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Proposal and validation of a theoretical model of electronic satisfaction and intention to continue using streaming services in Brazil

Proposição e validação de um modelo teórico de satisfação eletrônica e intenção de continuidade de uso dos serviços de streaming no Brasil

Proposición y validación de un modelo teórico de satisfacción electrónica e intención de continuidad de uso de los servicios de streaming en Brasil

Autorship

Erico Aurelio Abreu Cardozo

Universidade Federal de Minas Gerais (UFMG)
erico.cardozo@gmail.com
https://orcid.org/0000-0002-5100-5464

Juliana Maria Magalhães Christino

Universidade Federal de Minas Gerais (UFMG)
julianammc@face.ufmg.br
https://orcid.org/0000-0003-0186-9704

ABSTRACT

Goal: To propose and test a theoretical model capable of relating the factors that affect Electronic Satisfaction and Continuity of Use of Streaming Services by Brazilian consumers. **Methodology/approach:** The UTAUT2 model and other factors were identified and added to the model as means of identifying the antecedents of Electronic Satisfaction and Continuity of Use of Streaming Services. The research model was analyzed based on 389 valid responses obtained through a survey. Data analysis was performed using the R software and its packages for Structural Equation Modeling. **Originality/relevance:** Streaming Services are a form of digital distribution through packages in which it is not necessary to download to access the media content. The literature states that with the development and availability of new technologies in the market, it is necessary to analyze the behavioral factors related to consumer behavior. Main Findings: The research model presented explains 83.1% of the variation in Electronic Satisfaction with Streaming Services and 56.5% of the variation in its Continuance of Use. **Theoretical contributions:** The results expand the theory on digital information and communication systems, exploring for the first time Electronic Satisfaction and the continuance of streaming use in digital businesses. **Management contributions:** Managers who focus on improving the performance expectation, facilitating conditions and social influence of users can significantly increase electronic satisfaction and the continuity of use of streaming services.

Keywords: Technology Acceptance. Electronic Satisfaction. Intention to Continue Use. UTAUT2. Streaming Services.

RESUMO

Objetivo: Propor e testar um modelo teórico capaz de relacionar os fatores que afetam a Satisfação Eletrônica e a Continuidade de Uso dos Serviços de *Streaming* dos consumidores brasileiros. **Metodologia/abordagem***:* Identificou-se o modelo UTAUT2 e outros fatores que foram agregados ao modelo como meios de identificar os antecedentes da Satisfação Eletrônica e a Continuidade de Uso dos Serviços de *Streaming*. O modelo de pesquisa foi analisado a partir de 389 respostas válidas obtidas por meio de um *survey*. A análise dos dados foi realizada utilizando-se o *software* R e seus pacotes para Modelagem de Equações Estruturais. **Originalidade/relevância:** Os Serviços de *Streaming* são uma forma de distribuição digital por meio de pacotes em que não é necessário efetuar *download* para ter acesso ao conteúdo de mídia. A literatura afirma que com o desenvolvimento e disponibilização de novas tecnologias no mercado, é necessário analisar os fatores comportamentais relacionados ao comportamento dos consumidores. **Principais resultados:** O modelo de pesquisa apresentado explica 83,1% da variação da Satisfação Eletrônica com os Serviços de *Streaming* e 56,5% da variação de sua Continuidade de Uso. **Contribuições teóricas:** Os resultados ampliam a teoria sobre sistemas de informação e comunicação digital, explorando pela primeira vez a Satisfação eletrônica e o uso contínuo de streaming em negócios digitais. **Contribuições para a gestão:** Os gestores que focarem em melhorar a expectativa de desempenho, as condições facilitadoras e a influência social dos usuários pode aumentar significativamente a satisfação eletrônica e a continuidade do uso dos serviços de streaming.

Palavras-chave: Aceitação da Tecnologia. Satisfação Eletrônica. Intensão de Continuidade de Uso. UTAUT2. Serviços de *Streaming*.

RESUMEN

Objetivo: Proponer y probar un modelo teórico capaz de relacionar los factores que afectan la Satisfacción Electrónica y la Continuidad de Uso de los Servicios de Streaming entre los consumidores brasileños. **Metodología/enfoque:** Se identificó el modelo UTAUT2 y otros factores que se agregaron al modelo como medio para identificar los antecedentes de Satisfacción Electrónica y Continuidad de Uso de los Servicios de Streaming. El modelo de investigación fue analizado con base en 389 respuestas válidas obtenidas a través de una encuesta. El análisis de los datos se realizó utilizando el software R y sus paquetes para Modelado de Ecuaciones Estructurales. **Originalidad/relevancia:** Los Servicios de Streaming distribuyen contenido digital sin descargar. La literatura afirma que, con nuevas tecnologías, es esencial analizar factores comportamentales del consumidor. **Principales resultados:** El modelo de investigación presentado explica el 83,1% de la variación en la Satisfacción Electrónica con los Servicios de Streaming y el 56,5% de la variación en la Continuidad de Uso. **Contribuciones teóricas:** Los resultados amplían la teoría sobre los sistemas digitales de información y comunicación, explorando por primera vez la Satisfacción electrónica y el uso continuo del streaming en los negocios digitales. **Contribución a la gestión:** Los gerentes que se enfocan en mejorar las expectativas de desempeño, facilitar las condiciones y la influencia social de los usuarios pueden aumentar significativamente la satisfacción electrónica y el uso continuo de los servicios de streaming.

Palabras clave: Aceptación de la Tecnología. Satisfacción Electrónica. Intención de Continuidad de Uso. UTAUT2. Servicios de Streaming.

INTRODUCTION

The arrival of streaming platforms has changed the production, dissemination, and consumption of audiovisual content and has impacted the global media industry (Vlassis, 2021). The growth of streaming services has revolutionized the consumption of audiovisual content as the number of users of these services continues to increase (IFPI, 2021).

Media streaming services are platforms that allow users to watch various streams of music, TV, news, movies, etc. (Yang & Lee, 2018). Several studies have confirmed that users prefer these services over TV due to convenience, better content, low or no cost, exclusivity, scheduled viewing, innovative programs, latest releases, free programs, etc. (Yang & Lee, 2018).

In 2020, revenue from streaming platforms is expected to generate approximately $38 billion with an annual growth rate of over 4% until 2023 (Statista, 2019a, 2019b), while there have been considerable reductions in both physical sales revenue (–10%) and download revenue (–21.2%) (IFPI, 2019).

The battle for market share among streaming platforms has become increasingly fierce as streaming platforms enter conventional use with an imminent platform parity problem that hinders user retention (Hracs & Webster, 2021). Consumers are migrating from linear formats, such as traditional radios and real-time television (TV) services accessible by satellite/cable, to subscribing to online streaming services (Spilker et al., 2020).

