-RESEARCH ARTICLE-

SKIP THE INTRO, BUT DON'T SKIP NETFLIX: WHAT DRIVES TURKISH YOUTH'S CONTINUATION INTENTION?

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Abstract

This study examines the factors influencing the subscription continuation intentions of young Netflix users in Türkiye, focusing on five key determinants: convenient navigability, binge-watching, entertainment, relaxation, and social interaction. Using a quantitative research design with data collected from 231 participants, the findings reveal that binge-watching and entertainment significantly impact continuation intentions. These results underscore the central role of content consumption and emotional gratification in retaining users. Conversely, convenient navigability, relaxation, and social interaction were not found to have statistically significant effects. The findings highlight the importance of delivering engaging, high-quality, and binge-worthy content to maintain user loyalty. This aligns with the Uses and Gratifications Theory, emphasizing how digital media consumption behaviors are shaped by individual motivations and gratifications. Academically, the study contributes to the understanding of media consumption behaviors in a culturally specific context, extending theoretical constructs to new settings. Practically, the results suggest that OTT platforms should prioritize localized content production, tailored marketing strategies, and enhanced binge-watching experiences to cater to culturally diverse audiences effectively. Although factors such as ease of navigation and social interaction showed limited direct influence, platforms could still enhance usability features and facilitate online discussions to improve the overall user experience. The study also opens avenues for future research to explore longitudinal models and alternative factors such as personalized recommendations, content diversity, and competition among platforms, which could provide a more comprehensive understanding of user behavior in evolving digital environments.

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İNTROYU GEÇ, AMA NETFLİX'İ GEÇME: TÜRK GENÇLERİNİN DEVAM NİYETİNİ NE ŞEKİLLENDİRİYOR?[2]

Öz

Bu çalışma, Türkiye'deki genç kullanıcıların Netflix platformunu kullanmaya devam etme niyetlerini etkileyen beş temel faktörü (kullanım kolaylığı, arka arkaya izleme, eğlence, rahatlama ve sosyal etkileşim) incelemektedir. Menon'un (2022) modelinin Türkiye bağlamına uyarlanmasıyla 231 katılımcıdan elde edilen verilere dayanan bu araştırma, arka arkaya izleme ve eğlence değişkeninin gençlerin devam niyeti üzerinde anlamlı bir etkisi olduğunu ortaya koymuştur. Buna karşılık, kullanım kolaylığı, rahatlama ve sosyal etkileşim faktörlerinin istatistiksel olarak anlamlı bir etkisi bulunmamıştır. Bulgular, kullanıcı bağlılığını sürdürmede içerik odaklı stratejilerin önemini vurgulamakta ve Kullanımlar ve Doyumlar Teorisi ile uyumlu bir çerçeve sunmaktadır. Çalışma, hem akademik hem de pratik çıkarımlar sunmaktadır. Akademik olarak, teorik modelleri yeni bir kültürel bağlamda doğrulamakta ve dijital medya tüketim davranışlarına yönelik literatüre katkı sağlamaktadır. Pratik açıdan, OTT platformlarının yerelleştirilmiş içerik üretimine, hedefe yönelik pazarlama stratejilerine ve yoğun medya tüketimini teşvik eden deneyimlere öncelik vermesi gerektiğini önermektedir. Gelecek araştırmalarda, kişiselleştirilmiş öneriler, içerik çeşitliliği ve platformlar arası rekabet gibi değişkenlerin uzunlamasına modellerle incelenmesi, dinamik dijital ortamlarda kullanıcı davranışlarının daha kapsamlı anlaşılmasını sağlayabilir.

Anahtar Kelimeler: *Kullanım Kolaylığı, Arka Arkaya İzleme, Rahatlama, Devam Niyeti, Netflix.*

JEL Kodları: *M31, M37, D91.*

"Bu çalışma Araştırma ve Yayın Etiğine uygun olarak hazırlanmıştır."

1. INTRODUCTION

The rapid digital transformation and the rise of over-the-top (OTT) platforms like Netflix have transformed media consumption habits globally. These platforms have gained immense popularity among diverse demographics, especially the youth, who are drawn to their convenience, personalized experiences, and diverse content libraries. With the intensifying competition in the OTT industry, understanding the factors that drive subscription renewal intentions has become crucial for ensuring long-term user loyalty and organizational success. Netflix, as a leading global OTT platform, currently serves over 230 million subscribers across 190 countries (Netflix, 2024). Its diverse content offerings range from original series and films to localized productions tailored to regional tastes. In Türkiye, Netflix has achieved remarkable success, boasting approximately 2 million active subscribers as of 2024 (Statista,

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[2] Genişletilmiş Türkçe Özet, makalenin sonunda yer almaktadır.

