

**FACTORS INFLUENCING THE PURCHASE INTENTION OF
THAI CONSUMER TOWARDS VIDEO STREAMING SERVICE
SUBSCRIPTION**



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FULFILLMENT OF THE REQUIREMENTS FOR
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Thematic paper
entitled
**FACTORS INFLUENCING THE PURCHASE INTENTION OF
THAI CONSUMER TOWARDS VIDEO STREAMING SERVICE
SUBSCRIPTION**

was submitted to the College of Management, Mahidol University
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Preeyarat Boonmee

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ABSTRACT

The purpose of this thematic paper is to test the hypothesis of the factors that influence the purchase intention of Thai consumer towards video streaming service subscription. The possibility of factors was created from studying literature review contain with Brand Awareness, Beneficial Perception, Social Influence, Price-Value Perception, and Advertising Influence. The data was collected by using an online survey via google form and analyzed by using SPSS program.

The result of this study after running SPSS program found that there are 2 key factors that influence the purchase intention of Thai consumer towards video streaming service subscription. The firms in this industry could bring recommendations to improve their service to meet the needs of consumers.

KEY WORDS: Video Streaming Service/ Video on Demand

43 pages

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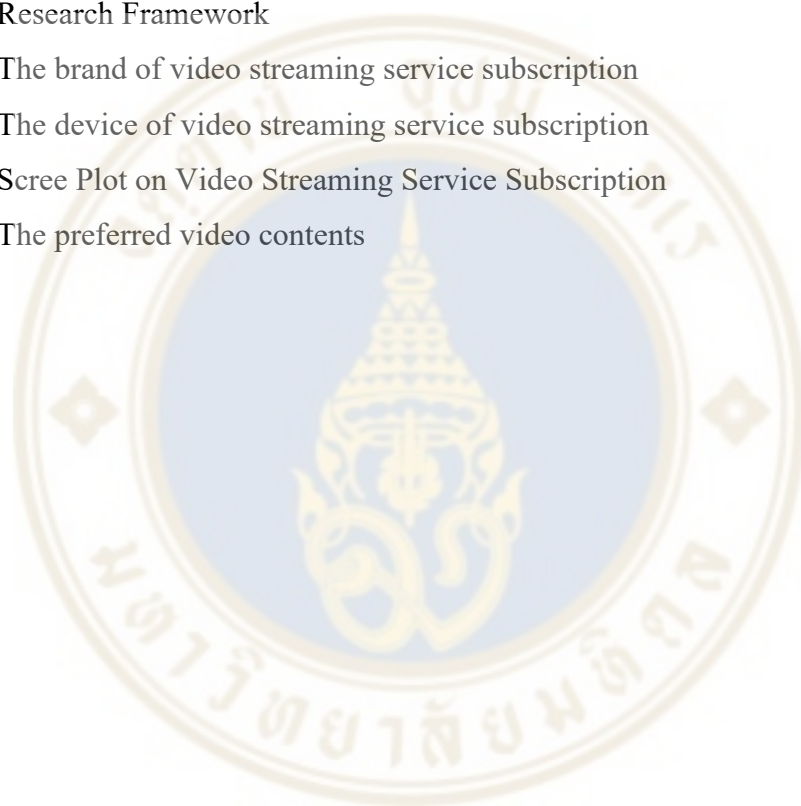
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CHAPTER I

INTRODUCTION

This thematic paper is aimed to test the key factors in the Purchase Intention Theory that drive Thai consumers to purchase video streaming service subscription. I have an intention to conduct this research because my company that I work for has provided this service for nearly two years. However, the video streaming service of my company has not been grown as much as it should be. Whereas, the video streaming from abroad has a significant growth in Thailand. So, I expect that the study would find the right factors that marketers could bring to improve local video streaming service industry for Thai consumers and can generate revenue for video streaming service providers.

1.1 Background

In the past, people could watch a video content on television, which is a traditional way of consuming media. This kind of media restricted the user's consumption of video content because they could only enjoy the content when it was aired on television at fixed time. Also, they could watch it at home only. If they were outside home, stuck in a traffic jam, they might miss the content that they preferred to watch.

