

The Impact of Emotional attachment, Customer Experience, and Binge-Watching on SVOD Loyalty through Customer Satisfaction

Determinants of
Customer Loyalty in
SVOD

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ABSTRACT

Technological progress has significantly accelerated the expansion of Subscription Video-on-Demand (SVOD) services, reshaping the way audiences access and enjoy digital entertainment. This study examines the effects of emotional attachment, customer experience, and binge-watching behavior on customer loyalty, with customer satisfaction serving as a mediating factor. A quantitative approach was employed using data from 250 respondents selected through a convenience sampling method. Data were collected via online questionnaires and analyzed using Structural Equation Modeling with the SmartPLS software. The results reveal that emotional attachment positively and significantly influences customer satisfaction, whereas customer experience and binge-watching show no significant impact. Additionally, emotional attachment, customer experience, binge-watching, and satisfaction do not have a significant direct effect on customer loyalty. Mediation analysis demonstrates that customer satisfaction mediates the relationship between emotional attachment and customer experience with loyalty, while binge-watching remains unaffected. These findings highlight the crucial mediating role of customer satisfaction in strengthening loyalty, emphasizing that emotional bonds and experiential factors foster long-term engagement, whereas binge-watching behavior tends to be temporary and does not contribute meaningfully to sustained loyalty among SVOD users.

Keywords: Binge Watching, Customer Experience, Customer Loyalty, Customer Satisfaction, Emotional Attachment, SVOD.

ABSTRAK

Kemajuan teknologi telah mendorong pertumbuhan pesat layanan Subscription Video-on-Demand (SVOD), yang mengubah cara masyarakat mengakses dan menikmati hiburan digital. Penelitian ini bertujuan untuk menganalisis pengaruh emotional attachment, customer experience, dan binge-watching terhadap customer loyalty, dengan customer satisfaction sebagai variabel mediasi. Pendekatan kuantitatif digunakan dengan melibatkan 250 responden yang dipilih melalui metode convenience sampling. Pengumpulan data dilakukan melalui kuesioner daring, dan analisis data menggunakan metode Structural Equation Modeling dengan bantuan perangkat lunak SmartPLS. Hasil penelitian menunjukkan bahwa emotional attachment berpengaruh positif dan signifikan terhadap customer satisfaction, sedangkan customer experience dan binge-watching tidak menunjukkan pengaruh yang signifikan. Selain itu, baik emotional attachment, customer experience, binge-watching, maupun customer satisfaction tidak memiliki pengaruh langsung yang signifikan terhadap customer loyalty. Hasil uji mediasi menunjukkan bahwa customer satisfaction memediasi hubungan antara emotional attachment dan customer experience terhadap loyalty, sementara binge-watching tidak dimediasi oleh kepuasan. Temuan ini menegaskan bahwa customer satisfaction memiliki peran penting sebagai penghubung dalam membentuk loyalty, di mana faktor emosional dan pengalaman menjadi pendorong keterikatan jangka panjang, sedangkan perilaku

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INTRODUCTION

The digital era of industry 4.0 is a term used to describe current global developments. One sector experiencing expansion in this era is the entertainment industry. Film, as a form of entertainment, also benefits from technological advancements. The transition from physical media to subscription media has been accelerated by technological advancements, making it easier for users to access films anywhere and anytime (Saputri et al., 2024). The number of film subscription service users continues to increase year after year, in line with the increase in internet users in Indonesia. Due to the availability of digital versions of these films, films that were previously only available on television, cassette tapes, or cinemas can now be enjoyed through electronic media devices such as computers, smartphones, tablets, and laptops with internet access. As a result, people prefer subscription services over conventional television.

