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CUSTOMER BENEFITS AND SHARING BEHAVIOUR IN VIDEO STREAMING SERVICES: THE MEDIATION EFFECT OF VALUE CREATION

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Abstract: *Online video streaming services have become popular. This study aims to examine subscribers' sharing behaviour on online digital video platforms. In almost all online channels, sharing behaviour has gained importance. Platforms may more simply and successfully reach their target audiences or consumers through sharing. On the other hand, customers may attend to value creation due to the benefits they gain from using goods and services. Marketers must comprehend how value creation is affected by customer benefits. This study is among the first studies examining the relationships between customer benefits, value creation, and sharing behaviour. Questionnaire-based research was employed to examine the foundation and framework-related hypotheses. Data was collected through the online survey forms. The data was obtained from 363 online streaming service paid users. The Structural Equation Model was performed using SPSS Amos 20 to test hypotheses. The statistical significance of the model's estimations was tested using a single-step mediator model with a bootstrapping procedure. According to the findings, there was a significant relationship between customer benefits and instrumental value. However, there were very weak relationships between functional and psychosocial benefits and instrumental value. Financial benefit and instrumental value had a stronger relationship. Significant relationships were found between the variables customer benefits and terminal value. There was no significant relationship between instrumental value and sharing behaviour. As a result, there was no instrumental value-mediated relationship between customer benefits and sharing behaviour. The relationship between customer benefits and sharing behaviour, on the other hand, has been found to be mediated by terminal values. Functional and financial benefits and sharing behaviour did not directly and significantly relate. But this relationship became significant through terminal values (indirect-only mediation). Psychosocial benefits and sharing behaviour were directly and significantly related. It has been noted, nonetheless, that this relationship was strengthened by terminal value. The findings were assessed in light of the prior studies in the discussion section. In this section, some potential directions were suggested for future research.*

Keywords: financial benefit, functional benefit, instrumental value, Netflix, psychosocial benefit, terminal benefit.

JEL Classification: M30, M31, M39

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Introduction. Online streaming platforms have become a global trend (Singh et al., 2021). After the '00s, the spread of the Internet and the increase in its connection speed began to change people's daily lives and habits radically. In addition to people's communication, shopping, and information-gaining habits, the forms of entertainment have also begun to change (Santos and Schlesinger, 2021). Online streaming platforms have also become one of the most important factors in changing these habits (Hasan et al., 2018; Lee et al., 2018; Lee et al., 2016). People can access the entertainment content (movies, music, etc.) provided by these platforms whenever and wherever they want with an internet connection. Online video streaming platforms are technology organizations operating worldwide (e.g., Netflix, Amazon Prime, HBO, Hulu, Apple TV Plus, Disney +), which provide digital video content (e.g., movies, TV series, and documentaries). These platforms generally offer changing and developing content to their users in return for a monthly membership fee (Lee et al., 2018). The entertainment industry is among the industries significantly affected by digital technologies. Many streaming platforms operating globally or locally are becoming more and more preferred over traditional streaming services. The primary focus of this study is to examine the sharing behaviour of users who are members of these online digital video platforms.

Online sharing behaviour is defined as sharing content by users in online channels to inform other parties (Sujon, 2018). In the literature, sharing behaviour has been studied mostly on sharing social media content (Kim and Jang, 2018; Sujon, 2018; Yahaya et al., 2018). Research on streaming platforms has focused more on platforms that offer music services (Lee et al., 2011). Some of these studies have examined the relevance of technical elements to sharing. A few studies examined behavioural elements (Lee et al., 2011; Sun et al., 2017). Sharing behaviour has become a phenomenon in almost all online channels. Internet sites, social media tools, and electronic commerce sites have realized the importance of sharing to reach more users or visitors and encourage current users to share the content with third parties. Sharing enables platforms to reach their target audiences or customers more easily and effectively. On the other hand, the main motivations of users/customers for sharing include reasons such as connecting with other people, showing what they like to other people, and reporting their lifestyle and different tastes.