Nowadays, the age of the digital era has come, and smart devices connect consumers to the Internet. This has totally changed Thai consumers' behavior. Because people can access to the Internet anytime, anywhere by using only a smartphone, tablet, computer, notebook, and other smart devices.



Figure 1.1 Internet Usage of People in Thailand (Jan 2019)

The figure 1.1 above shows the Internet Usage of People in Thailand. The information was created by We Are Social, digital agency, and Hootsuite, social media and marketing solutions system management provider. The infographic demonstrates a number of 57 million Thai people who enjoyed the Internet, which accounts for 82 percentages of total 69.24 million Thai people. In addition, there are mobile 92.33 million subscriptions. This number is higher than a number of Internet users. Thus, it can be seen that most Thai population can reach to a smartphone and the Internet.

Smartphone connected to the Internet leads consumers to sort out content that they prefer to watch, play, or read, without limitation of time and place. Actually, the video streaming service has come to be an alternative source in watching video content. Techopedia gives the definition of video streaming service that it is a type of media streaming in which the data from a video file is continuously delivered via the Internet to a remote user (Techopedia.com, 2019). It allows a video to be viewed online through the Internet network without being downloaded on a host computer or storage of the device.

The table below shows the difference between watching traditional television and video streaming service.

Table 1.1 Comparing between Traditional TV and Video Streaming Service

| | Traditional TV | VDO Streaming Service |
|---------------|--|---|
| Accessibility | Users could watch video content at specific place such as their house. | Users can watch video content anytime and anywhere via smartphone or device which is connected to the Internet. |
| Selection | Users had to wait for on-air time. | Users can select video content by themselves. |
| Worth | Most of the contents were free. | Paid and unpaid service. |
| Preference | Users could watch only 1 time, it could not re-run. | Users could watch as long as they prefer. |

However, in order to get access to video streaming service, users have to subscribe to that platform. There are unpaid and paid services. For paid service, users have to purchase subscription for using the service in a specified period of time. It means that the company would gain income from subscription packages on daily, monthly, or yearly bases. In addition, the goal of subscription business models is to maintain the existing customers to stay with the service over customer acquisition (Tarver, E., 2019).

To make decision whether to purchase subscription to the video streaming service depends on the factors that were assumed by the researcher, according to the Purchase Intention Theory, to motivate purchase intention of the consumers in buying video streaming service. The factors include brand awareness, beneficial perception, price-value perception, social influence, and advertising influence.

1.2 Research Question

This thematic paper aims to test the Purchase Intention Theory's key factor that drive Thai consumers to purchase video streaming services which are available in

Thailand in order to find out to what extent each of them influences the Thai consumers' decision.



CHAPTER II

LITERATURE REVIEW

To sort out the key factors that influence purchase intention of Thai consumers towards video streaming service subscription, the researcher found out the theories that studied factors effecting purchase intention of consumers towards products or services. After that, the researcher would do the purchase intention framework that related to the topic.

2.1 Purchase Intention

For the purchase intention, it is the heart of the business that could make the producers understand users' needs and meet the expectations of the customers. The approach of purchase intention is basic in psychology and is broadly used in behavioral studies (Dodd & Supa, 2011).

Shah et al. (2012) give a definition of purchase intention that it is a sort of decision-making that consumers would give some reason for buying products and services. In addition, purchase intention is the possibility of consumers to purchase a product or service (Dodd & Supa, 2011; Sam & Tahir, 2009). Also, it is an individual decision to make an attentive plan in order to purchase some products and services (Spears & Singh, 2004).

Furthermore, purchase intention is being described as a behavioral tendency that the consumer will purchase the product (Monroe & Krishnan, 1985) and as an important indicator for the actual purchasing decision (Tan, 1999).

For the purchasing process, it was developed by Engel, Blackwell & Kollat (1968). There are 5 steps which are a guidance model in decision making and purchasing process for consumers. The process contains need recognition, information search, alternatives evaluation, purchase decision, and post-purchase behavior.