Based on the earnings report, the Netflix subscription platform in 2021 showed the figure of 209 million subscribers, in 2022 showed 220.67 million subscribers, and in 2023 it will show 238.39 million subscribers. In contrast, Disney+ Hotstar in 2021 showed a figure of 116 million subscribers, in 2022, showed a figure of 137.7 million subscribers, and in 2023, showed a figure of 146.1 million subscribers. For HBO Max, the number of subscribers in 2021 was 67.5 million, in 2022 it showed the figure of 76.8 million subscribers, and in 2023 the figure will be 80.6 million subscribers. This shows that as the years go by, the number of users of Subscription Video-on-Demand (SVOD) platforms increases significantly.

Emotional factors, particularly emotional attachment, play a crucial role in enhancing customer satisfaction, often reflected through repeated interactions between consumers and a product or service (Grisaffe & Nguyen, 2011; Khuan et al., 2023). Building emotional attachment is a strategic effort by companies to foster lasting relationships with customers, aiming to cultivate feelings of satisfaction, dependence, and brand loyalty (Ghorbanzadeh, 2021). Previous studies, such as those by Maulidina (2020) and Sajidah and Anggarawati (2023), have demonstrated that emotional attachment positively influences customer satisfaction. Similarly, when customers have favorable experiences, their satisfaction levels tend to rise, as shown by Udayana et al. (2022), who found a significant relationship between customer experience and satisfaction. However, findings remain mixed, while Irawan Lubis et al. (2023) reported a positive yet insignificant effect, while Indriati and Fitriana (2022) found no meaningful impact of customer experience on satisfaction.

Binge-watching refers to the behavior of watching multiple episodes or an entire series in one sitting, a habit closely linked to subscription video-on-demand platforms. The term carries a negative connotation, often implying excessive and uncontrolled viewing that may affect physical or mental health (Libriani et al., 2020). However, binge-watching can also enhance emotional satisfaction by allowing viewers to fully engage with continuous storylines (Putri, 2021). Supporting this, Masao et al. (2023) found that binge-watching positively influences customer satisfaction, which in turn fosters customer loyalty, an essential factor for sustaining company success.

Research on the relationship between customer satisfaction and customer loyalty has been conducted previously, where, according to Ananda and Jatra (2019), Maulidina (2020) and Abidin et al. (2025), customer satisfaction significantly influences customer loyalty. This contrasts with research by Bintari et al. (2022), which found no significant effect between satisfaction and customer loyalty at Tokopedia in Kediri Regency. Many SVOD companies aim to build emotional attachment to enhance customer loyalty and

profitability. Studies by Husna (2020) and Sariroh et al. (2022) found a significant effect of emotional attachment on loyalty, while Sari et al. (2019) and Nuari and Riyanto (2023) reported no such relationship. Similarly, research on customer experience shows mixed results. Susilawati et al. (2022) found a significant positive effect, whereas Lyna and Prasetyo (2021) found none. Previous studies on SVOD platforms show inconsistent results regarding the effects of emotional attachment, customer experience, and satisfaction on customer loyalty; some find significant relationships, while others report none. These inconsistencies highlight a research gap in understanding how these factors interact, especially within the context of binge-watching behavior. Therefore, this study aims to examine the influence of emotional attachment and customer experience on customer satisfaction and loyalty among SVOD users in Indonesia.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Factors Influencing of Customer Satisfaction

Emotional engagement is a psychological connection between a customer and the service they consume, where the customer feels connected to the content or experience provided by the platform. Emotional engagement can be manifested in feelings of affection, connection, and passion felt toward a particular brand or product (Junaid et al., 2019; Khuan et al., 2023). In line with this, research by Husna (2020) found that emotional engagement positively influences customer satisfaction, as it creates a more personal and immersive experience for consumers. Furthermore, the study also found that emotional engagement significantly influences customer loyalty, as customers who feel emotionally connected tend to be more loyal (Monferrer et al., 2019). Customer experience encompasses the interactions consumers experience while using a service, including ease, speed, and the quality of the content provided (Bilgihan et al., 2016; Bleier et al., 2019).

