



JÖNKÖPING UNIVERSITY

*Jönköping International
Business School*

Service Quality, Customer Satisfaction and Brand Loyalty in the Swedish Subscription Video On Demand- Industry

A mixed methods study on what factors of service quality affect customer satisfaction and brand loyalty within the subscription based video-on-demand services amongst 18-29 year olds in Sweden.

BACHELOR DEGREE PROJECT

THIS WITHIN: *Business & Administration*

NUMBER OF CREDITS: *15 ECTS*

PROGRAMME OF STUDY: *Marketing Management*

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10.1.3 Questionnaire in English

Have you previously used a subscription based video-on-demand service(SVOD-service) for streaming online content? (Netflix, HBO, Viaplay, Cmore)

- Yes
- No

Do you have a registered account with more than one SVOD-service? If so, please indicate how many.

- 1
- 2
- 3
- 4
- I do not have access to any SVOD-service

Which of the following SVOD-services do you have most experience with?

- Netflix
- HBO
- Viaplay
- Cmore

We will now ask you a couple of questions about your chosen SVOD-service. Below are a number of statements and questions, please read each one and indicate on a scale 1-5 (1="strongly disagree" to 5="strongly agree") to what extent your current streaming service fulfils your demands of a good streaming service when it comes to the following statements:

Efficiency

- This SVOD-service makes it easy to find what I need
- The response time between my actions and the results is fast
- This SVOD-service is simple to use
- This SVOD-service website is well organized
- The search function is satisfactory

- Overall, I am satisfied with the efficiency of the SVOD-service

System availability

- This SVOD-service allows me to stream content on multiple devices at the same time
- This SVOD-service allows me to share my account with other users
- This SVOD-service lets me access content wherever I want
- This SVOD-service lets me access content whenever I want

- Overall, I am satisfied with the system availability of the SVOD-service

Privacy

- The SVOD-service ensures that my transactions are safe
- The SVOD-service protects any information regarding my payment
- The SVOD-service protects my personal information
- The SVOD-service does not misuse any of my personal information

- Overall, I am satisfied with the privacy of the SVOD-service

Recommendation System

- I frequently watch content that is recommended to me by the SVOD-service
 - The recommendation system helps me to find relevant content to watch
 - The recommendation system helps me to save time when searching for content to watch
 - The recommendation system makes accurate predictions based on my preferences
 - The recommendation system is useful as it introduces me to content that I am interested in which I may not have found without it
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- Overall, I am satisfied with the recommendation system of the SVOD-service

The following section will ask about your satisfaction towards your SVOD-service. Please indicate the degree to which you are satisfied or dissatisfied with each of the following statements on a scale from 1=Very dissatisfied to 5=Very satisfied:

Fulfilment - Library of Content

- Selection of content available
 - Quality of content
 - Diversity of genres
 - Selection of original content available
 - Quality of original content
 - Actuality of content available
 - Update frequency of new content
 - Ability to watch sporting events
 - Range of sporting events offered
 - Ability to watch trailers
-
- Overall, how satisfied are you with the library of content of the SVOD-service?

Quality of Experience

- The picture quality of videos
 - The reliability of the SVOD-service
 - The initial loading and start-up time of videos
 - The frequency of video freezing and re-buffering
 - The ability of the SVOD-service to stream in 4k Ultra HD resolution
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- Overall, how satisfied are you with the quality of experience of the SVOD-service?

Pricing

- The value-for-money of the SVOD-service
 - Ability to select between various subscription plans
 - Terms and cancellation policy of subscription
 - The ability to select between various payment methods
-
- Overall, how satisfied are you with the value-for-money that the SVOD-service offers?

Customer Satisfaction

- What is your overall satisfaction with your SVOD-service delivery?
- To what extent has the service met your expectations?

Customer Loyalty Intentions

Please indicate your response to the following statement on a 1-10-point scale that best reflects your opinion. (1 = Not at all likely, 10 = Extremely likely)

- How likely is it that you would recommend this specific SVOD-service to a friend or colleague?

Please indicate your age in years:

- Younger than 18
- 18-21
- 22-25
- 26-29
- Older than 29

Please indicate your gender:

- Male
- Female
- Other

Please indicate your monthly income:

- Under 15,000SEK
- 15,000SEK-23,000SEK
- 23,000SEK-30,000SEK
- Over 30,000SEK

How long have you been active as a subscriber of your current SVOD-service?

- Less than one month
- 1-3 months
- 3-6 months
- 6-12 months
- Over 1 year