Figure 2.1 Consumers Buying Process Model (Engel, Blackwell & Kollat, 1968)

Before going to the step of making purchase intention, consumers would search for information about products or services. After that, they would evaluate the price and benefits that they would gain from those products or services. If they consider that products or services are worth using, they tend to buy it. Thus, this step of consideration is the most important part that the marketer should take into consideration. If they could encourage consumers perceive the worthiness of products and services, it means that they could gain the revenue from selling.

For factors that the researcher takes to consider the influence of the purchase intention of Thai consumers towards video streaming service subscription are brand awareness, beneficial perception, social influence, price-value perception, and advertising influence.

2.1.1 Brand Awareness

Normally, a brand is a name and symbol of the product and service because it is an important tool in building a positive image to customers' awareness. If the customers perceive a brand in a positive way. Actually, it is easier to motivate consumers to become customers and buy our products. Also, the brand could emphasize perception of customers about trust in the quality of products and services. Some

consumers prefer to purchase a well-known brand product. They think that it refers to lower risk and higher quality (Goldsmith et al., 2010).

As the same way, the brand can be used as a tool to create customers' loyalty and save the market share of the company. When the customers are loyal to the products and services under that brand, they would repurchase products and recommend the brand to other people. In addition, customers who are loyal to the brand can purchase more from their beloved brand comparing to other brands (Eric, et al., 2012). Moreover, the re-purchase of customers in the long-term make the company gain profits and growth in the market (Molla & Licker, 2001).

Awareness is the way to describe the perception of consumers that react towards situation (Hanna, 2005). People would be aware of some situation after they have an experience with recently (Marton and Booth, 1997). Furthermore, people could be aware of many things at the same time, and they can do one thing while still aware of many other things.

So, brand awareness could be concluded that it is the process of perception of people towards the brand. In the previous studies, it shows that the brand awareness can influence the purchase intention of customers significantly. For example, consumers tend to purchase more in making the decision to buy the products and services if they have brand awareness. (Tih & Lee, 2013). Also, like Hernández and Küster (2012) who said that attitude toward brand has a significant impact on consumers' purchase intention.

As the above result, brand awareness could have a significant influencing on purchase intention of consumers.

2.1.2 Beneficial Perception

Beneficial perception is the marketing concept about the judgement or evaluation of product or service made by consumer (Kim et al., 2007). The consumers would evaluate the products or services that could meet their need or not (Chu & Lu, 2007; Davis, 1989). In addition, it could be linked to the belief of consumers towards online service. Beneficial perception would focus on benefits and convenience in usage of consumers. Even the providers focus on giving entertainment experience, but they also provide the other functions such as a variety of content, convenience in selecting

content, and so on. All functions could be the important benefits in using video streaming service.

Furthermore, fun and playful could be beneficial perception that consumers would gain from using video streaming service (Davis, Bagozzi, & Warshaw, 1992). If consumers perceived that they could sort out and select a variety of video content, achieve the preference that they aimed, they would perceive benefit of the service.

In this study, beneficial perception in video streaming service aims to make advantages to consumers. For example, convenience in using that consumers can watch the video via their own devices. There are a variety of contents that they can choose to watch. They also can access video content easily comparing to other video service providers. In addition, consumers would think that if functions of the video streaming service make them feel fun and playful in their mind, they would gain it as a benefit for them too.

2.1.3 Social Influence

Social influencing comes from people who are around consumers. However, it can be a person or group of people such as family, friends, neighbor, and colleague. Their opinion might affect directly and indirectly to consumers in terms of attitude, opinion, and turn into the value to the products or services. For example, consumer's friend suggests buying a smartphone under the brand iPhone, this friend would give a recommend feature that is suitable for consumer's usage. If consumers trust in this friend, they tend to buy iPhone that their friend recommends.

In addition, the social influencing in the digital world contains the influencers, youtuber, online community such as pantip.com, etc. The second step of the purchasing process is the information search. So, consumers might search for a review from these people to consider before making a decision.