Customer experience is the accumulation of emotional feelings and impressions consumers gain through interactions with a company (Chi et al., 2024). Research conducted by Septian and Harsoyo (2023) shows that experiential marketing has a positive influence on consumer satisfaction, meaning positive experiences can lead to a sense of satisfaction. This is also supported by Ha (2021), who stated that a good customer experience can encourage customer satisfaction. Furthermore, Abidin et al. (2025) also found that customer experience has a positive and significant effect on customer loyalty, where a good experience encourages customers to continue using the service. Binge-watching, or watching several episodes of a television series or digital content continuously at one time (Merikivi et al., 2020; Rubenking & Bracken, 2021). According to Bastos et al. (2024), Binge-watching or watching in a marathon can increase user satisfaction if they find it useful and enjoyable.

H1: Emotional attachment has a positive and significant influence on customer satisfaction.

H2: Customer experience has a positive and significant influence on customer satisfaction.

H3: Binge-watching has a positive and significant influence on customer satisfaction.

Factors Influencing of Customer Loyalty

Kotler and Keller (2015) define satisfaction as a customer's evaluation of a product's performance compared to their expectations. According to Ananda and Jatra (2019), customer satisfaction has a positive effect on customer loyalty, where high satisfaction tends to encourage customers to remain loyal. This is supported by Maulidina (2020), who stated that satisfaction has a significant impact on customer loyalty. Emotional attachment represents another crucial determinant of loyalty. Customer emotional attachment plays a significant role in building loyalty (Husna, 2020). Customers who develop emotional bonds with brands exhibit stronger loyalty compared to those driven solely by rational considerations (Khuan et al., 2023). This emotional attachment creates

psychological ties that transcend functional benefits, making customers less susceptible to competitive offers (Grisaffe & Nguyen, 2011).

Customer experience significantly influences loyalty by shaping overall perceptions of brand interactions across multiple touchpoints (Bilgihan et al., 2016). Customer experience positively impacts both customer satisfaction and loyalty (Minh, 2021). Organizations that consistently deliver superior experiences build competitive advantages through enhanced customer retention (Pei et al., 2020). Users who feel satisfied with this activity will be more likely to do it again. According to Putri (2021), binge-watching has a positive and significant effect on customer loyalty. Customer satisfaction is the positive evaluation consumers feel after using a particular service.

H4: Customer satisfaction has a positive and significant influence on customer loyalty.

H5: Emotional attachment has a positive and significant influence on customer loyalty.

H6: Customer experience has a positive and significant influence on customer loyalty.

H7: Binge-watching has a positive and significant influence on customer loyalty.

Customer Satisfaction as a Mediator

Customer satisfaction is often considered a mediator in the relationship between customer experience and loyalty. Susanto et al. (2023) showed that positive customer experiences can increase satisfaction, which ultimately strengthens consumer loyalty. Udayana et al. (2022) also found that satisfaction mediates the relationship between customer experience and customer loyalty. Furthermore, research by Ronasih and Widhiastuti (2021) found that emotional factors positively influence consumer loyalty through consumer satisfaction, indicating that emotional attachment can increase customer satisfaction, which ultimately strengthens loyalty. Maulidina (2020) also stated that satisfaction mediates the relationship between emotional attachment and customer loyalty. When customers engage in binge-watching, they often experience joy and satisfaction from engaging storylines and in-depth character development (Bastos et al., 2024). These positive experiences not only increase customer satisfaction but also encourage them to resubscribe and watch more content, thus building long-term loyalty (Waqas et al., 2021).

H8: Customer satisfaction mediates the influence of emotional attachment on customer loyalty.

H9: Customer satisfaction mediates the influence of customer experience on customer loyalty.

H10: Customer satisfaction mediates the influence of binge-watching on customer loyalty.