Given the changes in consumption characteristics and the increase in online interactions for service provision, there is a need to further investigate consumer intention to use streaming services and the long-term behavioral effects (Kirk & Rifkin, 2020; Laato et al., 2020; Santosa et al., 2021; Zanetta et al., 2021).

Previous studies on streaming services have interviewed experts and users to analyze experiences related to curation systems (Hagen, 2015), to investigate the impact of differences in customer preferences by country (Kim et al., 2017), or to analyze service usage experiences (Hracs & Webster, 2021). These studies evaluate streaming services from different perspectives.

Previous studies that worked on predictors of behavioral intention focused on only one streaming modality: audio or video Dejonghe (2015), Hampton-Sosa (2017), Ramírez-Correa et al. (2017), Ramírez-Correa et al. (2018), Chao (2019), and Pinochet et al. (2019). Only Dejonghe (2015) added a specific antecedent related to the object of study - testability, but specifically focused on the Netflix platform in Finland. The others maintained the original model in the analysis of the reasons for the intention to use streaming. Specifically in Brazil, the work of Pinochet et al. (2019) stands out, focusing on music streaming among college students.

Many factors associated with consumer behavior towards new technologies still remain unknown (Díaz et al., 2017). Furthermore, as these factors may represent different impacts when analyzed in relation to different products and/or services (Díaz et al., 2017), this research aims to propose and test a theoretical model capable of relating the factors that affect Elec-

tronic Satisfaction and the Continuity of Use of Streaming Services among Brazilian consumers.

Until the completion of this research, no previous studies were found that sought to identify the antecedents of electronic satisfaction and intention to continue using streaming services, although some other recent studies also dedicated themselves to understanding streaming consumer behavior.

Managerially, it is believed that the research will be able to point out essential elements to be monitored and managed by segment managers to increase the level of satisfaction of their users since satisfaction is an important antecedent of customer retention within the company. Furthermore, this research has implications for managers of companies operating in the streaming segment and their direct and indirect competitors, such as TV broadcasters and radio stations, since the main objective is to understand which factors of the theoretical model used are responsible for explaining elements of user consumption behavior, essential factors to improve existing offerings, which can also be used by other audio and video segments in the same sense of improvement and revision of their business models.

Beyond this introduction, the article is structured in four other sections. The first presents the factors that affect the behavior of consumers of technologies such as streaming. Next, the methodological procedures used are described. In section four, data are described, and the results are discussed. Section five presents the conclusions, contributions, and limitations of the research.

THEORETICAL FRAMEWORK

Understanding what consumers value and their consumption patterns is vital for the effective growth of any service. Due to the digitization process that the audiovisual industry has experienced, the need to better understand the process of adopting streaming services has become paramount (Chen et al., 2018). Streaming services are considered Information Systems (IS), where the first theories on technology adoption were applied. The basic concept of technology adoption can be described as the combination of individual reactions, intentions to use, and actual use (Venkatesh et al., 2003).

One of the most fundamental adoption theories is the Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1977), which is used as the basis for many other adoption theories on consumer behavior. Cesareo and Pastore (2014) used TRA to measure consumers' willingness to try a subscription-based music streaming service, where variables such as "importance and exposure to music," "involvement and interest," and "attitude towards online piracy" were used.

The Theory of Planned Behavior (TPB) (Ajzen, 1991) is an extension of the previous TRA and has been applied in various studies in the context of music streaming services adoption (Dörr et al., 2013). Additionally, the Technology Acceptance Model (TAM) (Davis, 1989) is one of the most important models in the context of technology adoption and use (Ho Cheong & Park, 2005), based on TRA. Some derivations of this model, such as TAM2, have also been proposed (Venkatesh et al., 2003).

In 2003, Venkatesh et al. (2003) developed the Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al., 2003), based on eight prominent theories: TRA (Theory of Reasoned Action), TPB (Theory of Planned Behavior), TAM (Technology Acceptance Model), MM (Motivation Model), C-TAM-TPB (combination of TAM and TPB), MPCU (PC Usage Model), DIT (Diffusion of Innovation Theory), and SCT (Social Cognitive Theory). With four constructs: performance expectancy, effort expectancy, social influence, and facilitating conditions, UTAUT achieved satisfactory results (Venkatesh et al., 2003; 2012).

This study intends to use this theory, more specifically, an extension (UTAUT2), as a basis for creating the explanatory model in our streaming services context.

After the UTAUT was released, the model was tested in different contexts, and in 2012, it was extended to the consumer context, developing the UTAUT2 (Venkatesh et al., 2012). UTAUT2 is an extension of the original model, adding three new constructs: hedonic motivation, price value, and habit. Age, gender, and experience were considered moderators of behavioral intention and technology use (Venkatesh et al., 2012). According to Venkatesh et al. (2012), the changes significantly improved this model, as the explained variance in behavioral intention increased from 56 to 74 percent, and in technology use, it increased from 40 to 52 percent.

UTAUT2 was chosen because (i) it reconciles and unifies previous conceptual models of technology acceptance; (ii) it is a well-developed technology acceptance theory, widely used in multiple contexts; and (iii) it allows for superior explanatory power compared to other theoretical models used to study technology acceptance (Raza et al., 2021). Additionally, UTAUT2 has recently been used to investigate technology acceptance in diverse contexts (Alalwan, 2020; Cardozo et al., 2023; Christino et al., 2020; 2021; El Refae et al., 2021; Farah et al., 2021; Soares et al., 2020; Souza et al., 2023; Zhao & Bacao, 2020). Finally, Venkatesh et al. (2012) stated that, for future research, in order to further develop the theory (UTAUT2), it could be tested in different countries, with groups of different ages, and with different technologies.

CONCEPTUAL MODEL AND RESEARCH HYPOTHESES

The model tested in this study is an extension of the theoretical UTAUT2 model. The proposed construct configuration can be considered innovative and sought greater explanatory power by adding specific constructs related to the reality of digital products. The factors analyzed as influential in Electronic Satisfaction and, consequently, in Continued Use are: (i) Performance Expectancy; (ii) Effort Expectancy; (iii) Social Influence; (iv) Facilitating Conditions; (v) Hedonic Motivation; (vi) Price; and (vii) Habit. In addition to the original constructs of the UTAUT2 model, this research also proposes the analysis of the following constructs: (i) Reliability (Pavlou, 2003), (ii) Testability (Dejonghe, 2015; Slade et al., 2013), and (iii) Personal Innovation (Agarwal & Prasad, 1998).

The hypotheses that constitute the conceptual model will be presented and developed in the following section, as well as the theoretical research that supports and justifies them.

