hand, it is a social relation using OTT service under their social relations. It was examined how this variable affected use satisfaction, continuous use intention, and media substitution intention.

Active Participation. Active participation was categorized as participating online and off-line in the community of Netflix, loyalty of community, influence on community, and communication among users. Active participation in relation to Netflix users was explored by how this variable affected use satisfaction, continuous use intention, and media substitution intention.

In the current study's measurements of independent and dependent variables, both use motives and use behaviors showed acceptably internal consistency of diversity of content ($\alpha = .67$), recommendation service and no mandatory period of subscription ($\alpha = .60$), and convenience of use ($\alpha = .67$); and high internal consistency of social relations ($\alpha = .72$) and active participation ($\alpha = .92$) (Table 2).

Table 2. Descriptive Summary of Variables

Variables	<i>M</i> (<i>SD</i>)	Cronbach's α	No. of items
<i>Use Motives</i>			
Diversity of Content	12.58 (1.94)	.67	7
Recommendation Service / No Mandatory Period of Subscription	6.67 (1.60)	.60	
Convenience of Use	8.41 (1.37)	.67	
<i>Use Behaviors</i>			
Social Relations	22.41 (7.41)	.72	11
Active Participation	11.40 (2.46)	.92	
Use Satisfaction	16.49 (2.49)	.83	4
Continuous Use Intention	7.89 (1.54)	.71	2
Media Substitution Intention	4.86 (1.93)	.71	2

5. Results

5.1 Characteristics and Use Behaviors of Netflix Users

Respondents were asked about their usage service when using media content with the double response: paid OTT service was 319 (100%), and traditional media service (e.g., territorial, cable, satellite, IPTV) was 0

(0%). The participants using Netflix regularly through their smartphones/tablets was 201 (63.0%), PC (personal and portable) was 81 (25.4%), and television was 37 (11.6%). Netflix usage times were counted by 3–4 times per week as 126 (39.5%), 1–2 times per week as 83 (26.0%), 1–2 times per day as 65 (20.4%), frequently per day as 42 (13.2%), and rarely as 3 (0.9%). Netflix usage time per week was ranked by 2–4 hours as 118 (37.0%), 1–2 hours as 66 (20.7%), 4–6 hours as 64 (20.1%), more than 6 hours as 56 (17.6%), and less than 1 hour as 15 (4.7%).

In order to explore use behaviors of Netflix, respondents were asked whether they were paid subscribers, what their monthly costs plan was, were they creators of their own account group, and how many people they shared with. Of the respondents, 312 (97.8%) were paid subscribers and 7 (2.2%) were not. Of those who were subscribers, the monthly costs plan was categorized based on premium as 172 (53.9%), standard as 82 (25.7%), and basic as 58 (18.2%). Of those who were not, used free trial was 4 (1.3%), and the rest other than paid subscription was 3 (0.9%). The number of respondents who created their own account was 177 (55.5%) and not was 142 (44.5%). User numbers with sharing one account were ranked by 4 users as 178 (55.8%), 2 users as 58 (18.2%), 3 users as 46 (14.4%), and creator alone as 37 (11.6%). The genres of Netflix that the respondents preferred were diverse, ranging from original streaming content to kids' content (Table 3).

Table 3. Use Behaviors of Netflix Users

		N (%)			N (%)
Usage Times	Rarely	3 (0.9)	Usage Media	smartphones/tablets	201 (63)
	Per week 1–2	83 (26.0)		PC	81 (25.4)
	Per week 3–4	126 (39.5)		(personal/portable)	
	Per day 1–2	65 (20.4)		TV	37 (11.6)
	Per day frequently	42 (13.2)		Original Streaming	176 (52.4)
	Less than 1 hour	15 (4.7)		Dramas (domestic)	52 (16.3)
Usage Hours (per week)	1–2 hours	66 (20.7)	Preferred Genre (primary)	Overseas	43 (13.5)
	2–4 hours	118 (37.0)		Dramas (overseas)	26 (8.2)
	4–6 hours	64 (20.1)		Animation	14 (4.4)
	More than 6 hours	56 (17.6)		Entertainment	11 (3.4)
				Documentary	5 (1.6)
Content Usage Service	Paid OTT Service	319 (100)		Kids	1 (0.3)

N = 319

5.2 Motives and Behaviors for Using Netflix

Factor analysis extracted three factors for the motives for Netflix use: diversity of content, recommendation service/no mandatory period of subscription, and convenience of use. Diversity of content includes the following: “original streaming content,” “diverse content,” and “high-quality content.” Another factor is the recommendation service/no mandatory period of subscription motivation, with two items: “individualized recommendation service” and “unconditional subscription and cancelation.” The other factor is the convenience of use, including these: “usage without time and space limit” and “binge watching.” And there were two factors for the behaviors for Netflix use that were extracted by factor analysis: social relations, comprised of “suggestion and recommendation for account sharing by friends or acquaintances,” “doing it together with friends who use Netflix,” and “account sharing for users’ personal needs not recommended by friends”; and active participation, containing “participating online and off-line community of Netflix,” “loyalty of community,” “influence on community,” and “communication among users.” The explained variance of diversity of content (15.0%) was higher than that of recommendation service/no mandatory period of subscription (6.32%) and that of convenience of use (6.32%); and that of active participation (32.0%) was higher

than that of social relations (8.08%). It is interpreted that use motives for Netflix were primarily diversity of content rather than recommendation service/no mandatory period of subscription and convenience of use; and in use behaviors, active participation factors had higher awareness than social relations factors.