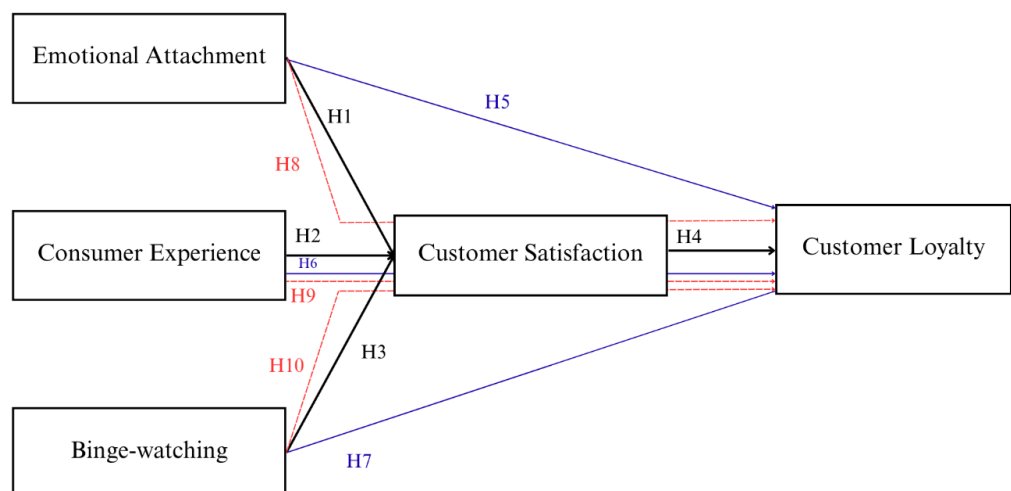


Figure 1. Research Framework

As illustrated in Figure 1, the conceptual framework of this research explains that customer loyalty toward SVOD services is shaped by three key factors: emotional attachment, customer experience, and binge-watching behavior, both directly and indirectly through customer satisfaction as a mediating variable. Emotional attachment represents the affective bond customers develop with the service, while customer experience reflects the perceived quality and value of their interactions. Meanwhile, binge-watching captures intensive viewing habits that may strengthen user dependence on the platform. These three factors are proposed to positively influence customer satisfaction, which subsequently plays a crucial role in fostering loyalty. Furthermore, satisfaction serves as a mediating link that connects emotional, experiential, and behavioral dimensions with loyalty, positioning it as a central element in maintaining long-term commitment to SVOD services.

RESEARCH METHODS

This research applies a quantitative approach with data analyzed using Structural Equation Modeling (SEM) based on the Partial Least Squares (PLS) method. The sampling technique employed is non-probability sampling, specifically the convenience sampling method, which allows researchers to select participants whose data are easily accessible (Firmansyah & Dede, 2022). This approach enables flexibility in sample selection without strict population boundaries, making it suitable for studies requiring rapid and practical data collection. The sample size was determined using the formula suggested by Hair et al. (2021), where the number of indicators is multiplied by 10. With 25 indicators identified, a total of 250 respondents was deemed sufficient for analysis. Data were collected through an online questionnaire distributed via Google Forms, chosen for its efficiency in reaching respondents across multiple regions, primarily Bali and other major cities in Indonesia.

The data analysis process was conducted in two stages: the measurement model (outer model) and the structural model (inner model). The outer model assessed the validity and reliability of the research instruments. Validity was tested through convergent and discriminant validity, using SmartPLS, with indicators considered valid if the p-value exceeded 0.5. Reliability was evaluated using construct reliability (≥ 0.7) and supported by the Cronbach's alpha coefficient. The inner model aimed to test the hypothesized relationships among variables using the t-test within the SEM framework. SEM was selected due to its ability to examine causal relationships among latent variables while accounting for measurement errors. The SEM procedure included model specification, diagram development, conversion into structural and measurement equations, parameter estimation, and Goodness-of-Fit (GoF) evaluation using indices such as Chi-Square, RMSEA, GFI, AGFI, CMIN/DF, TLI, and CFI. A model is considered acceptable when the standardized residual variance is minimal, preferably below 2.58, indicating low prediction error and a well-fitting structural model.