2.1.4 Price-Value perception

In term of value, it is the perception of something that consumers would evaluate to gain after they pay or exchange with another thing (Dodds, 1990). When people accept to pay something to exchange with another thing, it means that they accept

to gain a thing that have benefits and value for them. In this thematic paper, making decision to purchase video streaming service, consumers have to pay to use it.

The price can be defined as the value that consumers perceive (Kotler and Armstrong, 2010). It is the top of the component that consumers would consider when making a purchase. In general, people perceive the price in term of money that they have to exchange in order to gain products and services. Base on the Value-intention Model of Dodds, and Monroe (1985), the consumers would accept to lose something to get another thing that they want. Something that they would lose can be money or something else. It means that the consumers perceive the price of product and service could affect quality perception. The consumers would compare product quality with the amount to be paid. If the consumers figure out it is reasonable, they would recognize to buy those products and services.

The studying of Hermann et al (2007) showed that price is one important factor in customers' purchase intention. Also, consumers' satisfaction is affected by price perception directly and is affected by price fairness indirectly. For price fairness, it is an important indicator to predict the purchase intention of consumers (lee et al, 2010). If the price is increased, consumers' value perception is decreased (Kwon & Schumann, 2001). Moreover, customers' brand loyalty would be affected significantly by the price and influenced on purchase intention of customers (Khraim, 2011, as cited in Aker, 1991). If consumers could not consent the price, they would evaluate the value of the product that is decreased

2.1.5 Advertising Influence

Advertising is a part of the Promotion topic in 4p which are Product, Price, Place, and Promotion. It is an important strategy in raising awareness to consumers who have the potential in making a decision to buy the products. Also, advertising can create an emotion between customers and brand (Latif and Abideen, 2011).

The customers would create a feeling when they have seen the advertising that brand wants to communicate. A good feeling on the brand would lead to creating an attitude towards the brand. As the same way, advertising is a forceful factor to inform and affect consumer buying behavior (Nabsyeh & Bostan, as cited in Kurdsholi & Bozjani, 2012, Latif and Abideen, 2011).

2.2 Development of Research Questionnaire

From the theory as above, the researcher would like to create a research framework by using all of 5 factors as follow;

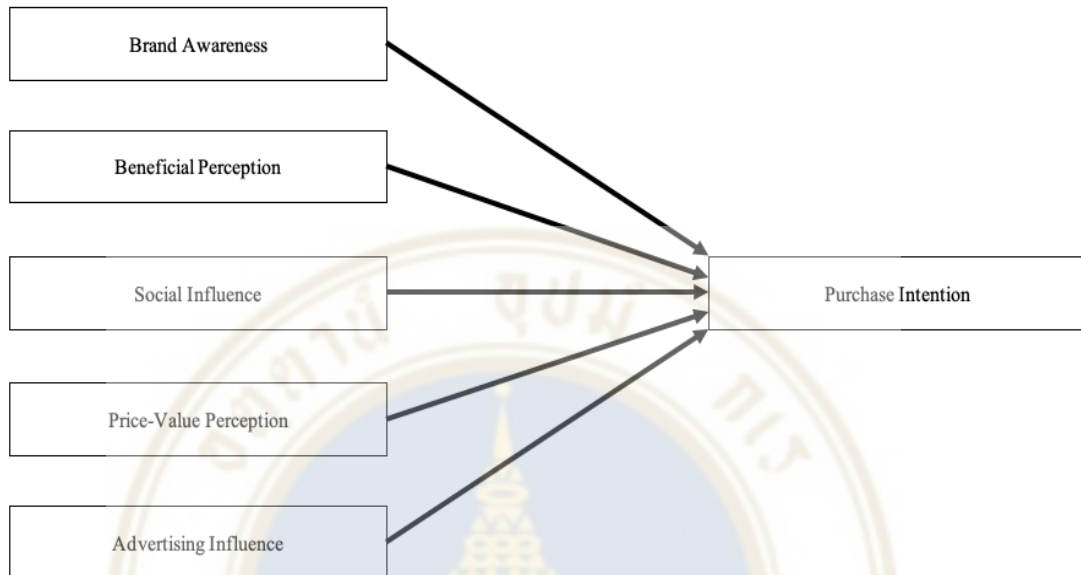


Figure 2.2 Research Framework

From the figure 2.2, it shows the framework of the study. All of the factors are brand awareness, beneficial perception, social influence, price-value perception, and advertising influence. These would be used to drive the purchase intention of consumers and develop local video streaming service in Thailand. So that, the researcher would bring all of factors to develop the research methodology.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