Businesses aim to attract new customers and turn existing customers into loyal customers by offering benefits (Colwell et al., 2009; Hur et al., 2010). Customer benefits refer to customers' benefits from choosing a product or service. Similarly, customers prefer online streaming services to obtain some benefits (Chen et al., 2017). Customer benefits have been discussed in different ways in the marketing literature. This study examined customer benefits as functional, psychosocial, and financial benefits. The relationship of customer benefits with consumer behaviour and marketing strategies in marketing research has been examined (Homburg et al., 2005; Lee and Kim, 2018; Reynolds and Beatty, 1999). This study examined the relationship between customer benefits, value creation, and sharing behaviour. The concept of value could be classified differently according to different criteria and perspectives. It could be classified according to different areas such as working life, social and family values, and the values that lead people to life goals. This study examined value creation within Milton Rokeach's (1973) classification of instrumental and terminal values. Values are characterized as people's ideal behaviour styles or beliefs about their life purpose. People hierarchically organize values by grading them in different ways.

Customers could reach different values because of the benefits they derive from using products and services (Chen et al., 2017). Therefore, marketers must understand how customer benefits affect values (Smith and Colgate, 2007). Some studies considered how customer benefits affect values. However, there are not enough studies on how values transform into outputs. Especially in platforms that provide online video streaming services, these studies are quite limited (Chen et al., 2017; Singh et al., 2021; Guo, 2022). This study is among the first to examine the relationship between customer benefits, values, and sharing behaviour. Sharing behaviour is gaining increasing interest in the industry and among scholars. This study aims to shed light on researchers and practitioners by examining the sharing behaviour of customers on online video streaming platforms. After the literature review, hypotheses and research methodology are presented in the study. Then the research hypotheses were tested, and the results were discussed.

Literature Review. When people evaluate the value resulting from transactions, they consider the benefit they get (Guo, 2022). Similarly, customer benefit is a concept that is widely discussed in the marketing literature. The benefit is the main factor in the customer's preference for a product or service. Providing benefits to customers is one of the main purposes of the products and services offered by businesses (Reynolds and Beatty, 1999). The benefit is a subjective concept that could be reached by using or purchasing a product or service (Chen et al., 2017; Leroi-Werelds, 2021; Reynolds and Beatty, 1999). In the literature, customer benefit is divided into different categories. Prominent among these are functional, practical, and emotional

benefits (Young and Feigin, 1975), psychosocial and functional benefits (Olson and Reynolds, 1983), functional, psychological, and social benefits (Peter et al., 1999), functional, symbolic, and experiential benefits (Keller et al., 2011), functional, experiential, psychosocial, and financial benefits (Parry, 2001), functional, economic, emotional, and symbolic benefits (Hur et al., 2010).

In this study, the benefits are considered as functional, psychosocial, and financial. Functional benefits refer to the technical and operational benefits perceived by the customer as a result of using a product or service (Hur et al., 2010; Parry, 2001). Psychosocial benefits refer to benefits such as status, proficiency, self-development, and wisdom that customers believe they have because of using or owning a product and that they associate with other people (Olson and Reynolds, 1983; Parry, 2001). On the other hand, financial benefits include gains from purchasing a product or service, such as time savings, cost savings, and bonuses that customers obtain (Chen et al., 2017; Parry, 2001). In addition to studies in which customers are evaluated from a more «macro» point of view in the form of clustering/grouping in marketing research, studies that examine more individual and «micro» levels are also important to examine more specific behaviours of consumers (Reynolds, 1985). For this reason, the Means-End Theory, which offers more psychosocial analyses instead of general groupings such as target market, explains the relationship between the benefits of products and services and personal values (Gutman, 1982; Reynolds, 1985; Schaefers, 2021). The objects that people use or the activities they do are expressed as «meanings». Ends also express valuable situations such as achieving, being happy, and benefiting. The Means-End Chain Theory explains the conversion of benefits from customers' use or purchase of a product or service into values. This study discusses the effect of customer benefits on instrumental and terminal values (Rokeach, 1973). Thus, instrumental values express beliefs related to the course of action, such as independence, courage, honesty, and responsibility. Terminal values consist of beliefs for the final state reached, such as freedom, peace, and love. Today, nearly all internet tools and platforms encourage users to share content (Wang et al., 2022). One of the most effective strategies for attracting new users through existing users is content sharing (Arica et al., 2022). Sharing tools are used for many reasons, such as brand awareness, product awareness, acquiring new users, and re-activating passive users (Wang, 2021; Lia and Yang, 2021). On the other hand, advertising with traditional advertising tools or attracting users may be perceived as more commercial activities by users. Content sharing by existing users could also help reduce consumer suspicion, as other users consider it more sincere (Tutaj and Van Reijmersdal, 2012). Sharing in streaming services is also used by content provider companies. As of Q4 2021, there are over 200 million Netflix, over 100 million Amazon Prime Video, over 40 million Hulu, and over 100 million Disney Plus paid subscribers worldwide (Statista.com, 2022). The sharing feature on these platforms allows the content to be shared on many different platforms. Most of these platforms are social media tools and applications. Today, social media users have exceeded 4 billion. Users share for routine and to inform or invite other users and friends. Platforms that provide streaming services also allow and encourage their users to share the content they watch or want to recommend.