2024). The platform's investments in Turkish original productions, such as The Protector, The Gift, and Ethos, have significantly enhanced its local appeal. This not only resonates with Turkish audiences but also elevates Turkish content to global prominence, aligning with Kuyucu's (2014) findings that Turkish viewers prioritize locally relevant content for their entertainment needs (Fortune Business Insights, 2024). By strategically blending global reach with localized offerings, Netflix has managed to capture a significant share of the Turkish market, showcasing how tailored content can cater to regional preferences while appealing to international audiences.

The COVID-19 pandemic marked a pivotal moment for OTT platforms such as Netflix, Disney+, Amazon Prime Video, and HBO Max, as global lockdowns confined people to their homes and fueled an unprecedented surge in demand for digital entertainment. During this period, Disney+ achieved a remarkable milestone, reaching 100 million subscribers within just 16 months of its launch—a feat that took Netflix nearly a decade to accomplish (Demand Sage, 2024). Similarly, Amazon Prime Video experienced significant growth, leveraging its bundled benefits and strategic focus on regional content to attract a diverse subscriber base (Cognitive Market Research, 2024). This rapid expansion highlighted a major shift in consumer behavior. Traditional television saw a sharp decline as audiences gravitated toward on-demand streaming for entertainment, news, and even social connection, further solidifying the dominance of digital platforms (The Business Research Company, 2024). These trends align with Hou et al.'s (2019) findings that social interaction and entertainment are key factors influencing continuous viewing behaviors on streaming services. Overall, the pandemic not only accelerated the growth of OTT platforms but also reshaped media consumption habits, underscoring the importance of personalized content and innovative engagement strategies in retaining viewers in a highly competitive landscape. This transition signals the gradual erosion of traditional television's dominance, often referred to as "cord-cutting." According to industry reports, linear TV viewing dropped by over 30% globally between 2020 and 2024, while OTT platforms captured a significant share of the advertising and content distribution market (Statista, 2024; Technavio, 2024). The flexibility, interactivity, and personalized nature of streaming services have rendered the rigid programming schedules of traditional TV obsolete, particularly among younger audiences. For Turkish youth, who represent a digitally native demographic, OTT platforms have become the primary medium for media consumption, driven by factors such as binge-watching culture, tailored recommendations, and the availability of local content (Expert Market Research, 2024).

This study examines the subscription continuation intentions of Turkish youth, a culturally distinct demographic with unique media consumption patterns, in the context of Netflix. Subscription continuation intention refers to users' willingness to sustain their engagement with a service over time. It goes beyond immediate satisfaction to encompass loyalty, perceived future value, and emotional connection with the platform. Understanding these intentions is crucial, as they serve as a key predictor of long-term platform success. While existing research identifies factors such as user satisfaction and perceived benefits as significant influences on continuation intention, this study aims to delve deeper by analyzing the interplay of

five critical determinants: convenient navigability, binge-watching behavior, entertainment value, relaxation, and social interaction. These factors, grounded in the Uses and Gratifications Theory and supported by empirical studies, have been adapted to align with the preferences and behaviors of Turkish youth. The study adopts a quantitative research design, applying a culturally adapted framework based on Menon (2022). This approach allows for a focused exploration of the Turkish context, aiming to generate actionable insights for digital streaming platforms striving to enhance user retention in Türkiye. Beyond its practical implications, the research contributes to the broader digital media literature by validating and extending theoretical constructs in a novel cultural setting, offering a deeper understanding of user behavior within the rapidly evolving digital entertainment landscape. This study is guided by the following research question:

RQ: What factors influence Turkish youth's continuation intentions on Netflix?

2. THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

2.1. Continuation Intention

Continuation intention, a critical concept in user behavior research, reflects users' likelihood to continue engaging with a platform over time. In the competitive OTT ecosystem, this intention extends beyond immediate satisfaction, signifying loyalty and long-term engagement, both vital for sustained growth. Drawing on Expectation Confirmation Theory (ECT), continuation intention arises when platforms meet or exceed user expectations, such as uninterrupted streaming, intuitive interfaces, and personalized recommendations (Bhattacherjee, 2001). Functional benefits, like access to high-quality, diverse content, and emotional benefits, such as relaxation, entertainment, and nostalgia, significantly influence user retention (Kim et al., 2007). Factors such as convenient navigability, the need to stay informed in social environments, and entertainment also play a crucial role in shaping continuation intention. For example, users may continue engaging with an OTT platform to ensure they do not miss trending shows or discussions in their social circles, while seamless navigation enhances the overall user experience, encouraging longer usage (Menon, 2022). Platforms like Netflix not only retain users with a robust content library but also by anticipating future user needs, offering features like original programming and seamless multi-device compatibility. Similarly, Disney+ captures users through its exclusive content and emotional resonance with family-oriented programming. Key factors shaping continuation intention include content quality, platform usability, and personalization, with proactive measures like regular content updates, investments in cutting-edge features, and the use of analytics to predict user preferences enhancing engagement. Moreover, aspects such as offline viewing, responsive customer support, and buffering-free streaming add value, building trust and loyalty (Gefen et al., 2003; Venkatesh et al., 2012). Understanding and optimizing continuation intention is crucial for OTT platforms to maintain relevance. By addressing evolving user expectations and delivering consistent, high-quality experiences, platforms can secure a competitive edge. Retention strategies grounded in theoretical insights like ECT