The researcher employs a quantitative research method which is a survey in order to collect data. The survey is conducted by using the information from the previous study and also the variables from the literature review to create quantitative research in the type of survey. Also, the questionnaire encourages the users to identify what factors can be influenced to purchase for video streaming service. Then, the collected data will be used as a statistic to analyze the most influential factors on video streaming service.

3.1.1 Sampling method

For the respondents' target, the researcher aims to request at least 400 respondents who are Thai people with any age, any career, and any income. However, they need to be or ever been a subscription member of a video streaming service. In order to be a subscription member, they have to purchase for it. The questionnaire requires the respondents to complete the questionnaire about their purchasing intention toward the video streaming service subscription.

To reach all of the respondents in order to collect data, the researcher creates an online survey easy to access by using Google form. Then, the researcher gives a QR Code or a link of the survey to the respondents. It is also easy to reach the targets and can be sent widely in expanding survey. It can help separate the respondents that are familiar with video streaming service on any smart devices. The survey would be randomly allocated to collect the data from Thai consumers in Bangkok and up-country.

3.1.2 Data Collection

In order to collect data, the researcher makes the survey that consists of a variety of questions. The survey could investigate into the consumer behavior in purchase intention on video streaming service. The questionnaire consists of 5 main

portions. Firstly, it is a part of screening questions. This screens and verifies the right respondent target. Secondly, it is a part of general questions. This will ask about their video streaming service that they are using such as type of package, their average spending per month on the service.

For the third part which is specific factor questions. This will ask about the factors that influence Thai consumers to purchase for video streaming service subscription. The questions rely on the research framework. The fourth part is about the intention to buy which means consumer tend to extend to use video streaming service, or plan to use video streaming service in the next month, including consumer's preferred package which are types of package that they would like to use. Finally, the last part is the demographic questions of the respondents to identify the demographic factor that might affect purchase intention. This part contains gender, age range, employment status, and income.

3.2 Data Analysis Method

When the data is collected already, it will be put into the Statistic Package for the Social Sciences (SPSS) Program for initial analysis as a way to find the most influential factor. The researcher uses this program to work out the result by running frequency, factor analysis, one-way ANOVA, and crosstabulation. These solutions would figure out and spot the powerful purchase intention on video streaming service from Thai consumers.

After that, the researcher brings the result to analyze with the theory and the research framework to find out why we gain this result, how it links to the purchase intention of consumer behavior, and what should bring to improve and develop local video streaming service in Thailand.

CHAPTER IV

DATA ANALYSIS

After collecting the data from the respondents, there are 471 people who give responses. By the way, there are 13.8 percentages, or 65 people never use the video streaming service subscription in the past year. Thus, the researcher collects the data from 86.2 percentages, or 406 people who experienced with the video streaming service subscription in the past year only. The second group would give an effective response to contribute the result better than the first group.

4.1 Respondent Profile

Table 4.1 Descriptive statistics of the respondent profile

| Measure | Item | Frequency | Percentage (%) |
|------------|----------------------------|-----------|----------------|
| Gender | Male | 154 | 37.9 |
| | Female | 252 | 62.1 |
| Age Range | Under 18 years old | 20 | 4.9 |
| | 18-25 years old | 92 | 22.7 |
| | 26-35 years old | 226 | 55.7 |
| | 36-45 years old | 54 | 13.3 |
| | Over 45 years old | 14 | 3.4 |
| Employment | Student | 68 | 16.7 |
| Status | Public Sector Employee | 73 | 18.0 |
| | Private Sector Employee | 197 | 48.5 |
| | Self-employed | 52 | 12.8 |
| | Unemployed | 14 | 3.4 |
| | Retired | 2 | 16.7 |