RESULTS

The results section presents the empirical findings derived from the analysis of 250 respondents using the PLS-SEM approach. This section reports the outcomes of demographic profiling, measurement model assessment, and structural model testing to evaluate the relationships among emotional attachment, customer experience, binge-watching behavior, customer satisfaction, and customer loyalty. The findings are organized to demonstrate the validity and reliability of the measurement instruments, followed by hypothesis testing through direct, indirect, and mediation effects. These results provide the basis for interpreting how each variable contributes to satisfaction and loyalty within the context of SVOD usage.

Table 1. Demographic Respondents

Characteristics	Category	Frequency	Percentage
Gender	Man	127	50.8%
	Woman	123	49.2%
Age	17-26	110	44%
	27-36	123	49.2%
	37-45	17	6.8%
Work	Student	55	22%
	Businessman	54	21.6%
	Private sector employee	108	43%
	Government employees	32	12.8%
	National Narcotics Agency	1	0.6%

Table 1 illustrates that the gender distribution of respondents in this study is relatively balanced, consisting of 127 males (50.8%) and 123 females (49.2%), indicating no gender bias in the data. Most respondents are between 27–36 years old (123 respondents or 49.2%), followed by those aged 17–26 years (110 respondents or 44%), while only 17 respondents (6.8%) fall within the 37–45 age range. This suggests that SVOD users are predominantly young and productive individuals. Regarding occupation, the largest group comprises private employees (108 respondents or 43%), followed by students (55 respondents or 22%), entrepreneurs (54 respondents or 21.6%), and civil servants (32 respondents or 12.8%), with only one respondent (0.6%) employed at BNN. These results indicate that the majority of SVOD users in this study are economically active and well-educated individuals, mainly private employees and students, who frequently use subscription-based entertainment services to meet personal and leisure needs.

Table 2. Validity and Reliability Test

Variable	Cronbach Alpha	Composite Reliability (CR)	AVE
Emotional Attachment (X1)	0.881	0.919	0.693
Customer experience (X2)	0.864	0.905	0.656
Binge-Watching (X3)	0.853	0.894	0.628
Customer Satisfaction (M)	0.877	0.913	0.675
Customer Loyalty (Y)	0.889	0.924	0.709

Referring to Table 2, the results of the validity and reliability tests indicate that all variables satisfy the established thresholds. Both Cronbach's Alpha and Composite Reliability (CR) values are above 0.7, signifying strong internal consistency and instrument reliability. Similarly, the Average Variance Extracted (AVE) values exceed 0.5, demonstrating sufficient convergent validity. Therefore, all measurement constructs in this study are deemed reliable and valid for subsequent analysis using PLS-SEM.

Table 3. Results of the Direct Effect Test

Hypothesis	Estimate	S.E.	C.R.	P	Information
Emotional Attachment → Customer Satisfaction	1.051	0.487	2.159	0.031	Positive and Significant
Customer Experience → Customer Satisfaction	0.126	0.678	0.186	0.852	Positive and Insignificant
Binge-Watching → Customer Satisfaction	-0.522	0.908	-0.575	0.565	Negative and Insignificant
Customer Satisfaction → Customer Loyalty	2.59	4.634	0.559	0.576	Positive and Insignificant
Emotional Attachment → Customer Loyalty	0.762	1.509	0.505	0.613	Positive and Insignificant
Customer Experience → Customer Loyalty	-1.766	4.62	-0.382	0.702	Negative and Insignificant
Binge-Watching → Customer Loyalty	0.071	0.984	0.072	0.943	Positive and Insignificant