enable providers to craft personalized, adaptive services that foster satisfaction and ensure long-term user commitment in an increasingly crowded digital entertainment market.

2.2. Hypothesis Development

2.2.1. Convenient Navigability and Continuation Intention

Convenient navigability refers to the ease, efficiency, and intuitiveness with which users access and navigate a platform. This concept aligns with user-centered design principles, emphasizing the importance of hyperlink structures and platform design in facilitating seamless navigation experiences. Enhanced navigability reduces cognitive load and frustration, thereby improving user satisfaction and engagement (Fang et al., 2012). Core aspects include layout coherence, logical organization, structural consistency, and efficient navigation tools (Palmer, 2002). The influence of navigability on continuation intention is critical, especially for digital platforms. Research indicates that user-friendly navigation systems decrease the effort required to accomplish tasks, boosting user satisfaction and loyalty (Menon, 2022). Additionally, empirical findings highlight that well-structured hyperlink systems and coherent designs promote user retention (Zhang et al., 2006). These factors collectively encourage users to maintain long-term engagement. Based on these insights, the following hypothesis is proposed:

H1: Convenient navigability positively influences users' continuation intention.

2.2.2. Binge-Watching and Continuation Intention

Binge-watching, characterized by consuming multiple episodes or content pieces in a single sitting, has become prevalent in the digital media era. Platforms like Netflix, through season-based release models, encourage this behavior, enabling uninterrupted narrative immersion (Panda and Pandey, 2017; Starosta and Izydorczyk, 2020). Binge-watching fulfills psychological needs such as entertainment, stress relief, and escapism. However, excessive consumption may result in negative effects like dependency and reduced social interaction (Schweidel and Moe, 2016). This dual nature of binge-watching influences continuation intention. While it enhances engagement by fulfilling emotional needs, it may also create behavioral dependencies (Anghelcev et al., 2021). Users drawn to immersive content are more likely to maintain platform loyalty. Based on these findings, the following hypothesis is proposed:

H2: Binge-watching positively influences continuation intention.

2.2.3. Entertainment and Continuation Intention

Entertainment, as a primary motivator for media consumption, fulfills users' desires for relaxation, emotional gratification, and leisure. Digital platforms excel at catering to these needs, offering diverse and personalized content that appeals to broad preferences (Muntinga et al., 2011). In the OTT context, entertainment is pivotal to fostering continuation intention. Platforms delivering engaging, high-quality content significantly enhance user loyalty and long-term engagement (Menon, 2022). Moreover, personalization features amplify entertainment value, making these

platforms indispensable for users (Yaprak and Cengiz, 2023). Thus, the following hypothesis is proposed:

H3: Entertainment positively influences continuation intention.

2.2.4. Relaxation and Continuation Intention

Relaxation, defined as disengagement from stress to achieve mental ease, is a fundamental driver of media consumption. OTT platforms are well-suited to meet this need, offering content that distracts users from stress and promotes mental rejuvenation (Whiting and Williams, 2013). Uses and Gratifications Theory identifies relaxation as a core motivator for sustained media use. Studies demonstrate that relaxing content fosters positive emotional connections with platforms and strengthens continuation intention. For example, Menon (2022) highlights relaxation's role in driving user loyalty to OTT platforms, while Thelwall (2017) finds that stress-reducing content significantly enhances user retention. Based on these insights, the following hypothesis is proposed:

**H4:** Relaxation positively influences continuation intention.

2.2.5. Social Interaction and Continuation Intention

Social interaction encompasses individuals' efforts to maintain relationships, build social bonds, and engage with communities, often facilitated by digital platforms. OTT platforms and social media enable users to share content, participate in discussions, and engage in communal activities (Hwang, 2024). According to Uses and Gratifications Theory, social interaction is a key motivator for media consumption. Platforms that support social engagement foster a sense of community, enhancing loyalty and continuation intention (Menon, 2022). Active user participation, such as content sharing and real-time discussions, deepens social bonds and reinforces platform loyalty (Hall, 2016). Based on these insights, the following hypothesis is proposed:

H5: Social interaction positively influences continuation intention.