Methodology and research methods. How values are created and demonstrated is important for both practitioners and scholars. Customer benefits are also important in value studies (Chen et al., 2017; Lee and Kim, 2018). This study evaluated customer benefits as functional, psychosocial, and financial. Online streaming platforms have shown serious growth, especially in the last ten years, with the benefits they provide to their users. Consumers have shifted from traditional entertainment habits to online streaming services (Hasan et al., 2018; Yılmaz and Ecemiş, 2022). Online streaming platforms allow users to watch videos at lower costs. In addition, they could access content whenever they want, on different devices (some platforms offer to download for offline usage). Thus, users could save time. All these features with the functional, psychosocial, and financial customer benefits enable online streaming users to create instrumental values such as cheerful, logical, independent and controlling.

H₁: There is a significant positive relationship between customer benefits (H_{1a}: Functional, H_{1b}: Psychosocial, H_{1c}: Financial) and instrumental value.

Although online streaming platforms are basically for entertainment purposes, many online tools and applications with an internet connection today could appeal to values far beyond these. Online streaming platforms could contribute to the value of users' purpose of existence with the benefits they provide. Therefore, online streaming platforms could be used to watch digital video content and provide customer benefits such as cost savings, risk reduction, and spending time with others (Chen et al., 2017; Lee et al., 2018). Online streaming platforms could contribute to creating terminal values such as a comfortable and peaceful life, social prestige, and a beautiful world, both on a personal and social level, with their useful features.

H₂: There is a significant positive relationship between customer benefits (H_{2a}: Functional, H_{2b}: Psychosocial, H_{2c}: Financial) and terminal value

According to Rokeach (1968), values are the factors that guide people's behaviour. When people have value, they know how to proceed or what to do to get the desired result. The emotional dimension of values allows the individual to be against or next to anything. When values become active, they enable the individual to act and direct the behaviour (Rokeach, 1968).

In terms of instrumental values, a tool such as helping others could be valuable when people share content on online streaming services (Lee et al., 2011; Sun et al., 2017). They may act from a value such as being responsible because they think another person would be interested or need it. Instrumental values such as broadminded, intellectual, and logical could encourage users to share content. Therefore, users would be able to share the customer benefits obtained from online services with other users through instrumental values:

H₃: Instrumental values mediate the relationship between customer benefits (H_{3a}: Functional, H_{3b}: Psychosocial, H_{3c}: Financial benefits) and sharing behaviour.

Online streaming service users can create terminal values with their customer benefits. Terminal values created such as happiness, freedom, a comfortable life, pleasure, and social recognition will be able to direct users to share online streaming content with other users. When the studies on sharing are examined, it is seen that people share with drivers, such as socializing and having fun (Lee et al., 2011; Plume and Slade, 2018).

H₄: Terminal values mediate the relationship between customer benefits (H_{4a}: Functional, H_{4b}: Psychosocial, H_{4c}: Financial) and sharing behaviour.

