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**Title:** The drivers of re-subscription in massively multiplayer online computer game relationships: a commitment-trust approach

**Submission Type:** Paper

Dr David Grundy

**Abstract:** From the Times Online, to products like Spotify and online computer games like World of Warcraft, with its twelve million customers each paying on average \$10 a month, the e-subscription business model is becoming an important part of how online entertainment businesses generate income. These subscriptions often go far beyond just transactional occurrences though, especially for entertainment products which have brand communities surrounding them. They are often the start of a process of building a long term relationship with the customer in which the very first sale is perceived as just the beginning of a long term relationship. This study presents a conceptual framework of entertainment re-subscription relationships based on a review of the literature and qualitative fieldwork involving a survey 162 participants and two focus groups. Evidence is then provided from a quantitative survey sample of 2,226 massively multiplayer online computer game customers, with Structural Equation Modelling used to provide support for the validity of the presented model. It is found that a massively multiplayer online computer game subscription entertainment product has a successful business model when it; allows customers to invest and produce capital in the computer game; has a wide variety of metagame activities that customers can review and interact with; and, most importantly, when it controls and manages the expectation of gratification well.