Figure 1 illustrates the research model displaying the hypotheses proposed above, which were previously tested by Menon (2022) with a different sample.

Figure 1: Proposed Research Model
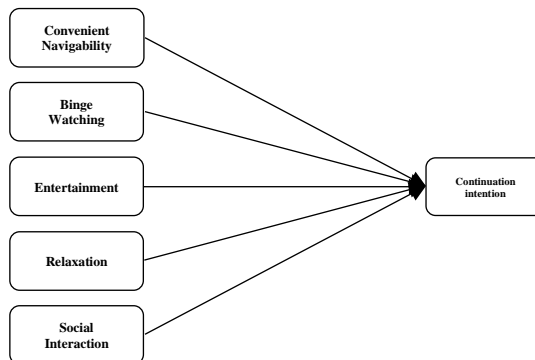
3. METHODOLOGY

3.1. Research Design

This study employs a quantitative research design to explore the subscription continuation intentions of Turkish youth in relation to Netflix. Drawing on a model adapted from Menon (2022), the research investigates the effects of five key factors: convenient navigation, binge-watching, entertainment, relaxation, and social interaction. The study customizes Menon's original framework to reflect the specific preferences and behaviors of Turkish youth, ensuring its relevance to the target demographic. The inclusion or adaptation of these constructs was guided by expert recommendations from marketing professionals and the researcher's contextual insights, ensuring a balance between theoretical robustness and practical applicability. Data for the study were collected through face-to-face surveys conducted over a 10-day period, from December 11 to December 21, 2024. A sample of 231 Turkish youth was recruited using convenience sampling, chosen for its cost-effectiveness and ability to access participants from diverse regional and cultural backgrounds. While this non-random sampling method limits generalizability, it is well-suited for exploratory research aimed at uncovering behavioral patterns within specific populations. The model examines the direct impact of the independent variables—convenient navigation, binge-watching, entertainment, relaxation, and social interaction—on the dependent variable, subscription continuation intention. Each variable was measured using validated survey instruments that were culturally and linguistically adapted for the Turkish context. The constructs were selected based on their prominence in existing literature and their relevance to the media consumption habits of the target audience. This research aims to uncover the key motivations driving Turkish youth to continue their Netflix subscriptions. The findings are expected to provide actionable insights for digital streaming platforms seeking to enhance user retention strategies within this demographic. Additionally, the study contributes to the broader field of digital media research by validating and extending Menon's (2022) model in a novel cultural setting. By highlighting the unique factors that influence subscription continuation among Turkish youth, the study offers both theoretical and practical implications for understanding user behavior in the rapidly evolving digital entertainment landscape. As Steiner (2017) notes, digital platforms have redefined traditional television habits, with binge-watching and on-demand features emerging as key motivators for platform engagement.

3.2. Measurement Tools

The study employs a survey to measure continuation intention, convenient navigability, binge watching, entertainment, relaxation, and social interaction, alongside collecting demographic information about participants. Each construct is measured using items adapted from Menon (2022) and subsequently translated into Turkish for the purpose of this study. All items for these constructs are measured using a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). Table 1 presents the items for these Likert-type scales along with their corresponding codes.

Table 1. Measurement Items

Construct	Code	Statement
Convenient Navigability	**CN1**	I can pause, rewind, and watch videos on Netflix.
	CN2	I can navigate and filter content on Netflix.
	CN3	I can watch Netflix productions at my own pace and time.
	CN4	Netflix offers me a personalized viewing experience.
	CN5	Netflix has made TV viewing practical.
	CN6	Netflix has made TV viewing easier.
Binge Watching	**BW1**	Netflix allows me to watch all episodes of a show at once.
	BW2	Netflix provides an uninterrupted viewing experience.
	BW3	Netflix offers a seamless viewing experience.
	BW4	Netflix is ad-free.
	BW5	Netflix provides a better viewing experience than traditional TV.
Entertainment	**ENT1**	The content on Netflix is exciting.
	ENT2	The content on Netflix is engaging.
	ENT3	The content on Netflix entertains me.
	ENT4	The content on Netflix is interesting.
Relaxation	**RLX1**	Netflix gives me an opportunity to relax.
	RLX2	Netflix helps me unwind.
	RLX3	Netflix helps me escape from stress and tension.
Social Interaction	**SI1**	Watching Netflix content allows me to discuss shows with my friends and circle.
	SI2	Watching Netflix content helps me participate in group discussions.
	SI3	Watching Netflix content enables me to talk with others about trending shows.
Continuation Intention	**CI1**	I intend to continue using Netflix and not stop using it.
	CI2	I prefer to continue using Netflix over other alternatives.
	CI3	I will keep using Netflix in the future.