5.3 The Relationship among Use Motives, Use Behaviors, Use Satisfaction, Continuous Use Intention, and Media Substitution Intention for Netflix

A correlation analysis was conducted to answer RQ2 (Table 4). There were significant associations among Netflix's use motives, use behaviors, use satisfaction, continuous use intention, and media substitution intention. Diversity of content had a positive relation with convenience of use ($r = .41, p < .01$), social relations ($r = .22, p < .01$), use satisfaction ($r = .53, p < .01$), continuous use intention ($r = .47, p < .01$), and negative relation with media substitution intention ($r = -.22, p < .01$). Recommendation service and no mandatory period of subscription had a positive relation with convenience of use ($r = .15, p < .01$), social relations ($r = .29, p < .01$), active participation ($r = .43, p < .01$), use satisfaction ($r = .17, p < .01$), continuous use intention ($r = .13, p < .05$), and media substitution intention ($r = .20, p < .01$). Convenience of use had a positive relation with social relations ($r = .26, p < .01$), use satisfaction ($r = .30, p < .01$), continuous use intention ($r = .21, p < .01$), and negative relation with media substitution intention ($r = -.23, p < .01$). Social relations had a positive relation with active participation ($r = .28, p < .01$), use satisfaction ($r = .34, p < .01$), and continuous use intention ($r = .35, p < .01$). Active participation had a positive relation with use satisfaction ($r = .18, p < .01$), continuous use intention ($r = .24, p < .01$), and media substitution intention ($r = .33, p < .01$). The correlation of use satisfaction and continuous use intention ($r = .57, p < .01$) was the largest.

Table 4. Pearson Correlations among Use Motives, Use Behaviors, Use Satisfaction, Continuous Use Intention, and Media Substitution Intention for Netflix

	1	2	3	4	5	6	7	8
1	-							
2	.86	-						
3	.41**	.15**	-					
4	.22**	.29**	.26**	-				
5	.71	.43**	-.00	.28**	-			
6	.53**	.17**	.30**	.34**	.18**	-		
7	.47**	.13*	.21**	.35**	.24**	.57**	-	
8	-.22**	.20**	-.23**	-.03	.33**	-.22**	-.17**	-

* $p < 0.05$, ** $p < 0.01$

(1=Diversity of Content, 2=Recommendation Service/No Mandatory Period of Subscription, 3=Convenience of Use, 4=Social Relations, 5=Active Participation, 6=Use Satisfaction, 7=Continuous Use Intention, 8=Media Substitution Intention)

5.4 Factors Influencing Use Satisfaction, Continuous Use Intention, and Media Substitution Intention for Netflix

The respective models of multiple regression for use satisfaction, continuous use intention, and media substitution intention were considered to be significantly reliable ($F = 32.98, p < .001$ for use satisfaction; $F = 27.46, p < .001$ for continuous use intention; $F = 16.14, p < .001$ for media substitution intention). This model accounted for 35% ($R^2 = .35$) of the variance in use satisfaction, 31% ($R^2 = .31$) of that in continuous use intention, and 21% ($R^2 = .21$) of that in media substitution intention. As shown in Table 5, the multiple regression results revealed the relative extent to which the factors had a significant impact on use satisfaction. In terms of use motives, diversity of content ($\beta = .46, t = 9.04, p < .001$) was influenced by use satisfaction, but recommendation service and no mandatory period of subscription and convenience of use were not influenced. For use behaviors, social relations ($\beta = .19, t = 3.70, p < .001$) were affected by use satisfaction, but active participation was not affected.

As shown in Table 5, the multiple regression results revealed the relative extent to which the factors had a significant impact on continuous use intention. For use motives of Netflix, diversity of content ($\beta = .41, t = 7.94, p < .001$) was affected by continuous use intention, but recommendation service/no mandatory period of subscription and convenience of use were not affected. In terms of use behaviors, social relations ($\beta = .23, t = 4.46, p < .001$) and active participation ($\beta = .16, t = 2.97, p < .001$) significantly affected continuous use intention.

The multiple regression results also revealed the relative extent to which the factors had a significant impact on media substitution intention. In terms of use motives, diversity of content ($\beta = -.17, t = -3.07, p < .001$) and convenience of use ($\beta = -.16, t = -2.88, p < .001$) were influenced by media substitution intention, but recommendation service/no mandatory period of subscription was not affected. In terms of use behaviors, active participation ($\beta = .30, t = 5.32, p < .001$) significantly influenced media substitution intention, but social relations was not affected.