UTAUT2 VARIABLES

Performance Expectancy

Performance Expectancy is the degree to which technology will enhance benefits to consumers in performing their activities (Venkatesh et al., 2003; 2012). Studies indicate that consumers have a positive reaction and intention to use a new system when they perceive that a particular system is more capable of saving time and effort than others available (Alalwan, 2020). Raza et al. (2021) found a positive relationship between Performance Expectancy and behavioral intention in Pakistani universities. Zhao and Bacao (2020) also validated that Performance Expectancy is a predictor of satisfaction and intention to continue using food delivery apps in China. Recently, Farah et al. (2021) showed that Performance Expectancy positively affects the intentional use behavior of food delivery apps. Streaming Services are relevant due to issues such as traffic congestion in large cities and long commuting times. Thus, it can be argued that users are more likely to be satisfied with Streaming Services if they perceive a high value in using such services. Therefore, the following hypotheses are proposed:

H1a: Performance Expectancy has a significant effect on Electronic Satisfaction with Streaming Services.

H1b: Performance Expectancy has a significant effect on the Continued Use of Streaming Services.

Effort Expectancy

Effort Expectancy, defined as the degree of ease associated with consumers' use of technology (Venkatesh et al., 2003; 2012).

As Streaming consumers perceive that less effort is required to use this service, they are more likely to continue using it. Thus, the user's intention to continue using streaming services can be adequate to the extent that a customer perceives that using streaming services is easy and uncomplicated.

Surprisingly, Effort Expectancy has shown controversial results. For example, some studies (Taylor, 2021; Zhao & Bacao, 2020) found a negative influence on continuation intention, but Troise et al. (2020) confirm the importance of Effort Expectancy. Thus, the following hypotheses are proposed:

H2a: Effort Expectancy has a significant effect on Electronic Satisfaction with Streaming Services.

H2b: Effort Expectancy has a significant effect on the Continued Use of Streaming Services.

Facilitating Conditions

Facilitating Conditions refer to the availability of necessary resources to perform a specific behavior, including availability of time, money, and other specialized resources (Venkatesh et al., 2003; 2012). In the context of this research, Facilitating Conditions can be interpreted as a stable internet connection, devices that can access the internet and support the use of streaming services, and conditions necessary to register for services, such as a credit card or something similar.

Raza et al. (2021) found no significant evidence in this relationship. Similarly, Facilitating Conditions had no value for the continuation intention of using mobile applications, which means that Facilitating Conditions may be relevant for adoption but not for continuity (Zhao & Bacao, 2020).

Previous studies have found a positive relationship between Facilitating Conditions and behavioral intention to use online services (Farah et al., 2021; Sitar-Tăut, 2021). Thus, the following hypotheses are proposed:

H3a: Facilitating Conditions have a significant effect on Electronic Satisfaction with Streaming Services.

H3b: Facilitating Conditions have a significant effect on the Continued Use of Streaming Services.

Price

Price is conceived as the cognitive trade-off between consumers' perceived benefits of apps and the monetary policy (financial costs) to use them (Venkatesh et al., 2012).

According to Venkatesh et al. (2012), customer satisfaction may be associated with the financial cost of using new features like streaming services. Customers will have lower satisfaction with the experience of using streaming services if the perceived benefits are lower than the financial costs.

The influence of price can be significant, and research on online consumer behavior has supported price as a major factor in internet and e-commerce usage (Arun et al., 2021; Sadana & Sharma, 2021); demonstrating the relevant role of price and providing evidence of its impact on users' intention to continue using. Thus, the following hypotheses are proposed:

H4a: Price has a significant effect on Electronic Satisfaction with Streaming Services.

H4b: Price has a significant effect on the Continued Use of Streaming Services.

Hedonic Motivation

Hedonic Motivation is defined as the fun or pleasure derived from using a technology (Brown & Venkatesh, 2005).

As argued by Venkatesh et al. (2012), the customer experience with new features can be affected by the role of intrinsic motivation. Streaming services offer users low cost, reach power, free content, and instant playback, which can accelerate user pleasure and, therefore, contribute to the level of customer satisfaction.

Studies conducted by Baabdullah, Abdullah Mohammed (2018) and Alalwan et al. (2018) confirm the relevance of hedonic motivation positively influencing user satisfaction, i.e., supporting the association between pleasure and satisfaction. Resources like streaming can be considered modern, technological, and creative by their users, a fact that can lead them to feel pleasure in using these services (Okumus et al., 2018). Thus, the following hypotheses are proposed:

H5a: Hedonic Motivation has a significant effect on Electronic Satisfaction with Streaming Services.

H5b: Hedonic Motivation has a significant effect on the Continued Use of Streaming Services.

Social Influence

Venkatesh et al. (2003) conceptualized Social Influence as the extent to which an individual perceives that it is important for others to believe that he/she should apply the new system.

We can argue that users can be influenced by the people in their social circles who use a particular service (Okumus et al., 2018). Social legitimation by their peers regarding the use of streaming services and consequently the user's satisfaction level (Atulkar, 2020).

The relevant role of social influence impacting on continued use was empirically proven in research conducted by Zhao and Bacao (2020), Zanetta et al. (2021), Raza et al. (2021), and Farah et al. (2021). Thus, the following hypotheses are proposed:

H6a: Social Influence has a significant effect on Electronic Satisfaction with Streaming Services.

H6b: Social Influence has a significant effect on the Continued Use of Streaming Services.

Habit

Habit refers to the extent to which people tend to perform behaviors automatically due to learning (Venkatesh et al., 2012), thus, this is a perceptual construct that reflects the results of previous experiences (Venkatesh et al., 2012). In addition, habit and the frequency of using online services can increase continued use, which may directly affect habit in the future (Zanetta et al., 2021).

Habit is a factor with the greatest significant influence on the intention to use a hedonic system in the context of using Spotify and Joox Premium

services (Indrawati & Utama, 2018). Habit also proved to be significant and had a positive effect in previous studies such as Alalwan (2020) and, Sun and Chi (2018). Thus, the following hypotheses are proposed:

H7a: Habit has a significant effect on Electronic Satisfaction with Streaming Services.

H7b: Habit has a significant effect on the Continued Use of Streaming Services.

ADDITIONAL EXTENSIONS TO THE UTAUT2 MODEL

The following new constructs were considered as possible extensions of the basic UTAUT2 structure. By introducing new dimensions of previous theoretical and empirical research, we aim to increase the significance and predictability of results in the context of streaming services.

Testability and Reliability

In addition to the constructs of the original UTAUT2 model, other factors can impact Behavioral Intention and Use Behavior. Thus, some studies suggested the evaluation of other constructs such as Reliability, indicated by Alalwan et al. (2017) after analyzing the factors that influence the use of online services from one of Jordan's banks; Testability evaluated by Suoranta (2003) and Chong et al. (2012), and; Personal Innovation, as identified by Chao (2019) and Contreras Pinochet et al. (2019) when analyzing the factors that affect the behavioral intention of the consumer of streaming services.