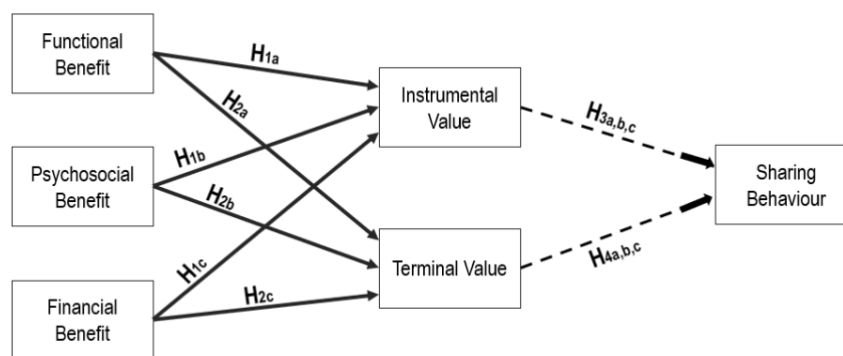


Figure 1. Research Model

Sources: developed by author.

For investigating the foundation and framework-related hypotheses, questionnaire-based research was used. All variables were assessed using seven-point Likert scales that ranged from «strongly disagree» (1) to «strongly agree» (7). As categorical variables, age, gender, and educational level questions were rated on a ratio scale. The measurement constructs were selected from previous studies. Customer benefits and values (instrumental and terminal) were from Chen et al. (2017). The sharing behaviour was measured by three items adapted from Wang et al. (2016). The data was collected in Turkey. The online questionnaire forms were distributed. The convenience sampling method was used. A total of 527 questionnaires were collected. The data obtained from 363 online streaming service paid users (subscribers) were used in the analysis after the data cleaning processes. Only paid users are included in the research to prevent measurement errors that may arise due to the inability of unpaid users to use all functions in streaming services, such as content sharing. Table 1 shows the demographic results. After collecting the data, the measures were subjected to a purification process.

Table 1. Demographic statistics

Parameters	Criteria	Frequency	%
1	2	3	4
<i>Gender</i>	Female	195	53.7
	Male	168	46.3
<i>Age</i>	18-24	110	30.3
	25-34	197	54.3
	35-44	42	11.6
	45-54	10	2.8
	55+	4	1.1

Continued Table 1

1	2	3	4
<i>Education</i>	Highschool & below	19	5.2
	College	26	7.2
	Undergraduate	283	78.0
	Master	32	8.8
	PhD	3	0.8

Sources: developed by the author.

The procedures included assessments of the item and scale reliability, one-dimensionality, and convergent and discriminant validity used to validate measures (Anderson and Gerbing, 1988; Fornell and Larcker, 1981). First, an exploratory factor analysis (EFA) was performed to assess the dimensionality of our constructs. This analysis uses a Maximum Likelihood (ML) with Promax rotation. Besides, it is investigated that the Kaiser-Meyer-Olkin (KMO=0.94) and Bartlett's test scores ($\chi^2/df: 7742.56/630, p=0.000$), which indicate adequate results for EFA (KMO statistic should be above 0.6). Pattern matrix converged in seven rotations, and the variance of the six-factor model is 69.19%. Table 2 presents EFA scores for variables. Following exploratory factor analysis, confirmatory factor analysis was used to evaluate the scales, as Anderson and Gerbing (1988) proposed. The reliability and validity of these constructs were tested using a variety of methods. Convergent and discriminant validity were assessed using a confirmatory factor analysis (CFA) on the initial measurement model.