Table 3 illustrates that emotional attachment to customer satisfaction shows a positive and significant relationship with an estimate of 1.051, C.R. of 2.159, and p-value of 0.031,

indicating that emotional bonds between customers and streaming platforms play a crucial role in enhancing satisfaction. The remaining six hypotheses fail to reach statistical significance. Customer experience shows a weak positive effect on customer satisfaction (estimate = 0.126, $p = 0.852$), while binge-watching exhibits a negative but insignificant impact (estimate = -0.522, $p = 0.565$). Regarding customer loyalty, customer satisfaction demonstrates the highest estimate of 2.59 but with an extremely large standard error of 4.634, resulting in an insignificant relationship ($p = 0.576$). Similarly, emotional attachment (estimate = 0.762, $p = 0.613$), customer experience (estimate = -1.766, $p = 0.702$), and binge-watching (estimate = 0.071, $p = 0.943$) all show insignificant effects on customer loyalty. These findings suggest that emotional attachment is the only significant driver of customer satisfaction in streaming services, while other factors, including customer experience and binge-watching behavior, do not significantly influence either satisfaction or loyalty. This highlights the importance of developing strategies focused on building emotional attachments with customers to enhance their satisfaction.

Table 4. Mediation Analysis

Mediation Path	Direct Effect (X → Y)	Indirect Effect (X → M → Y)	Mediation Conclusion
Emotional attachment → Satisfaction → Loyalty	-2.238	3.448	Satisfaction mediates the relationship (H8 accepted)
Customer experience → Satisfaction → Loyalty	-0.064	0.294	Satisfaction mediates the relationship (H9 accepted)
Binge-watching → Satisfaction → Loyalty	0.725	-1.286	No mediation effect (H10 rejected)

Table 4 presents the mediation analysis results, indicating that emotional attachment affects customer loyalty indirectly through customer satisfaction. The standardized indirect effect (3.448) exceeds the direct effect (-2.238), confirming a mediating relationship and supporting the hypothesis. Similarly, for customer experience, the indirect effect (0.294) is greater than the direct effect (-0.064), demonstrating that satisfaction mediates the relationship between experience and loyalty; thus, the hypothesis is accepted. In contrast, the binge-watching variable shows an indirect effect (-1.286) smaller than the direct effect (0.725), indicating the absence of a mediating influence, therefore, the hypothesis related to this variable is rejected. Thus, it can be concluded that of all the variables tested, only emotional engagement has been shown to have a significant effect on customer satisfaction, while customer experience, binge-watching, and customer satisfaction have not yet provided statistically strong evidence to demonstrate a significant effect. Furthermore, emotional engagement and customer experience have been shown to indirectly influence loyalty through customer satisfaction, while binge-watching has no mediating role in building customer loyalty.

DISCUSSION

The findings reveal that emotional attachment has a positive and significant impact on customer satisfaction, as shown by an estimated coefficient of 1.051 with a significance level of $p = 0.031$. This suggests that stronger emotional bonds lead to higher satisfaction, supporting emotional attachment theory, which highlights affective and psychological dimensions of satisfaction. However, this finding contrasts with Ronasih and Widhiastuti (2021), who argued that emotional effects on satisfaction emerge primarily through a deeper sense of connection with the service. Customer experience shows a positive but insignificant effect on satisfaction (estimate = 0.126; $p = 0.852$), implying that varied and inconsistent user experiences do not significantly enhance satisfaction. Although theoretically positive experiences should strengthen perceptions of service quality, this result contradicts Pei et al. (2020), who found that customer experience positively affects satisfaction.

Binge-watching negatively but insignificantly affects satisfaction (estimate = -0.522; $p = 0.565$), suggesting that excessive viewing may cause fatigue or boredom but lacks a

strong statistical influence. This shows that binge-watching is not a key determinant of satisfaction, differing from Bastos et al. (2024), who found that it can increase satisfaction when perceived as enjoyable or relaxing. Customer experience has a negative and insignificant effect on loyalty (estimate = -1.766; $p = 0.702$). This implies that user experience alone is insufficient to create lasting loyalty, as experiences tend to be situational and short-lived. Consistent positive experiences are needed to sustain loyalty, aligning only partially with Ananda and Jatra (2019), who emphasized customer experience as a major driver of loyalty.