These constructs are conceived in the literature as follows: (i) Reliability is described as the belief that the supplier will behave in a socially responsible manner and, in doing so, will meet the consumer's expectations without taking advantage of their vulnerabilities (Ganguly et al., 2010; Pavlou, 2003); (ii) Testability shows that when potential users can experience the technology before actually acquiring it, the adoption of this innovation is easier (Alalwan et al., 2017; Dejonghe, 2015); and Personal Innovation refers to individual behavior regarding innovations (Agarwal & Prasad, 1998). Given that these factors can increase the explanatory power of the UTAUT2 model when using them in the evaluation of streaming services, this research proposes the hypotheses:

H8: Testability has a significant effect on Electronic Satisfaction with Streaming Services.

H9: Reliability has a significant effect on Electronic Satisfaction with Streaming Services.

Personal Innovation

Personal innovation is defined as a unique idea or article that is perceived as different from others (Rogers, 1995). Praveena and Sam (2014) explained that all users with high personal innovation capacity are similar and ready to use new technology. They further argued that users' personal innovation capacity is not impaired by geographical differences.

Agarwal and Prasad (1998) suggest that an innovative individual adopts innovation quickly and easily. Several previous studies have established the positive effect of consumers' personal innovation on behavioral intention regarding the use of new technology. Alalwan et al. (2018) proposed individuals' innovation on the Internet as a significant predictor of the continuous intention to shop online related to food. Similarly, Xu and Du (2018) identified a significant association between personal innovation and continuous intention to engage in mobile commerce. This encourages us to raise the following hypothesis:

> *H10: Personal Innovation has a significant effect on Electronic Satisfaction with Streaming Services.*

Electronic Satisfaction and Continued Intention

Electronic Satisfaction is defined as the customer's contentment with their previous purchasing experience with a particular e-commerce company, which is related to Behavioral Intention (Anderson & Srinivasan, 2003). In the context of this research, Electronic Satisfaction seeks to be an "influence" or "feeling" of streaming service users, in the continuity of using these services. Their acceptance of the technology will influence their satisfaction with it. Polites and Karahanna (2012) indicate that when individuals are satisfied with the ongoing action, they will tend to continue using it.

This construct allows us to argue that the results obtained regarding the use of electronic services, such as Streaming, correspond to customers' expectations, who, the more satisfied they are with their experience, the more motivated they are to continue using these apps, which corresponds to the construct Continued Intention (Alalwan, 2020). In the context of this research, Continued Use can be interpreted as a type of loyalty that users have to streaming services in continuing to use or subscribe to the services in the following months.

Ashfaq et al. (2020) revealed that satisfaction in e-service is a strong determinant and predictor of users' Continued Use. The more satisfied users are, the more likely they are to continue using the current service/product (Oghuma et al., 2016). In other words, Continued Use is determined by consumers' satisfaction with the use of the service channel after periods of use (Abu Salim et al., 2021).

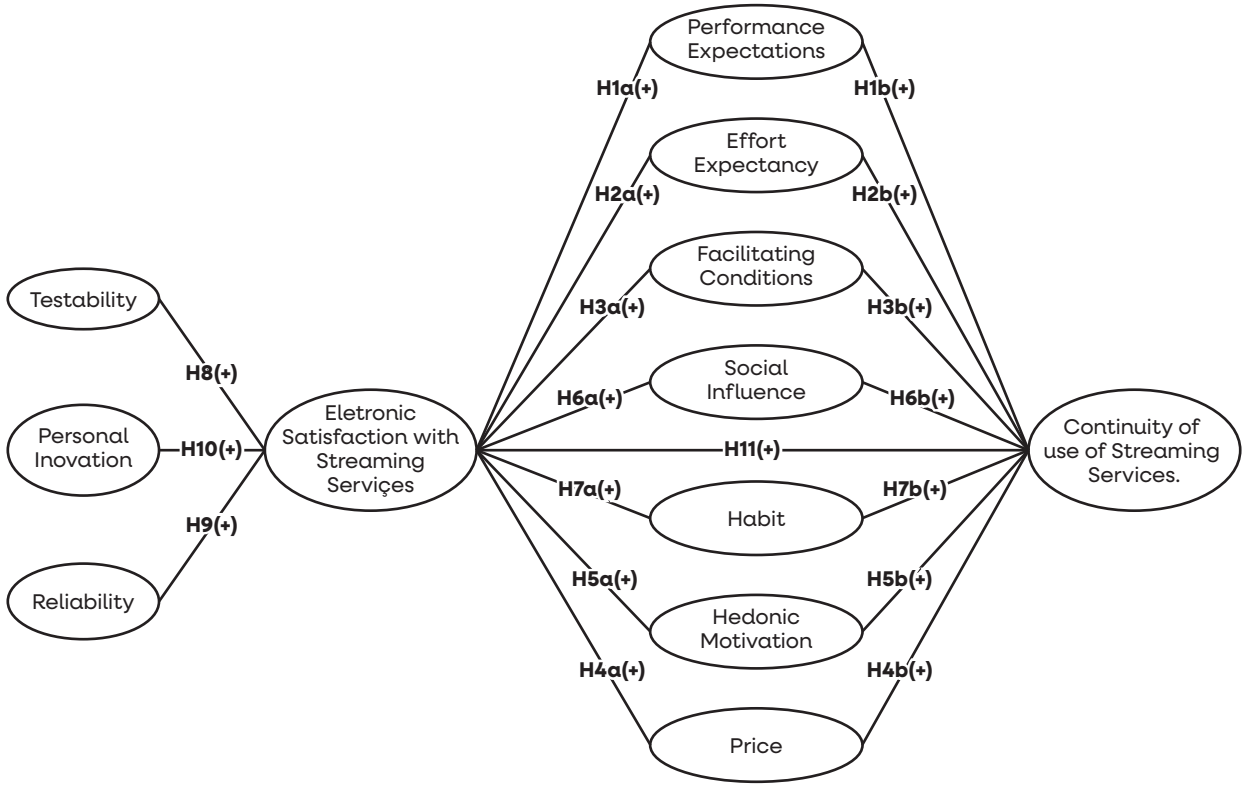
Studies have empirically confirmed that satisfaction impacts users' Continued Use (Alalwan, 2020; Sheth, 2020; Verma & Gustafsson, 2020). Thus, the following hypothesis is proposed:

H11: Electronic Satisfaction with Streaming Services has a significant effect on the Continued Use of Streaming Services.

The hypotheses presented in this research have led to the proposed model illustrated in Figure 41, which is an adaptation of the UTAUT2 model.

Figure 1

Research Model



Note: White constructs are part of the original UTAUT2 model, gray constructs are the constructs added to the model.