Table 2. EFA Scores

	Instrumental Value	Functional Benefit	Psychosocial Benefit	Terminal Value	Financial Benefit	Sharing Behaviour
INST2	0.885					
INST3	0.883					
INST4	0.882					
INST5	0.831					
INST6	0.814					
INST1	0.803					
INST8	0.765					
INST7	0.735					
FUNC6		0.890				
FUNC5		0.860				
FUNC3		0.832				
FUNC4		0.826				
FUNC1		0.762				
FUNC7		0.740				
FUNC2		0.735				
FUNC8		0.693				
PSYC1			0.857			
PSYC5			0.797			
PSYC2			0.781			
PSYC6			0.771			
PSYC3			0.730			
PSYC4			0.692			
TERM2				0.936		
TERM5				0.828		
TERM1				0.823		
TERM3				0.779		
TERM6				0.762		
TERM4				0.756		
FIN3					0.965	
FIN2					0.823	
FIN5					0.783	
FIN1					0.568	
FIN4					0.538	
SHARE2						0.815
SHARE1						0.742
SHARE3						0.712

Notes: INST – Instrumental Value, FUNC – Functional Benefit, PSYC – Psychosocial Benefit, TERM – Terminal Value; FIN – Financial Value; SHARE – Sharing Behaviour

Sources: developed by author.

The fit statistics indicated that a six-factor model fit the data well. The fit indices also provided supportive evidence after necessary modifications on the model (CMIN/DF= 2.645, RMSEA = 0.067, TLI = 0.91, and CFI = 0.92). Second, internal consistency reliabilities (Cronbach's alpha) were calculated. Reliabilities ranged from 0.87 for Sharing Behaviour to 0.94 for Instrumental Value, indicating acceptable levels of internal consistency. Also, as a check for discriminant validity, the variance extracted for each construct was greater than the squared latent factor correlations between pairs of constructs. After these tests, it was concluded that the measures are unidimensional and have adequate reliability, discriminant validity, and convergent validity. Table 3 represents the measurement statistics and correlations.

Table 3. Measurement statistics and correlation matrix

Mean	Std. Dev.	Indicators	Financial Benefit	Instrumental Value	Functional Benefit	Psychosocial Benefit	Terminal Value	Sharing Behaviour
5.28	1.09	Financial Benefit	(0.795)					
5.65	1.06	Instrumental Value	0.617***	(0.827)				
5.44	1.11	Functional Benefit	0.624***	0.496***	(0.791)			
5.42	1.08	Psychosocial Benefit	0.584***	0.494***	0.553***	(0.790)		
5.32	1.13	Terminal Value	0.701***	0.698***	0.582***	0.643***	(0.840)	
5.33	1.2	Sharing Behaviour	0.536***	0.513***	0.495***	0.687***	0.660***	(0.836)
		Cronbach's Alpha	0.894	0.949	0.934	0.912	0.939	0.873
		CR	0.896	0.945	0.930	0.909	0.935	0.875
		AVE	0.632	0.685	0.626	0.625	0.707	0.700

Notes: *** $\rho < 0.01$; Std. Dev. – Standard Deviation; CR – Composite Reliability; AVE – Average Variance Extracted; Indicators; Mean – the average value; Diagonals show the square root of AVEs; 1, 2, 3....

Sources: developed by the author.

Results. The structural Equation Model (SEM) was performed using AMOS 20.0 to test hypotheses. The structural equation model involved the maximum likelihood (ML) method (Bentler, 1995). SEM model had good fit indices (CMIN/DF= 2.599, RMSEA = 0.066, TLI = 0.91, and CFI = 0.92). A single-step mediator model with a bootstrapping procedure was employed to test the statistical significance of the model's estimates. The significance of the indirect effects was determined using bias-corrected bootstrapping results, with all bootstrap results for the indirect effects based on a confidence level of 95 percent and 5.000 bootstrap samples, as suggested by Hayes (2009). Compared to other commonly used methods, bootstrapping is a more valid and powerful way to investigate mediation effects (Hayes, 2009).

Hypotheses 1a-c predict that customer benefits would be positively related to instrumental value. H_{1a}: There is positive and significant relationship between Functional Benefit and Instrumental Value (Std. β = 0.134, $\rho < 0.07$). H_{1b}: There is a positive and significant relationship between Psychosocial Benefit and Instrumental Value (Std. β = 0.165, $\rho < 0.06$). H_{1c}: There is a positive and significant relationship between Financial Benefit and Instrumental Value (Std. β = 0.436, $\rho < 0.00$).