Table 4.1 Descriptive statistics of the respondent profile (cont.)

| Measure | Item | Frequency | Percentage (%) |
|---------|----------------------|-----------|----------------|
| Income | Less than 15,000 THB | 79 | 19.5 |
| | 15,000 - 25,000 THB | 110 | 27.1 |
| | 25,001 - 35,000 THB | 79 | 19.5 |
| | 35,001 - 45,000 THB | 51 | 12.6 |
| | 45,001 - 55,000 THB | 30 | 7.4 |
| | More than 55,000 THB | 57 | 14.0 |

From table 4.1, it demonstrates general information of respondents which are gender, age range, employment status, and income.

- Gender: From the survey, 62.1 percent or 252 respondents were female while 37.9 percent or 154 respondents were male. Totaling 406 respondents to further conduct testing and analysis.

- Age: Majority of respondents' age is between 26-35 years old accounting for 55.7 percent or 226 respondents. Followed by age of 18-25 given 22.7 percent or 92 respondents, and age of 36-45 years old contribute 13.3 percent or 54 respondents.

- Employment Status: majority of respondents is Private Sector Employee contributed 48.5 percent or 197 respondents. Followed by Public Sector Employee given 18.0 percent or 73 respondents, student 16.7 percent or 68 respondents.

- Income: The largest income of respondents is in 15,000 - 25,000 THB per month contributed 27.1 percent or 110 respondents. Followed by 2 groups which are less than 15,000 THB per month and 25,001-35,000 THB per month. They contributed equal which are 19.5 percent or 79 respondents.

4.2 Video Streaming Service Brand

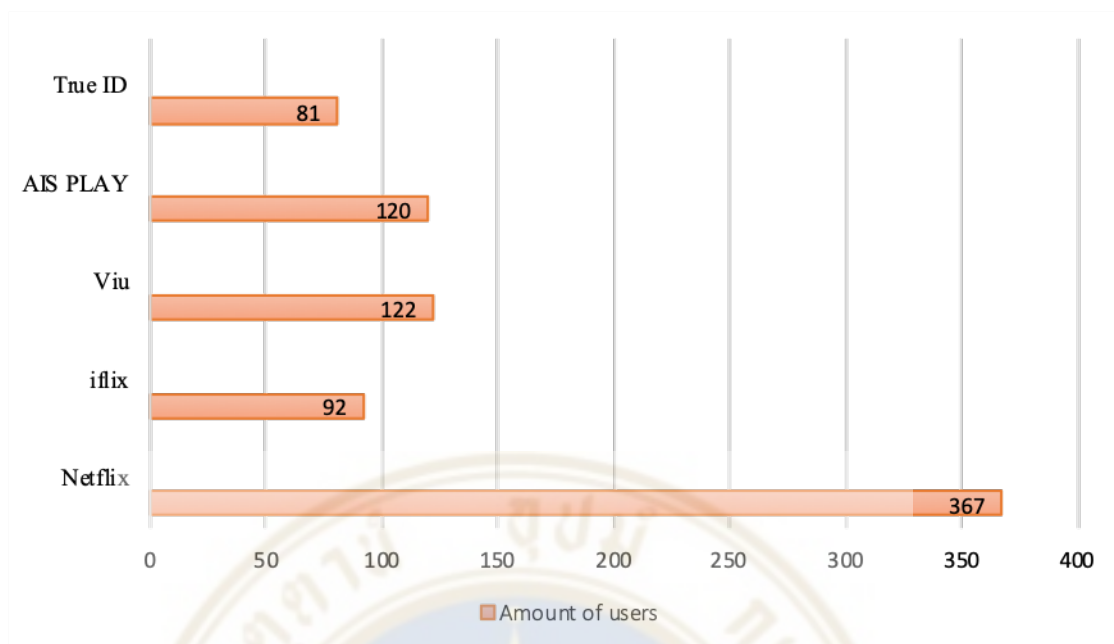


Figure 4.1 The brand of video streaming service subscription

From figure 4.1, it shows that Netflix is the most popular video streaming service brand among the respondents. Netflix is an international brand. Followed by local brand, AIS PLAY, and international brand which is Viu.