METHODOLOGY

Considering that the objective of the research was to propose and test a theoretical model capable of relating the factors that affect the electronic satisfaction and the continuity of use of streaming services by Brazilian consumers, we chose to use the quantitative approach, in which systematic and objective strategies are used in the study development process (Hair et al., 2021).

Data collection took place through an electronic questionnaire developed based on scales already validated and present in the literature on consumer behavior and technology acceptance. The questions used were

extracted from articles published in English, however, considering that the questionnaire was administered in the language of the target population (Brazilian), the questions were translated into Portuguese and then translated back into English to ensure translation equivalence (Brislin, 1970).

The questionnaire contains three sections: (i) the study objective was presented, and some examples of streaming services available in Brazil were provided, such as Netflix, Crackle, Google Play, iTunes Store, Deezer, Google Music, and Spotify; (ii) questions to evaluate the constructs of this research model, and (iii) information on socio-demographic characteristics.

The questionnaire contained 53 questions, of which the first 05 aimed to collect information on the demographic profile of the respondent. From question 06 to 53, the respondent was invited to mark on a Likert scale from 1 to 7 their perception regarding the constructs evaluated in the research, with the anchors being "strongly disagree" and "strongly agree".

The Likert scale is widely used due to its simplicity and ease of application. It provides a clear structure for evaluating attitudes and opinions, allowing for systematic comparison of results. In addition, this scale allows researchers to capture nuances in responses, as participants can select an intermediate option that indicates a neutral or ambivalent position. Collis et al. (2005) add that the Likert scale is one of the most used types of scales, as it has the advantage of being simple in its structure, which facilitates both for the respondent and the researcher.

It should be noted that this scale can be used with different levels of detail and numbers of points, and the more points used, the more precision the researcher will achieve in the information (Hair et al., 2021).

The questionnaire used is presented in Appendix A. The sampling process was predetermined.

DATA ANALYSIS AND RESULTS

Sample characterization

The majority of the respondents in this research are female (61%). Regarding age, respondents are concentrated in the age group between 18 and 29 years old (49%). The highest proportion of respondents' education level is postgraduate (25%), followed by completed higher education (43%). Among the respondents, 39% are single, and 49% reported having a family income between R$3,748.00 to R$9,370.00. Table 1 presents detailed data regarding the descriptive statistics of the respondents.

Table 1

Characterization of the sample

Variable	Category	%	Variable	Category	%
Gender	Feminine	61%	**Marital status**	Married	29%
	Masculine	39%		Single	39%
Age Range	18 to 29 years old	49%		Widower	1%
	30 to 45 years old	36%		Divorced	8%
	45 to 60 years old	9%		stable union	18%
	Over 60 years old	6%		Not declared	5%
Education	Second degree completed	2%	**Family income**	Up to R$ 1,874.00	9%
	Incomplete higher	17%		Between R$ 1,874.00 and R$ 3,748.00	24%
	Graduated	43%		Between R$ 3,748.00 and R$ 9,370.00	49%
	Technician	13%		Between R$ 9,370.00 and R$ 18,740.00	15%
	Postgraduate	25%		Above R$ 18,740.00	3%

Preliminary Data Preparation Analysis

Since the data collection was done online, there were no missing values. Evaluating the normality distribution of the data, significant deviations were found in the Z parameters in terms of skewness and kurtosis in three and one variables respectively. Applying the Jarque Bera test, significant deviations from normality were observed ($p < 0.001$) in only one variable. Only four kurtosis parameters presented values less than -1 (Muthen & Kaplan, 1992), indicating small and/or acceptable deviations from normality. Thirty-one univariate responses were identified as outliers identified by Z values outside the 1% significance limits (2.58), and 3 cases were detected as multivariate outliers (according to the Mahalanobis distance by the number of variables ratio). The outliers were kept, and the model was tested with and without these cases to verify adherence (Hair et al., 2021). There were no correlations above the limits of ±0.90, and the highest VIF value was 3.86132, below the cutoff point of 10 (Kline, 2023). Randomly selected scatter plots did not reveal apparent linearity deviations.

Data Analysis

The authors used the Partial Least Squares (PLS) Structural Equation Modeling (SEM) technique in this study, given the nature of the research model.

To examine causal relationships and estimate the conceptual relationships of the model, we used Structural Equation Modeling (SEM).

It is a statistical technique for testing and estimating causal relationships using a combination of statistical data and qualitative causal assumptions (Henseler et al., 2009). Partial Least Squares (PLS) is based on SEM technique, "allowing each indicator to vary in how much it contributes to the composite score of the latent variable," thus being "preferable to other

techniques" (Chin et al., 2003). In this sense, the authors used PLS and SEM in this study, considering the nature of the research model. The R software was used to apply the method.

The analysis was done in two steps, following the guidelines of (Hair et al., 2021): it started with the evaluation of the measurement model, followed by the evaluation of the structural model. In the next two subsections, first, the measurement model will be examined, and then the structural model will be tested.

Measurement Model

The measurement model was evaluated for (i) construct reliability, (ii) indicator reliability, (iii) convergent validity, and (iv) discriminant validity. Table 2 presents the average extracted variance, composite reliability, Cronbach's Alpha values, external loadings, and T Statistics value. As shown in Table 2, all constructs have composite reliability, Cronbach's Alpha, and external loading greater than 0.70, suggesting construct reliability (Hair et al., 2021).

Convergent validity was tested with AVE, and all constructs of the research model presented an acceptable minimum value of 0.50 (Fornell & Larcker, 1981), as shown in Table 2.

Table 2

Quality criteria measurement model

Construct	A C[a]	CR[b]	VME[c]	Item	Loads	TS[d]	Average	DP[e]
Facilitating conditions	0.778	0.871	0.673	CF3	0.850	13,098	0.734	0.033
				CF5	0.884	16,896	0.778	0.054
Reliability	0.873	0.734	0.824	CO1	0.865	33,119	0.834	0.043
				CO2	0.883	38,610	0.874	0.043
				CO3	0.866	33,636	0.834	0.030
				CO4	0.858	39,663	0.854	0.034
Performance expectation	0.872	0.713	0.724	ED1	0.568	9,316	0.731	0.074
				ED2	0.851	16,363	0.747	0.055
				ED3	0.583	9,691	0.773	0.071
				ED5	0.556	6,633	0.730	0.100
Effort Expectancy	0.857	0.703	0.701	EE1	0.834	13,666	0.843	0.034
				EE2	0.814	13,601	0.804	0.033
				EE3	0.568	9,063	0.734	0.075
Habit	0.868	0.708	0.712	HA1	0.850	30,980	0.737	0.041
				HA2	0.548	10,666	0.743	0.038
				HA3	0.884	33,363	0.784	0.047
				HA4	0.548	9,610	0.741	0.078