3.3. Data Analysis Approach

The study utilized Partial Least Squares Structural Equation Modeling (PLS-SEM) as the primary method for data analysis, conducted through the SmartPLS software. This analytical approach was selected due to its proven capability in managing complex relationships among variables, including both binary and continuous metrics. PLS-SEM is particularly suited for exploratory research and has been validated in prior studies for its effectiveness in examining intricate interactions between diverse constructs (Hair et al., 2019). The methodology was structured into two main stages:

- Measurement Model Assessment: This step focused on assessing the reliability, validity, and internal consistency of the constructs to ensure the robustness of the scales used in the study.
- Structural Model Assessment: This phase tested the hypothesized relationships between variables and evaluated the overall model fit, including potential moderating effects.

To enhance the reliability and accuracy of the findings, the bootstrapping technique was employed with 5,000 resamples. This approach is well-regarded for generating reliable estimates of path coefficients and their statistical significance, thereby ensuring the robustness of the results (Henseler et al., 2009). The use of PLS-SEM provided a comprehensive framework for examining both measurement and structural models, making it an optimal choice to address the research objectives.

4. RESULTS

4.1. Measurement Model Evaluation

4.1.1. Reliability and Internal Consistency

The reliability and internal consistency of the constructs were evaluated using Cronbach's Alpha and Composite Reliability (CR). Cronbach's Alpha assesses the internal consistency among the indicators of a construct, while Composite Reliability measures the reliability of the construct itself. According to Hair et al. (2019), values exceeding 0.70 for Cronbach's Alpha and CR are deemed acceptable, indicating that the constructs exhibit sufficient internal consistency.

Table 2. Reliability, Internal Consistency and Convergent Validity

Construct	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Convenient Navigability	0.821	0.880	0.653
Binge Watching	0.799	0.869	0.624
Entertainment	0.918	0.942	0.803
Relaxation	0.854	0.910	0.772
Social Interaction	0.884	0.928	0.812
Continuation Intention	0.851	0.909	0.771

All constructs in the study have Cronbach's Alpha values ranging from 0.799 to 0.918 and CR values between 0.869 and 0.942, demonstrating strong internal consistency and reliability. These results confirm the robustness and reliability of the measurement scales used in the research. Convergent validity was assessed through the Average Variance Extracted (AVE), which measures the proportion of variance captured by the construct indicators relative to the variance due to measurement error. Fornell and Larcker (1981) recommend a threshold of 0.50 or higher for AVE to establish adequate convergent validity. The AVE values for the constructs ranged from 0.624 to 0.812, all exceeding the minimum threshold of 0.50. This confirms that the constructs capture sufficient variance from their respective indicators, providing evidence of strong convergent validity. The combined results for Cronbach's Alpha, Composite Reliability, and Average Variance Extracted demonstrate that the measurement model is both reliable and valid. These findings suggest that the constructs are well-measured and sufficiently capture the theoretical concepts they are intended to represent. This ensures the robustness of the study's measurement framework.

4.1.2. Discriminant Validity Assessment

Discriminant validity was evaluated using both the HTMT ratio and the Fornell-Larcker criterion. The HTMT ratio compares the correlations between indicators across constructs, with values below the threshold of 0.85 indicating satisfactory discriminant validity (Henseler et al., 2016; Ecevit and Duman, 2022). The Fornell-Larcker criterion assesses discriminant validity by comparing the square root of the AVE of each construct with its correlations with other constructs, where the square root of the AVE should be greater than the correlations.

Table 3: HTMT Ratios for Discriminant Validity Assessment

Constructs	BW	CI	CN	ENT	RLX	SI
BW	-	0.618	0.797	0.599	0.689	0.580
CI	-	-	0.534	0.611	0.454	0.514
CN	-	-	-	0.645	0.557	0.485
ENT	-	-	-	-	0.644	0.589
RLX	-	-	-	-	-	0.643
SI	-	-	-	-	-	-

The HTMT results confirm that discriminant validity is satisfied, as all values are below the threshold.

Table 4: Fornell-Larcker Criterion for Discriminant Validity Assessment

Constructs	BW	CI	CN	ENT	RLX	SI
BW	0.790	0.536	0.646	0.509	0.563	0.478
CI	0.536	0.878	0.487	0.557	0.409	0.465
CN	0.646	0.487	0.808	0.574	0.477	0.448
ENT	0.509	0.557	0.574	0.896	0.558	0.581
RLX	0.563	0.409	0.477	0.558	0.878	0.514
SI	0.478	0.465	0.448	0.581	0.514	0.901

The Fornell-Larcker results confirm that discriminant validity is established, as the square roots of the AVE for each construct exceed their respective correlations with other constructs.