Table 5. Regression Model: Associations among Use Motives, Use Behaviors, Use Satisfaction, Continuous Use Intention, and Media Substitution Intention for Netflix

	Use Satisfaction		Continuous Use Intention		Media Substitution Intention	
	β	t	β	t	β	t
Diversity of Content	.46	9.04***	.41	7.94***	-.17	-3.07***
Recommendation Service / No Mandatory Period of Subscription	.03	.56	-.03	-.60	.13	2.31
Convenience of Use	.06	1.23	-.02	-.35	-.16	-2.88***
Social Relations	.19	3.70***	.23	4.46***	-.07	-1.27
Active Participation	.08	1.57	.16	2.97***	.30	5.32***
$R^2 (F)$.35 (32.99***)		.31 (27.46***)		.21 (16.14***)	
Adjusted R^2	.34		.29		.19	

$N = 319, ***p < .001$

5. Discussion

The main purpose of the study is to reveal the differences in the factors influencing use satisfaction, continuous use intention, and media substitution intention for Netflix in regard to Generation Z's use motives and use behaviors of Netflix, and to explore the current status of Netflix in Korea.

The result of a survey target, Generation Z using Netflix, who were 319 college students across the nation, was as follows: First, use motives of Netflix had a positive impact on use satisfaction. Diversity of content affected significantly more than social relations on use satisfaction. This is the same as previous studies [25], [27,29] [41-42] that showed that diversity of content significantly affected use satisfaction. Second, diversity of content, social relations, and active participation positively influenced continuous use intention. The more positively users appreciated the diversity of content, the higher they had social relations, and the more actively they participated, the more they increased continuous use intention for Netflix. Third, diversity of content and convenience of use had a negative effect on media substitution intention for Netflix. The more diverse content was and more convenient use of Netflix was, the less users had any media substitution intention for Netflix, canceling Netflix's subscription, and subscribing to another OTT service (e.g., Watcha, Tving, Wavve, Disney+, etc.) or resubscribing to traditional cable, IPTV, and so on. As in the prior studies [5-12], users of Generation Z are natively naturally accustomed to digital devices, and they would rarely not return to traditional media. But it was understood that they clearly had a continuous use intention if there were no better OTT service than Netflix. However, active participation had a positive effect on media substitution intention. The more actively users participated, the more they intended to participate in another community of other paid OTT services not confined to Netflix.

In addition, in regard to diversity of content having the most significant effect on use satisfaction, continuous use intention, and media substitution intention for Netflix, it is necessary that we actively investigate diversity of content, such as diverse genre, high quality, and original content, as the result of previous studies

[25,27,29], [41-42]. A more optimized utilization environment of content should be provided, supplying customized content service targeting a new consumer layer, Generation Z.

The overall findings imply that diversity of content has the most significant effect on determining the use satisfaction, continuous use intention, and media substitution intention of Netflix's new subscribers. Users' needs are satisfied with diverse, high-quality, and self-produced content, and in the long term, this results in intentions to use continuously and, ultimately, decreases media substitution intention. Also, the findings imply that, as social relations, an account sharing service, which allows use of OTT service at a much cheaper cost and sharing an account with friends and families, influences use satisfaction and continuous use intention. Social relations means using Netflix as a means of socialization and communication, and it is the main factor in the respect that it significantly affects use satisfaction and continuous use intention. Generation Z has a complicated characteristic in that they are accustomed to "solitary" culture in which they choose indoor comfortable disconnection instead of outdoor uncomfortable communication with people, as well as "shared" culture [13]. Generation Z, with its ambivalence of "sharing" and "solitary," uses Netflix "alone," but also shares Netflix accounts "together" with a maximum of four other users, which should be understood and considered as an aspect of securing diverse content and service diversification. In addition, convenience of use of OTT service, in which, when users want, they use it without limits of time and space, and binge watching, in which users can watch a whole series at a time, play important roles in using Netflix continuously and not canceling Netflix and subscribing to other paid OTT services or returning to traditional media.

Despite these contributions, the study has several limitations. First, given the nature of the survey sample used in this study, the findings cannot be generalized to all of Generation Z because of occupation bias. It has significance as a target consumer for Netflix, but it requires attention when it is interpreted. Therefore, future research can explore users of Generation Z with a variety of jobs and consider generalization of the results. Second, from the methodological perspective, the data obtained from a set of online panel pools could lead to non-probability samples, which may be limited with regard to generalization of the results. Additionally, some variables, such as diversity of content, recommendation service and no mandatory period of subscription, and convenience of use, have interitem reliability issues that could raise inconsistency between items of a particular variable. Hence, future studies should utilize a probability sampling method for generalization, as well as clarify and refine the conceptualization and operationalization of the variables applied in the present study for replication. Finally, it is also important to examine which other variables are affected by use motives and use behaviors of Netflix beyond use satisfaction, continuous use intention, and media substitution intention. Future studies should thus focus on other factors that use motives and use behaviors influence in order to reveal these effects more explicitly.

Acknowledgments: This work was supported by the Ministry of Education of the Republic of Korea and the National Research Foundation of Korea (NRF- 2020S1A5B5A17090739).

Conflicts of Interest: The author declares no conflict of interest.

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