Construct	A C[a]	CR[b]	VME[c]	Item	Loads	TS[d]	Average	DP[e]
Electronic Satisfaction with Streaming Services	0.754	0.770	0.715	ST1	0.856	19,863	0.775	0.044
				ST2	0.865	31,163	0.733	0.041
				ST3	0.850	31,368	0.808	0.048
				ST4	0.518	16,369	0.817	0.057
				ST5	0.808	30,988	0.774	0.105
Social influence	0.728	0.754	0.874	IS1	0.825	16,839	0.805	0.053
				IS2	0.800	8,663	0.737	0.078
				IS3	0.801	16,163	0.818	0.030
Hedonic motivations	0.706	0.741	0.843	MH1	0.841	10,613	0.788	0.031
				MH2	0.820	30,333	0.714	0.034
				MH3	0.800	13,063	0.781	0.031
Personal Innovation	0.716	0.734	0.703	PO1	0.815	13,691	0.770	0.045
				PO2	0.888	38,869	0.840	0.033
				PO3	0.882	19,660	0.771	0.057
Price	0.741	0.837	0.571	PR1	0.828	36,639	0.853	0.013
				PR2	0.856	63,066	0.770	0.148
				PR3	0.852	63,839	0.843	0.113
Testability	0.873	0.734	0.824	TE1	0.810	6,098	0.730	0.155
				TE2	0.855	8,303	0.014	33,584
				TE3	0.865	6,663	0.014	77,403
Continuity of use of Streaming Services	0.872	0.713	0.724	CU1	0.551	88,836	0.131	3,848
				CU2	0.841	39,366	0.137	7,077
				CU3	0.555	36,393	0.403	4,437

Note: Cronbach's Alpha[a], Composite[b] Reliability, Extracted[c] Mean-Variance, T-Statistics[d], and Standard Deviation[e]

In order to test discriminant validity, the Heterotrait-Monotrait Ratio (HTMT) was applied. The HTMT should be significantly less than one (ideally <0.85) to demonstrate the distinction between two factors (Cardozo et al., 2023; De Sousa et al., 2023; Leong et al., 2020). In compliance with these criteria, none of the constructs in the model exhibited collinearity problems.

The results indicate that the model has a good level of convergent validity, reliability, internal consistency, and discriminant validity, ensuring that the constructs are statistically distinct and can be used to test the structural model.

Structural Model and Hypothesis Testing

Initially, to address the measurement model, the existence of collinearity between the constructs was verified using the variance inflation factor (VIF) values, considering values of tolerance equal to or greater than 0.20 and VIF values equal to or less than 5.00 as not indicative of collinearity between the

constructs within the same set (Hair et al., 2021). In compliance with these criteria, none of the constructs in the model presented collinearity problems.

The analysis of the relations between hypotheses and constructs was conducted based on the examination of standardized paths. The significance of the path and the significance levels were estimated using bootstrap resampling (Henseler et al., 2016), with 5000 resampling iterations (Hair et al., 2021). The results are presented in Table 3.

The model explains 83.1% of the variance in Electronic Satisfaction and 56.5% in the Continuity of use of streaming services. The constructs Performance Expectation, Price, Testability, Personal Innovation with p-value <0.01 and the constructs Effort Expectation, Social Influence, Hedonic Motivation, Facilitating Conditions, Reliability with p-value <0.05 were found to be statistically significant in explaining Electronic Satisfaction. Thus, supporting hypotheses H1a, H2a, H3a, H4a, H5a, H6a, H8, H9, and H10. In the opposite situation, the Habit construct is not statistically significant in explaining Electronic Satisfaction (H7a).

On the other hand, the constructs Performance Expectation, Habit with p-value <0.01 and the constructs Price and Hedonic Motivation with p-value <0.05 were found to be statistically significant in explaining the Continuity of use of streaming services, supporting hypotheses H1b, H4b, H5b, H7b. In the opposite situation, the constructs Effort Expectation (H2b), Facilitating Conditions (H3b), and Social Influence (H6b) are not statistically significant in explaining the continuity of use of streaming services.

The effect of the Electronic Satisfaction construct on the Continuity of use of streaming services presents a statistically significant effect with p-value <0.01, thus supporting hypotheses H11. The summarized results are presented in Table 3.

Table 3

Hypothesis Test Results

Hypotheses	Relations	β	P-value	Decision
H1a	Performance Expectation ➡ Electronic Satisfaction with Streaming Services	0.383	<0.01	Supported
H1b	Performance expectation ➡ Continuity of use of Streaming Services	0.127	<0.01	Supported
H2a	Effort Expectancy ➡ Electronic Satisfaction with Streaming Services	0.135	<0.05	Supported
H2b	Effort Expectation ➡ Continuity of use of Streaming Services	0.053	—	Not Supported
H3a	Facilitating conditions ➡ Electronic satisfaction with Streaming Services	0.304	<0.05	Supported
H3b	Facilitating conditions ➡ Continuity of use of Streaming Services	0.058	—	Not Supported
H4a	Price ➡ Electronic Satisfaction with Streaming Services	0.117	<0.01	Supported
H4b	Price ➡ Continuity of use of Streaming Services	0.271	<0.05	Supported
H5a	Hedonic motivations ➡ Electronic satisfaction with Streaming Services	0.209	<0.05	Supported
H5b	Hedonic motivations ➡ Continuity of use of Streaming Services	0.330	<0.05	Supported
H6a	Social Influence ➡ Electronic Satisfaction with Streaming Services	0.234	<0.05	Supported
H6b	Social influence ➡ Continuity of use of Streaming Services	0.037	—	Not Supported
H7a	Habit ➡ Electronic Satisfaction with Streaming Services	0.080	—	Not Supported
H7b	Habit ➡ Continuity of use of Streaming Services	0.430	<0.01	Supported

Hypotheses	Relations	β	P-value	Decision
H8	Testability ➡ Electronic Satisfaction with Streaming Services	0.165	<0.01	Supported
H9	Reliability ➡ Electronic Satisfaction with Streaming Services	0.078	<0.05	Supported
H10	Personal Innovation ➡ Electronic Satisfaction with Streaming Services	0.090	<0.01	Supported
H11	Electronic satisfaction with Streaming Services ➡ Continuity of use of Streaming Services	0.275	<0.01	Supported

DISCUSION OF RESULTS

The results allow us to elaborate on some discussion topics. Firstly, the conceptual model was validated and showed good predictive ability, demonstrating that the UTAUT theory fits well in different contexts. In addition, out of the 18 hypotheses evaluated, only 4 did not present statistical significance, which are:

> *H2b: Effort expectation has a significant influence on the Continuity of use of Streaming Services, confirming the results of previous works by Zhao and Bacao (2020), and Zanetta et al. (2021). The results are not surprising, since mobile applications and digital media have become increasingly popular, and therefore, the learning curve on how to navigate these technologies has evolved; H6b: Facilitating conditions have a significant influence on the Continuity of use of Streaming Services as technical knowledge and resources to use these services are already incorporated into other consumption habits. Thus, ordering a meal through an app and watching a program on streaming services are simple tasks that do not require greater technologies and sophisticated skills. Therefore, for the use of streaming services, facilitating conditions do not seem to be a barrier to the acceptance of this type of service; H3b: Social influence has a significant influence on the Continuity of use of Streaming Services, contradicting the findings of Chen et al. (2018). According to Venkatesh et al. (2003), the role of this construct in technology adoption is under unpredictable influences, becoming a complex and interesting subject of study. A possible justification for this result may be related to the fact that this construct seems to be mainly relevant in the early stages of individual experience (Venkatesh et al., 2003); and H7a: Habit has a significant effect on the Electronic Satisfaction with Streaming Services.*

This result shows that although Liao et al. (2006) and Pinochet et al. (2019) present customer habit as a major predictor of Behavioral Intention, in the case of this research it is inferred that if consumers are already familiar with the technology, this construct loses its significance in relation to Electronic Satisfaction. However, it is emphasized that, just like Venkatesh et al. (2012), the influence relationship of Habit on Use Behavior was significant in this research (H7b), since this construct is associated with learning, which,

therefore, is considered by consumers a facilitator to operationalize the technology (Liao et al., 2006). Together with these results, it is inferred that Facilitating conditions as a predictor of Continuity of use of streaming services was rejected because the availability of necessary resources to perform a specific behavior, such as time, money among others, are not determinants for the consumer to operationalize and use streaming, but influence in relation to their subjective intention, that is, the choice, in acquiring or not the service (Venkatesh et al., 2003), which is supported by hypothesis H6a Facilitating conditions significantly influencing the Electronic Satisfaction of streaming services.

Among the accepted hypotheses, it is observed that Performance expectation presents the greatest impact factor on Electronic Satisfaction (0.383), which means that to offer streaming services it is necessary to pay attention to the degree to which this technology enhances benefits to consumers when using media (audio and video) (Venkatesh et al., 2012), validating hypothesis H1. As consumers value efficiency, music streaming providers should focus on devising ways to increase it (Hampton-Sosa, 2019). This confirms that consumers are willing to use online services, since they can satisfy their needs in terms of adequate service performance, accuracy, usefulness, and stability of these services. These benefits can be associated with Facilitating conditions, which had the second highest impact on Electronic Satisfaction (0.304) and also to Effort expectation (H2), since, probably, the acceptance of the hypothesis referring to this construct indicates that consumers expect few problems when using this technology, which is consistent with the findings of some previous research such as those conducted by Raza et al. (2021) and Samat et al. (2020). Furthermore, for streaming to be considered advantageous technology, it is also necessary for it to be evaluated as beneficial by people important to the consumer, since Social Influence (H3) had a significant impact on Electronic Satisfaction. Price (H4), on the other hand, is another cost/benefit evaluated as significant. As the price value involves a trade-off between perceived sacrifices and perceived benefits (Li & Cheng, 2014), it is crucial to understand what is taken into account by users of music streaming services and from there identify and segment customers, always responding to market changes (Chu & Lu, 2007).

However, it is worth noting that in this regard, the literature points out that streaming services are considered advantageous because they have lower costs than other competing means or channels (Yang et al., 2012). Finally, respondents believe that to achieve Electronic Satisfaction when using streaming services, they need to have some motivation or the usage process must be enjoyable, which is confirmed by hypothesis H5 - Hedonic Motivation. This result is in line with the findings of Hampton-Sosa (2019), highlighting the importance of the role of hedonic benefits in technology acceptance. In this context, some functionalities of streaming services that contribute to their usefulness can also contribute to consumer enjoyment (Hampton-Sosa, 2019).

Thus, it is suggested that the constructs identified as benefits be evaluated by streaming service providers.

Regarding the constructs added to UTAUT2, the variation in Testability was the most significant, explaining 16.5% in Electronic Satisfaction with streaming services at a significance level of 1%, accepting hypothesis H8. This result confirms that for the consumer it is important to learn how a particular service or product works through experimentation in order to reduce

uncertainties (Chemingui & Ben lallouna, 2013). In this sense, the probability of a consumer using streaming services increases when they can test it.

Personal Innovation also had an impact of 9.0% on Electronic Satisfaction with streaming services at a significance level of 1%. This result corroborates with Farooq et al. (2017) and Lu (2014) and accepts hypothesis H10. Therefore, although technology acceptance models provide insights into how adoption intentions are formed, the inclusion of Personal Innovation increases understanding of this process to explain the role of individual characteristics in technology adoption (Agarwal & Prasad, 1998). Furthermore, the results also demonstrate the positive impact of Reliability on Electronic Satisfaction with streaming services, hypothesis H9, reinforcing the need for streaming service platforms to adopt measures to safeguard the security and privacy of users (Rauniar et al., 2014).

The hypothesis that Electronic Satisfaction with streaming services has a significant influence on Continuity of use, in turn, demonstrates that there is a positive relationship between the respective constructs, thus hypothesis H11 is accepted. Satisfaction seems to play an influential role in the intention to continue using streaming services, consistent with previous findings that high levels of satisfaction improve the intention to continue using IT/IS (Hsu & Lin, 2016). This suggests that users who intend to continue using the streaming service first need to perceive the streaming services as providing entertainment, sociability, and informativeness. The resulting satisfaction will drive their continued usage intention. There is an indication that 27.5% of the changes in Electronic Satisfaction with streaming services impact Continuity of use, corroborating with (Venkatesh et al., 2003; 2012).

FINAL REMARKS

The article proposed and tested a theoretical model capable of relating the factors that affect Electronic Satisfaction and Continuity of Use of Streaming Services by Brazilian consumers. The theoretical model presented is unique, as it combines the UTAUT2 model by Venkatesh, Thong, and Xu (2012) with the constructs Reliability from Ganguly et al. (2010), Jarvenpaa et al. (2000), and Pavlou (2003), Testability from Atkinson (2007), and Personal Innovation from Agarwal and Prasad (1998) to explain the Electronic Satisfaction and the continuity of use of streaming services by Brazilian consumers. The research model presented explains 83.1% of the variation in Electronic Satisfaction with streaming services by consumers in the analyzed context and 56.5% of the variation in the Continuity of use of streaming services.