4.1.3. Model Explanation and Model Fit

The R^2 value for CI is 0.410, indicating that the model explains 41% of the variance in Continuation Intention. This reflects a moderate level of explanatory power (Hair et al., 2019). Model fit was assessed using SRMR and other indicators. The SRMR value is 0.079, which is close to the acceptable threshold of 0.08, confirming a good fit.

4.2. Structural Model Assessment

4.2.1. Hypotheses Testing

Path coefficients, t-values, and p-values were calculated to evaluate the hypothesized relationships in the structural model. The results are presented in Table 5.

Table 5: Hypotheses Testing Results

Hypothesis	Path Coefficient (β)	t-value	p-value	Result
BW → CI	0.277	2.273	0.012	Supported
CN → CI	0.087	0.524	0.300	Not Supported
ENT → CI	0.305	1.776	0.038	Supported
RLX → CI	-0.026	0.186	0.426	Not Supported
SI → CI	0.130	0.918	0.179	Not Supported

The hypothesis testing results offer valuable insights into the relationships between independent constructs and the dependent construct, Continuation Intention (CI). The evaluation was conducted using the Path Coefficient (β), t-value, and p-value thresholds, with hypotheses considered supported if the p-value was below 0.05, indicating statistical significance. The findings revealed that Binge Watching (BW) had a positive and statistically significant relationship with CI ($\beta = 0.277$, $t = 2.273$, $p = 0.012$), suggesting that binge-watching behavior significantly impacts users' continuation intention. Conversely, Convenient Navigability (CN) showed no statistically significant relationship with CI ($\beta = 0.087$, $t = 0.524$, $p = 0.300$), implying that navigational convenience does not strongly influence continuation intention. Similarly, while Entertainment (ENT) demonstrated a positive and statistically significant effect on CI ($\beta = 0.305$, $t = 1.776$, $p = 0.038$), highlighting its role as a significant driver, Relaxation (RLX) had a negative but statistically insignificant relationship ($\beta = -0.026$, $t = 0.186$, $p = 0.426$), indicating no direct impact on CI. Finally, Social Interaction (SI) was found to have no significant effect on continuation intention ($\beta = 0.130$, $t = 0.918$, $p = 0.179$), suggesting it is not a major determinant. These findings collectively shed light on the varying influences of different constructs on continuation intention.

4. CONCLUSIONS

This study examined the influence of five key factors—ease of navigation, binge-watching, entertainment, relaxation, and social interaction—on the intention of young users in Türkiye to continue using the Netflix platform. The findings reveal that "binge-watching" and "entertainment" have statistically significant effects on continuance intention. Conversely, the variables "ease of navigation," "relaxation," and "social interaction" were not found to have statistically significant effects on continuance intention. By identifying content-driven and binge-watching-promoting features as the primary determinants of platform preference among young users in Türkiye, this study contributes to the existing literature.

The findings align with prior studies that highlight the increasing significance of binge-watching behavior in digital streaming platforms (Panda and Pandey, 2017; Starosta and Izydorczyk, 2020). Binge-watching is associated with factors such as "immersion in storylines" and "sequential availability of episodes," and this study observed similar effects, particularly on young users. The significance of the entertainment factor corresponds to the Uses and Gratifications Theory, emphasizing

emotional satisfaction and pleasure as fundamental functions of media (Muntinga et al., 2011).

On the other hand, compared to findings by Lin and Lu (2011), which emphasized social interaction as a critical driver of engagement in social networking sites, the relatively lower significance of social interaction on continuance intention in OTT platforms suggests a shift in user priorities toward content-centric experiences. Similarly, while Venkatesh et al. (2003) highlighted perceived ease of use as a foundational factor in technology adoption, the lack of a direct effect in this study implies that OTT platforms may prioritize immersive content consumption over utilitarian usability factors.

Academic Implications

- Cultural Context and Content Analysis: This study is based on data from Türkiye, emphasizing the role of local productions and cultural codes in shaping binge-watching and entertainment behavior. Future research could test similar models in other countries to explore how cultural differences influence these factors more comprehensively.
- Alternative Variables: Relaxation and social interaction were not as impactful as expected. Investigating their indirect effects or mediator roles may yield different insights. Future studies could incorporate variables such as "content diversity," "innovativeness," "personalized recommendation algorithms," and "inter-platform competition" into their models.
- Longitudinal Studies: This research employed a cross-sectional design. Time-series or panel data studies could provide deeper insights into how and under what conditions users' platform preferences change over time. This approach could allow for a more dynamic understanding of the determinants of continuance intention.

