

# Role of Anxiety and Fear of Missing Out on Repurchase Intention Among Emerging Adult Customers of Netflix Streaming Services

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**Abstract.** Media provides one way to relieve anxiety, especially television series that continue week after week to draw viewers into the 'social world' and involve pseudo-social forms of interaction. Netflix uses a method where all series episodes are released in one day and can still get the same number of subscribers for the following month, it can even increase in the following month, this phenomenon shows the repurchased intention behavior among Netflix subscribers. For individuals who have not subscribed, a psychological effect called FoMO (Fear of Missing Out) will arise. Measurements used general repurchase intention, Burns Anxiety Inventory, and FoMO Scale. The sample used in this study were 64 individuals aged 18-25 years and who had a Netflix subscription account. The results shows that Anxiety and FoMO have an influence of 13.5% on the repurchase intention behavior among emerging adult Netflix customers.

**Keywords:** Anxiety, Fear of Missing Out, Repurchased Intention, Early Adult, Netflix

## 1 Introduction

In the last two decades, media consumption has transformed not only the amount and wide of media distribution, but also its availability and accessibility. The emergence of streaming media, social media, and internet access strengthens and accelerates the distribution of media, especially various serial shows. In Indonesia, there are many streaming services such as Netflix, Amazon Prime, HBO Go, Disney+, Iflix, and others. Amazon Prime, HBO Go, Disney+ streaming services used one episode per week method, which can get subscription extensions because customers will still subscribe as long as the series is still broadcasted, while Netflix uses the method of releasing all episodes of a series in one day, can still get the same number of subscribers for the following month, even increases in the following month. This phenomenon shows that there are repurchased intention behaviors among Netflix customers even though we assume they have finished the series they are watching in one sitting. Repurchased intention is defined as consumers' interest in making repurchases online in the future [1]. As an online

streaming service, Netflix is still one of the best in the world, as seen from the number of subscribers they have. Kim et al (2012) [1] argue that there are at least three factors that influence individuals in repurchasing intention, namely customer satisfaction is the extent to which the product purchased can meet the buyer's expectations, Utilitarian shopping value is the extent to which consumers feel their shopping goals have been achieved, and Hedonic Shopping value is the pleasure or feeling of happiness that is obtained from the experience of shopping or buying something. Looking at the number of Netflix subscribers, shows that there is satisfaction from its subscribers so that these subscribers are still willing to renew their subscriptions, either monthly or annually. This achievement also gives rise to the intention to recommend the product or store, in this case Netflix, to relatives [2]. Streaming services offers various media, especially television series, that continue from week to week, drawing viewers into a 'social world' and involving pseudo-social forms of interaction (Tian & Hoffner, 2010). Data from research on Netflix shows that the demographics of this service's subscribers are at the early adulthood stage of development [3], which can also be seen from the number of social media users [3]. It is also supported by the dynamics of early adulthood, where you have completed your studies and moved on to working life, which means you already have a personal income. Early adult life, where there is a lot of interpersonal contact as part of the dynamics of life in building relationships, requires many topics of conversation to build rapport. The popularity of streaming service series is a choice of light topics of conversation to build rapport needed in various interpersonal communications, but to maintain the novelty of this topic, individuals must continue to subscribe to the service by extending their subscription in the form of repurchased intention. Damon (2003) [4] believes that many individuals have not found a path and purpose in their career development. He concluded that many individuals too often focus only on short-term goals and do not explore the big, long-term picture of what they want to do in life. This causes adult individuals to experience anxiety. Historically, psychologists and psychiatrists have differentiated anxiety into two, namely anxiety states and anxiety traits [5] [6] [7]. The thing that differentiates the two is duration, where an anxiety state is an acute response to a potential threat, while anxiety traits are chronic, because they are expressed continuously in a person's life, which is why they are considered traits of a person's personality [8] [7]. Excessive anxiety can trigger or increase the potential for the emergence of various more complicated health problems, such as the emergence of generalized anxiety disorder (GAD) and post-traumatic stress disorder (PTSD) which can be triggered by changes in connectivity between brain regions that influence stress and anxious behavior [9]. Anxiety disorders are also associated with poor quality of life [10], suicidal ideation [11], and creating a large financial and social burden [12]. Therefore, efforts to find effective treatments for the various harmful effects of anxiety are very important. Several previous studies have found several approaches or therapeutic methods to overcome the effects of anxiety. Physical activities and relaxation techniques can be used to help calm and maintain health [13], such as yoga which can be used as an additional or combined therapy for managing stress, anxiety and depression [14], and listening to music as a therapy that can significantly overcome anxiety [15] [16]. These discussions on various social media, plus positive reviews from various news sites, add to Netflix's selling power in its efforts to maintain and increase the number of subscribers. For individuals who have not subscribed, it

will cause a psychological anxiety effect called FoMO (Fear of Missing Out). Fear of missing out (FoMO) is a form of anxiety that arises when someone else feels that someone else has a more valuable or enjoyable experience for the individual who cannot participate. FoMO is characterized by the desire to stay connected to what other people are doing [17]. Anxiety about missing out on light or meaningful conversation topics is represented by a behavior called FoMO (Fear of Missing Out). So, seeing how repurchased intention behavior is still widely carried out by Netflix streaming service subscribers specifically among emerging adult, and emerging adult seldom carry a lot of anxiety and easy enough fall to FoMO, this research was conducted to see whether Anxiety and FoMO have a role on repurchased intention among emerging adult Netflix streaming service subscribers.