The factors that have a significant influence, explaining Electronic Satisfaction, are Performance expectation, Effort expectation, Social influence, Price, Hedonic motivation, Facilitating conditions, Testability, Reliability, and Personal Innovation. The Habit and Electronic Satisfaction in the continuity of use was also considered significant, which is in line with previous research (Venkatesh et al., 2003; 2012). Another point to note is the magnitude of the impact generated by the constructs Performance expectation (effect of 0.383), Facilitating conditions (effect of 0.304), and Social influence (effect of 0.234) which are higher than those generated by the other constructs that are part of the model related to Electronic Satisfaction. That is, from a managerial point of view, taking actions that address Performance expectation,

facilitating conditions, and Social influence; have a greater impact on the Electronic Satisfaction of streaming service users.

These results can guide managerial actions. Despite the variation, the Satisfaction construct is largely explained (R^2 = 83.1%) by exogenous variables and the Continuity of use is moderately explained (R^2 = 56.5%) from a conceptual theoretical point of view. Thus, it is pertinent to continue investigations, in order to identify which other variables can be added to the current model, in order to improve the explanation degree of the model, certainly keeping care with the model's parsimony.

As initial expectations, theoretical and practical contributions stand out in this work. Regarding theoretical implications, the results contribute to the literature on information systems applied to new businesses and communication mediated by the evolution of information and communication technologies in different ways. Firstly, this research may be the first to access the antecedents of Electronic Satisfaction and continued use of streaming services. Understanding this phenomenon is important for further theorization of human behaviors in increasingly digital and competitive business environments.

The results of the study provide empirical support for the use of UTAUT2 in the context of streaming service use, confirming its validity to explain Electronic Satisfaction, suggesting that UTAUT2 is valuable for explaining the use of information technology in consumption contexts. Furthermore, this research contributes to the development of an important theory, capable of benefiting research on streaming service business models.

Although this research has provided relevant insights into the adoption and use of streaming services and the validity of the UTAUT2 model for this technology, it also contains some limitations. Firstly, the data were obtained through a convenience sample of users from only one socioeconomic context, Brazil, which, in turn, could negatively reflect on the generalization of the results to other countries. In addition, the results are associated with the current situation of streaming services in the Brazilian context, that is, the research is based on cross-sectional data, which restricts its evaluation over time. Therefore, more tests would be necessary in future periods and, subsequently, a longitudinal comparison. This concern with the analyzed period is due to the fact that the predisposition, beliefs, and awareness of consumers regarding the use of technologies are more likely to change over time (Agarwal & Karahanna, 2000).

Thus, based on these limitations, it is suggested that future research on streaming services use UTAUT2 as well as add other factors to the model, as was done in this research, to identify and evaluate the impact of constructs on Electronic Satisfaction and continued use in other contexts and in different periods so that longitudinal analyzes can be performed, since piracy in the phonographic and cinematographic industry is still a major threat to the streaming business model. Thus, further studies on the antecedents of ethical consumption behaviors in the segment could help map usage motivations of underground alternatives and, thus, support decisions to protect regulated companies, as well as use this information to create campaigns that try to inhibit the use of such alternatives among the target audience.

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APENDIX

Appendix A.

Items and measurement source

Construct	Items	Sources
Performance Expectation	ED1: The streaming service adds value to my movie-watching and/or music-listening behavior.	Venkatesh et al. (2012)
	ED2: I consider the streaming service to be useful to me.	
	ED3: The streaming service gives me access to a lot of movies, series and music.	
	ED4: The streaming service gives me access to the latest movies, series and music.	
	ED5: The streaming service allows me to get movies, series and music in high audio and video quality.	
Effort Expectancy	EE1: Using the streaming service is easy to learn.	Venkatesh et al. (2012)
	EE2: The streaming service is clear and understandable to use.	
	EE3: One of the advantages of the streaming service is its ease of use.	
Social Influence	IS1: People who are important to me think I should use the streaming service.	Venkatesh et al. (2012)
	IS2: People who influence my behavior think I should use the streaming service.	
	IS3: People whose opinion I value think I should use the streaming service.	
	IS4: I consider it important that I can watch movies, series and music that my friends watch.	
Facilitating Conditions	CF1: I have the necessary resources (time, money, computer, cell phone, Internet access, etc.) to use the streaming service.	Venkatesh et al. (2012)
	CF2: I have the necessary knowledge to use the streaming service.	
	CF3: I can get help from other people if I have difficulty using the streaming service.	
	CF4: The streaming service offers help, through communication channels with the user, with the difficulties and problems I encounter when using the service.	
	CF5: With the streaming service, I can easily find my favorite series, movies and music.	
	CF6: It's important to me that the streaming service remembers where I left off watching a series, movie or song.	
	CF7: I think it's important that the streaming service recommends movies, series, etc.	
Hedonic Motivation	MH1: Using the streaming service is fun.	Venkatesh et al. (2012)
	MH2: Using the streaming service is enjoyable.	
	MH3: Using the streaming service is stimulating.	
	MH4: I like using streaming services to watch movies, series, music or other types of media.	
Habit	HA1: Using streaming services has become a habit for me.	Venkatesh et al. (2012)
	HA2: I'm addicted to using streaming services.	
	HA3: I feel obliged to use the streaming service.	
	HA4: Using the streaming service has become normal for me.	
Price	PR1: The price of the streaming service charged monthly is reasonable.	Venkatesh et al. (2012)
	PR2: The streaming service is good value for money.	
	PR3: The streaming service is a good product for the current price.	

Construct	Items	Sources
Continuity of Use of Streaming Services	CU1: I intend to continue using the streaming service in the future.	Venkatesh et al. (2012)
	CU2: I intend to continue using the streaming service frequently.	
	CU3: I recommend that others use the streaming service.	
Electronic satisfaction with streaming services	ST1: I am generally satisfied with the streaming services I use.	Wang, Tseng, Wang, Shih, & Chan (2019)
	ST 2: I am very satisfied with the streaming services I use.	
	ST3: I am happy with the streaming services I use.	
	ST4: I am satisfied with the way streaming services carry out transactions.	
	ST5: Overall, I am satisfied with the streaming services I use.	
Testability	TE1: A free trial period was important in my decision to buy the streaming service.	Atkinson (2007)
	TE2: A free trial period was important in my decision to try the streaming service.	
	TE3: If there is a free trial period, I am more interested in trying the streaming service.	
Reliability	CO1: I trust the streaming service to keep my profile information confidential.	Pavlou (2003)
	CO2: The streaming service provides security for my posts and choices.	
	CO3: The streaming service provides security for my profile.	
	CO4: I feel secure about my posts / choices with the streaming service.	
Personal innovation Construct	IP1: I like to try out new products/services that have innovative technologies.	Agarwal & Prasad (1998)
	IP2: Among my friends, I'm usually the first to try new products/services that have innovative technologies.	
	IP3: If I heard about new products/services that have innovative technologies, I would look for ways to use them.	

NOTES

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