Practical Implications

- Investment in Content and Promotion of Binge-Watching: The findings highlight entertainment and binge-watching as primary motivations for users. Digital streaming platforms should invest in compelling and immersive content, such as series and documentaries designed for back-to-back viewing, to engage viewers for extended periods.
- Targeted Marketing Strategies: In culturally and linguistically diverse markets like Türkiye, local content production and marketing are critical. Tailored advertising campaigns should focus on local themes, cultural elements, and popular trends that resonate with the target audience.
- Platform Design and Additional Features: Although ease of navigation was not a significant factor in this study, enhancing user experience remains vital in the highly competitive OTT ecosystem. Features such as personalized watchlists and viewing history-based recommendations could further enrich platform usability.
- Social Sharing Features: While social interaction had limited direct impact, it may contribute indirectly to user experience. Platforms should consider

adding features that enable users to discuss or share content online, as well
as integrating social media sharing functionalities.

Limitations and Future Research

This research relied on a convenience sampling method with 231 participants, which
limits the generalizability of the findings to broader populations. Moreover, the
relationships between variables were analyzed using cross-sectional data, leaving
temporal changes unexplored. Future studies could employ diverse data collection
methods (e.g., mixed online and offline approaches, panel data) and longitudinal
designs to examine how continuance intention evolves over time on OTT platforms.
Additionally, given the increasing competition in the digital streaming market,
examining users' platform-switching behaviors or tendencies toward "multi-platform
usage" could enable the development of more comprehensive models.

In conclusion, this study highlights the pivotal role of binge-watching and
entertainment in shaping the intention of young users in Türkiye to continue using
Netflix, offering significant contributions to the existing literature. In an increasingly
competitive digital platform environment, producing and marketing original,
engaging, and binge-worthy content emerges as a key strategy for user retention.
Academically, the validation of the Uses and Gratifications Theory within the Turkish
context opens new avenues for cross-cultural comparison studies. Practitioners can
achieve sustainable competitive advantage by aligning content strategies and platform
experiences with users' binge-watching and entertainment needs. Continuous content
innovation, targeted marketing, platform design, and sensitivity to local dynamics
remain strategically significant.

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1. GİRİŞ

Hızla gerçekleşen dijital dönüşüm ve Netflix gibi over-the-top (OTT) platformlarının
yükselişi, küresel medya tüketim alışkanlıklarını köklü bir şekilde değiştirmiştir. Bu
platformlar, kullanıcılarına sundukları kolaylık, kişiselleştirilmiş deneyimler ve
zengin içerik kütüphaneleri sayesinde özellikle gençler arasında büyük bir popülerlik
kazanmıştır. OTT endüstrisinde rekabetin giderek yoğunlaşmasıyla birlikte, abonelik
yenileme niyetlerini etkileyen faktörleri anlamak, uzun vadeli kullanıcı sadakatini
sağlamak ve kurumsal başarıyı garantilemek için kritik hale gelmiştir.

Netflix, 190 ülkede 230 milyondan fazla aboneye hizmet veren lider bir OTT
platformu olarak öne çıkmaktadır (Netflix, 2024). Platform, orijinal diziler ve
filmlerden yerel içeriklere kadar uzanan geniş bir içerik yelpazesi sunmaktadır.
Türkiye özelinde, 2024 itibarıyla yaklaşık 2 milyon aktif aboneye ulaşarak önemli bir
başarı elde etmiştir (Statista, 2024). Netflix'in The Protector, The Gift ve Ethos gibi
Türk yapımlarına yaptığı yatırımlar, platformun yerel cazibesini artırmış, aynı

zamanda Türk içeriklerinin küresel ölçekte tanınmasına katkıda bulunmuştur. Bu durum, Kuyucu'nun (2014) Türk izleyicilerin eğlence ihtiyaçlarını karşılarken yerel içeriklere öncelik verdiklerini belirten bulgularıyla da uyumludur.

COVID-19 pandemisi, Netflix, Disney+, Amazon Prime Video ve HBO Max gibi OTT platformları için önemli bir dönüm noktası olmuştur. Pandemi sırasında insanlar evlerinde kalmaya zorlanmış ve dijital eğlenceye olan talep olağanüstü bir şekilde artmıştır. Bu süreçte Disney+, lansmanından sadece 16 ay sonra 100 milyon aboneye ulaşmış ve bu başarı, Netflix'in aynı abone sayısına ulaşmak için geçen yaklaşık on yıllık süresinden çok daha kısa olmuştur (Demand Sage, 2024). Bu değişimler, tüketici davranışlarında büyük bir dönüşümün işaretidir; geleneksel televizyon izleme oranları düşerken, izleyiciler eğlence, haber ve sosyal bağlantılar için talep üzerine içerik sunan platformlara yönelmiştir.