## **2 Research Method**

This research involved 64 people who were aged 18-25 years (at the emerging adulthood stage of development) and had a Netflix subscription account, for at least 6 months. The sampling technique used in this research is a non-probability web survey sampling technique. Non-probability web survey is an approach to sampling techniques that does not provide equal opportunities to become participants in the research being conducted [20]. In this research, the data collection method used was a questionnaire distributed online. The measuring tool used to measure repurchase intention in this research is customer repurchase intention scale by Hellier, Geursen, Carr, and Rickard (2003) [18]. This measuring tool consists of 31 items that describe how much consumers want to continue using a product or service, which in this research is the Netflix streaming service. In the reliability test carried out, it was found that the PSR score on the repurchase intention measuring tool was 0.79 and the score for ISR was 0.92. In this study, the Burns Anxiety Inventory (Burns-A: Burns, 1993) [19] is a measuring instrument for anxiety, consisting of 33 items that refer to anxiety symptoms. The Burns-A consists of three subscales: Anxious Feelings (6 items), Anxious Thoughts (11 items), and Physical Symptoms (16 items). Based on the results of the reliability test on the Anxiety measuring instrument, it was found that the PSR score on the measuring instrument was 0.90, while the ISR score from the Anxiety measuring instrument was 0.88. Therefore, it can be concluded that this measuring instrument has a good consistency value (reliable). The measuring instrument used to measure fear of missing out is the Fear of Missing Out Scale by Wegmann, Oberst, Stodt, and Brand (2017) [22]. This measuring tool consists of 12 items that describe feelings of anxiety when missing out on information and experiences in the social environment, especially on social media. This measuring instrument has two dimensions, namely trait FoMO and state FoMO. Based on the results of the reliability test on the FoMO measuring instrument, it was found that the PSR score on the measuring instrument was 0.84, while the ISR score from the FoMO measuring instrument was 0.88. Therefore, it can be concluded that this measuring instrument has a good consistency value (reliable).

### 3 Results & Discussion

Findings related to demographic data can be seen in table 1. The data display in table 1 contains data regarding participant gender, participant age, and education level.

**Table 1.** Description of Demographic Data

Information	Number	Percentage
<b>Sex</b>		
Male	18	28,1%
Female	46	71,9%
<b>Age</b>		
18	7	11%
19	7	11%
20	23	36%
21	12	19%
22	2	3%
23	6	9%
24	3	5%
25	4	6%
<b>Level of Education</b>		
SLTA	29	46%
SMK	7	11,1%
SI	28	42,9%

The results of the analysis divided the categories for each variable calculation into high and low, showing that the majority of participants' repurchase intention was at the high stage, 55 people (73%), FoMO at the low stage, 36 people (56%), and low anxiety, 33 people (52%). The results of multiple regression calculations show how anxiety and FoMO together contribute an influence of 13.5% to repurchased intention behavior and only the FoMO variable has a significant influence on repurchased intention behavior, as shown on table 2 and table 3. The respective demographic data was also not found to have any influence on repurchased intention.

**Table 2. Regression Test Results Anxiety, FoMO, on Repurchased Intention**

<i>F</i>	<i>sig.</i>	<i>p</i>	<i>R Square</i>
4,687	0,013		0,135

**Table 3. Regression Coefficient Anxiety, FoMO, on Repurchased Intention**

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std Error	BETA	t	
1	79,141	4,833		16,376	<0,001
FoMO	0,504	0,171	0,387	2,943	0,005
Anxiety	-0,025	0,058	-0,056	-0,427	0,671

## 4 Conclusion

The conclusion of the study shows how individuals with anxiety and FoMO are 13.5% more likely to renew their Netflix account. However, if someone renews their Netflix account, they will likely not be affected by anxiety and may have been because of FoMO. Netflix account renewal is also not influenced by the participant's age, gender, and latest education. These results show that both men and women will renew their Netflix account subscription because of the influence of anxiety and FoMO together, or because of FoMO alone. This finding can also explain and answer why Netflix subscribers are still the streaming service with the most subscribers because there are many discussions about the content of Netflix shows being discussed on various social media which causes FoMO among old subscribers and creates anxiety due to not being able to follow the discussion.

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