Hypotheses 2a-c predict that customer benefits would be positively related to terminal value. H_{2a}: There is positive and significant relationship between Functional Benefit and Terminal Value (Std. β = 0.146, $\rho < 0.04$). H_{2b}: There is a positive and significant relationship between Psychosocial Benefit and Terminal Value (Std. β = 0.302, $\rho < 0.00$). H_{2c}: There is a positive and significant relationship between Financial Benefit and Terminal Value (Std. β = 0.430, $\rho < 0.00$).

Mediation influences, H_{3a-c} and H_{4a-c}, were evaluated according to Zhao et al. (2010) typology of mediations. Direct relationships between customer benefits and sharing behaviour are as follows. There is no significant direct relationship between functional benefit and sharing behaviour ($\rho < 0.54$). There is a significant direct relationship between psychosocial benefit and sharing behaviour (Std. β = 0.444, $\rho < 0.001$). There is no significant direct relationship between financial benefit and sharing behaviour ($\rho < 0.92$).

Hypotheses 3a-c predict that instrumental values mediate the relationship between customer benefits and sharing behaviour. H_{3a}: Instrumental values did not mediate the relationship between functional benefit and sharing behaviour ($\rho < 0.34$). H_{3b}: Instrumental values did not mediate the relationship between psychosocial

benefit and sharing behaviour ($\rho < 0.25$). In turn, H_{3c}: Instrumental values did not mediate the relationship between functional benefit and sharing behaviour ($\rho < 0.34$).

Hypotheses 4a-c predict that terminal values mediate the relationship between customer benefits and sharing behaviour. H_{4a}: Terminal values mediate the relationship (indirect-only mediation) between functional benefit and sharing behaviour ($\beta = 0.050$, $\rho < 0.026$). H_{4b}: Terminal values mediate the relationship (complementary mediation) between psychosocial benefit and sharing behaviour ($\beta = 0.103$, $\rho < 0.00$). H_{4c}: Terminal values mediate the relationship (indirect-only mediation) between financial benefit and sharing behaviour ($\beta = 0.153$, $\rho < 0.001$).

Besides, the hypothesis analysis results revealed that customer benefits explain 42% of the variance in instrumental values ($R^2 = 0.42$) and 58% of the variance in terminal values ($R^2 = 0.58$). Also, the research model explains 56% of the variance in sharing behaviour ($R^2 = 0.56$). Table 4 shows the hypotheses test results.

Table 4. Hypotheses test results

Hypothesis	Relation	Path	Supported
H1a	Functional Benefit → Instrumental Value	0.134*	Yes
H1b	Psychosocial Benefit → Instrumental Value	0.165*	Yes
H1c	Financial Benefit → Instrumental Value	0.436***	Yes
H2a	Functional Benefit → Terminal Value	0.146**	Yes
H2b	Psychosocial Benefit → Terminal Value	0.302***	Yes
H2c	Financial Benefit → Terminal Value	0.430***	Yes
H3a	Functional Benefit → Instrumental Value → Sharing	0.007	No
H3b	Psychosocial Benefit → Instrumental Value → Sharing	0.009	No
H3c	Financial Benefit → Instrumental Value → Sharing	0.025	No
H4a	Functional Benefit → Terminal Value → Sharing	0.050**	Yes
H4b	Psychosocial Benefit → Instrumental Value → Sharing	0.103***	Yes
H4c	Financial Benefit → Instrumental Value → Sharing	0.153***	Yes

Notes: * $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$

Sources: developed by author.

Conclusions. The main purpose of this study was to examine the relationships between customer benefits, value creation, and sharing behaviour. Research findings revealed the significant impact of customer benefits on value creation. On the other hand, this research also examined the mediating effect of instrumental and terminal values between customer benefits and sharing behaviour. In this respect, this study is among the early studies examining this relationship. While previous studies examined the factors affecting instrumental and terminal values, this study aimed to fill a research gap by examining the relationship between these variables and sharing behaviour. Examining the direct and indirect relationships between customer benefits and sharing behaviour is a positive cue for researchers. In addition, this study differs from previous studies by examining online video streaming services. The results of the research showed that a significant relationship was found between customer benefits and instrumental value. However, the relationships between functional and psychosocial benefits were not very strong. The relationship between financial benefit and instrumental value was stronger. These results are partly similar to previous studies (Chen et al., 2017). When the relationships between customer benefits and terminal value were examined, significant relationships were observed between the variables.

