



## Consumer Behaviour. Online video services and perceived risk

By Christina Liessem

GRIN Publishing Dez 2014, 2014. Taschenbuch. Condition: Neu. Neuware - Essay from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 70%, Queen Mary University of London (Business School), course: Understanding Consumer Behaviour, language: English, abstract: 'Rollout of HD VOD and Internet movies on day-and-date of DVD release is a growth opportunity not only because consumers value them and will pay more, but also because this expanded availability will increase overall movie viewership. The Oliver Wyman study found that that these enhanced offers would lead U.S. consumers to watch and pay for an average of three more movies per year than they do today, creating a net annual increase in domestic consumer movie spending of more than \$5 billion, from the current base of \$50 billion.' As this study of the management consultancy Oliver Wyman reveals, online video services such as VOD and PPV gain an increasing importance nowadays. These trends towards online video services (OVS) invite to a closer examination of the consumer behaviour regarding these services. This essay focuses on consumer behaviour of the consumption of OVS, such as iTunes Movies and CinemaNow. In particular the aspect of perceived risk...



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