Bu çalışmada, Türkiye'deki genç kullanıcıların Netflix platformunu kullanmaya devam etme niyetleri incelenmektedir. Devam niyeti, bir kullanıcının bir hizmetle etkileşimlerini uzun vadede sürdürme isteğini ifade eder. Bu kavram, sadece anlık memnuniyeti değil, aynı zamanda platforma duyulan sadakati, algılanan gelecekteki değeri ve duygusal bağlılığı da kapsamaktadır. Çalışma, beş temel faktörün (kullanım kolaylığı, yoğun izleme davranışı, eğlence, rahatlama ve sosyal etkileşim) devam niyeti üzerindeki etkilerini analiz etmeyi amaçlamaktadır.

2. TEORİK ÇERÇEVE VE HİPOTEZ GELİŞTİRME

2.1. Devam Niyeti

Devam niyeti, bir platformun rekabetçi OTT ekosisteminde kullanıcılarını elde tutma kapasitesini temsil eden kritik bir kavramdır. Expectation Confirmation Theory (ECT)'ye göre, kullanıcı beklentilerinin karşılanması ya da aşılması durumunda devam niyeti ortaya çıkar (Bhattacherjee, 2001). Platformun sunduğu kesintisiz yayın, kişiselleştirilmiş öneriler ve yüksek kaliteli içerik gibi işlevsel faydalar, kullanıcı bağlılığını artıran temel unsurlardır.

2.2. Hipotez Geliştirme

H1: Kullanım kolaylığı, kullanıcıların devam niyetini olumlu etkiler.

Kolay erişilebilir ve kullanıcı dostu bir arayüz, kullanıcı deneyimini geliştirerek sadakat oluşturur.

H2: Arka arkaya izleme, devam niyetini olumlu etkiler.

Bir oturuşta birden fazla bölüm izleme olanağı, özellikle genç kullanıcılar için duygusal tatmin sağlar.

H3: Eğlence, devam niyetini olumlu etkiler.

İçeriklerin eğlenceli ve çekici olması, kullanıcıların platformla etkileşimlerini sürdürmesini sağlar.

H4: Rahatlama, devam niyetini olumlu etkiler.

Stresi azaltan ve dinlendirici içerikler, kullanıcılar için önemli bir motivasyon kaynağıdır.

H5: Sosyal etkileşim, devam niyetini olumlu etkiler.

Diziler ve filmlerle ilgili sosyal tartışmalara katılım, platform sadakatini artırabilir.

3. METODOLOJİ

Bu çalışma, Türkiye'deki genç kullanıcıların Netflix aboneliklerini sürdürme niyetlerini anlamak için nicel bir araştırma tasarımı kullanmıştır. Veriler, 231 katılımcıyla yüz yüze yapılan anketler yoluyla toplanmıştır. Ankette yer alan faktörler, kültürel ve dilsel uyarlamalar yapılarak hazırlanmıştır. Anket, kullanım kolaylığı, arka arkaya izleme, eğlence, rahatlama, sosyal etkileşim ve devam niyeti gibi yapıları ölçmek üzere 5'li Likert ölçeği kullanılarak oluşturulmuştur.

4. SONUÇLAR

Güvenilirlik ve geçerlilik testleri, kullanılan ölçeklerin güvenilir ve geçerli olduğunu göstermiştir. Cronbach's Alpha ve Composite Reliability (CR) değerleri kabul edilebilir sınırların üzerindedir (>0.70). Arka arkaya izleme ($\beta = 0.277$, $p = 0.012$) ve eğlence ($\beta = 0.305$, $p = 0.038$) devam niyeti üzerinde anlamlı bir etkiye sahiptir. Kullanım kolaylığı ($p = 0.300$), rahatlama ($p = 0.426$) ve sosyal etkileşim ($p = 0.179$) anlamlı bir etki göstermemiştir.

SONUÇ

Yerel içeriklerin kullanıcı bağlılığı üzerindeki rolünü vurgulayan bu çalışma, genç kullanıcılar arasında devam niyetini etkileyen faktörlere dair önemli bulgular sunmuş ve Netflix'in içerik stratejilerinin başarısını öne çıkarmıştır. Gelecek çalışmalar, kişiselleştirilmiş öneriler ve içerik çeşitliliği gibi değişkenleri içerebilirken, pratik öneriler arasında eğlenceli ve arka arkaya izlemeye uygun içeriklerin üretilmesi, yerel temalar ve kültürel unsurlara odaklanan hedefe yönelik pazarlama stratejilerinin geliştirilmesi ve kullanıcı dostu arayüzler ile kişiselleştirilmiş öneriler sunan platform tasarımlarının hayata geçirilmesi yer almaktadır.

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