Surprisingly, the study's results showed no significant relationship between instrumental value and sharing behaviour. Therefore, no mediation effect of instrumental value was observed between customer benefits and sharing behaviour. Future studies may explore this issue. Different variables can moderate or mediate this relationship. On the other hand, it has been observed that terminal values mediate the relationship between customer benefits and sharing behaviour. There is no significant direct relationship between functional and financial benefits and sharing behaviour. But through terminal values, this relationship becomes significant (indirect-only mediation). There is a direct and significant relationship between psychosocial benefit and sharing behaviour. However, it has been observed that this relationship is stronger through terminal value.

This study could contribute to the implementation of marketing strategies. The benefits provided to customers, especially for digital streaming services, give important insights into value creation. In addition, sharing behaviour is encouraged by those operating in almost all online channels today. In the research results, it is seen that terminal values contribute positively to the sharing behaviour. It may give an idea for the practitioners to focus on terminal values.

This study has research limitations. First, only digital video streaming service users who have paid memberships were examined in the study. Therefore, the generalization of the results is limited. Secondly,

functional, psychosocial, and financial benefits were examined in the study. Future studies could also examine other types of benefits in the literature. In addition, Rokeach's approach was examined as values. Other approaches and theories about values could also be explored. Finally, it is believed that examining and comparing the research model in line with different categorical variables would provide new insights.

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Переваги споживачів від шерингу потокового відео: створення додаткової цінності

У статті проаналізовано особливості онлайн-сервісів потокового відео, які мають найвищий рівень популярності. Метою статті є аналіз ефекту від шерингу **потокового відео** підписниками цифрових відеоплатформ. Автором обґрунтовано актуальність досліджуваної проблематики зростанням ролі та значимості шерингу в онлайн-сервісах. Визначено, що шеринг значно спрощує та підвищує ефективність комунікацій з цільовою аудиторією. З іншого боку, споживачі можуть приділяти увагу створенню додаткової цінності через переваги, які вони отримують від спільного користування товарами та послугами. Таким чином, маркетологам важливо розуміти яким чином створення додаткових цінностей впливає на переваги для споживачів. Проведене дослідження є одним із перших, яке розкриває взаємозв'язок між перевагами для споживачів, створенням додаткової цінності та шеринговою поведінкою. Для досягнення поставленої мети проведено онлайн-анкетування 363 платних підписників онлайн-сервісів потокового відео. Для перевірки гіпотез дослідження застосовано модель структурних рівнянь з використанням програмного забезпечення SPSS Amos 20. Статистичну значущість оцінок моделі перевірено за допомогою однокрокової моделі медіатора з процедурою бутстрапінга. Отримані результати підтвердили наявність статистично значущого взаємозв'язку між перевагами споживачів та цінністю, їх матеріальними вигодами та шеринговою поведінкою. При цьому незначущий взаємозв'язок виявлено між цінністю, психосоціальним станом споживачів та їх перевагам, а також між цінністю та шеринговою поведінкою. Таким чином, за результатами дослідження зроблено висновок щодо відсутності опосередкованої ролі цінності у взаємозв'язку між перевагами споживачів та шеринговою поведінкою, тоді як кінцева вартість є посередником між перевагами споживачів та шеринговою поведінкою. Автором зазначено, що функціональні та матеріальні вигоди не мали прямого та значущого зв'язку. Однак, цей зв'язок набуває значущості за непрямого посередництва остаточної вартості. Встановлено, що психосоціальний стан та шерингова поведінка мали прямий та значущий зв'язок, що посилюється через додаткову цінність. Враховуючи результати дослідження, автором запропоновано низку потенційних напрямків для подальших досліджень.

Ключові слова: матеріальні вигоди, функціональні переваги, інструментальна цінність, Netflix, психосоціальні переваги, кінцева вартість.