Binge-watching was found to positively influence customer loyalty (estimate = 0.071), but the effect was not significant ($p = 0.943$). This suggests that binge-watching does not substantially build loyalty, as it is driven by short-term entertainment rather than long-term engagement. Over time, excessive viewing may even cause boredom, reducing loyalty. This finding contrasts with Putri (2021), who found a significant positive relationship between binge-watching and loyalty. Emotional engagement also showed a positive but insignificant effect on loyalty (estimate = 0.762, $p = 0.613$). Although theory links emotional engagement with loyalty, in today's digital era, rational factors such as price and features tend to outweigh emotional attachment (Pham, 2007). This differs from Husna (2020), who found a significant influence of emotional engagement on loyalty. Similarly, customer satisfaction had a positive but insignificant effect on loyalty (estimate = 2.59, $p = 0.576$). While satisfaction may encourage loyalty, its impact appears temporary, as customers can easily switch to better alternatives. This result is inconsistent with Sharma et al. (2020), who reported a significant positive relationship between satisfaction and loyalty.

The mediation test shows that emotional engagement indirectly affects loyalty through customer satisfaction, with an indirect effect (3.448) greater than the direct effect (-2.238). This confirms that satisfaction mediates the link between emotional engagement and loyalty, supporting the theory that satisfaction is essential in fostering long-term commitment. Similarly, customer experience influences loyalty indirectly through satisfaction, with a higher indirect effect (0.294) than the direct one (-0.064), consistent with expectancy disconfirmation theory, where positive experiences enhance satisfaction and, in turn, loyalty. In contrast, binge-watching shows no indirect effect on loyalty, as the indirect value (-1.286) is smaller than the direct effect (0.725), indicating that satisfaction does not mediate this relationship. This suggests that binge-watching, being a short-term behavior, does not consistently generate satisfaction or sustained loyalty.

CONCLUSION

This study concludes that customer satisfaction plays a crucial mediating role in shaping loyalty within SVOD services. Emotional attachment significantly enhances satisfaction but does not directly influence loyalty, indicating that loyalty strengthens when emotions are channeled through satisfaction. Customer experience also shows no direct impact on satisfaction or loyalty; however, its indirect effect via satisfaction highlights satisfaction as a bridge linking experience to long-term commitment. Conversely, binge-watching shows no significant effect on either satisfaction or loyalty, reflecting its short-term and non-sustaining nature. These findings emphasize that emotional and experiential factors foster loyalty primarily through satisfaction, while binge-watching remains a transient behavior with limited strategic value for customer retention.

The findings suggest that SVOD platforms should prioritize strengthening emotional attachments with users through personalized engagement, consistent storytelling, and emotionally resonant content. Since emotional attachment significantly enhances satisfaction, platforms can improve user retention by focusing on affective marketing and reliable service quality. Customer experience should also be managed to ensure consistency, as satisfaction acts as the key link that transforms experience into loyalty. Moreover, because binge-watching has no long-term impact on loyalty, companies should encourage balanced and sustainable viewing patterns, for instance, by introducing

viewing limits, scheduled episode releases, or engagement-driven recommendations to prevent fatigue and disengagement.

This study reinforces emotional attachment theory and expectancy disconfirmation theory, showing that emotional and experiential factors drive loyalty primarily through satisfaction. It highlights that fostering satisfaction is more strategic than promoting short-term viewing intensity. Future research should expand the analytical model by including moderating variables such as content quality, perceived value, and platform usability to better capture the complexity of user behavior. In addition, longitudinal and cross-cultural studies are recommended to explore how emotional attachment and satisfaction evolve over time across different markets. Integrating psychological aspects such as parasocial relationships or self-identity could also deepen the understanding of emotional engagement in digital entertainment contexts.

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