4.3 Device for Watching Video Streaming Service

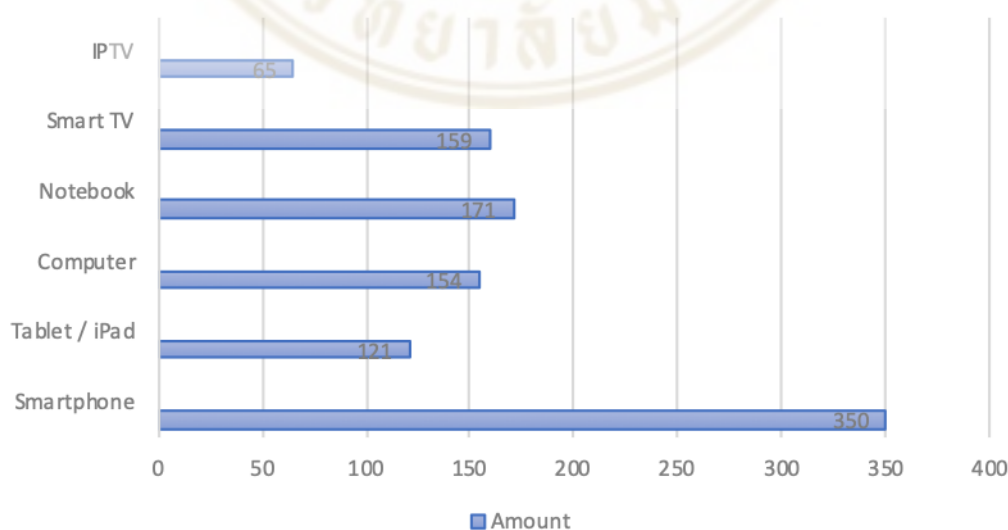


Figure 4.2 The devices of video streaming service subscription

From figure 4.2, the researcher found that smartphone is the most popular device which the respondents used for watching video streaming content. It relates to the survey of We Are Social and Hootsuite that showed mobile 92.33 million subscriptions in Thailand. It confirmed that Thai consumers can own a smartphone. Followed by notebook, smart TV, and computer.

4.4 Video Streaming Service Package

Table 4.2 The Package of video streaming service subscription with frequency

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Other | 10 | 2.5 | 2.5 | 2.5 |
| Daily | 8 | 2.0 | 2.0 | 4.4 |
| 3 days | 3 | 0.7 | 0.7 | 5.2 |
| Weekly | 8 | 2.0 | 2.0 | 7.1 |
| 15 days | 1 | 0.2 | 0.2 | 7.4 |
| Monthly | 376 | 92.6 | 92.6 | 100.0 |
| Total | 406 | 100.0 | 100.0 | |

From table 4.2, the researcher found that monthly package is the most popular package among the 376 respondents or 92.6 percent. Followed by daily and weekly package. It can be concluded that most respondents prefer to use long-term package more than short term package. However, for other package, the respondents told that they got a free video streaming service from using other service such as bundling with mobile package.

4.5 Average Spending of Video Streaming Service Subscription

Table 4.3 The average spending of video streaming service subscription with frequency

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| 0 - 100 THB | 52 | 12.8 | 12.8 | 12.8 |
| 101-300 THB | 153 | 37.7 | 37.7 | 50.5 |
| 301 - 600 THB | 177 | 43.6 | 43.6 | 94.1 |
| 601 - 900 THB | 10 | 2.5 | 2.5 | 96.6 |
| More than 900 THB | 14 | 3.4 | 3.4 | 100.0 |
| Total | 406 | 100.0 | 100.0 | |

From table 4.3, most of the respondents (177 respondents or 43.6 percent) spent the money on average 301-600 THB per month. Followed by 101-300 THB or 37.7 percent. It can be concluded that they have a high purchasing power and willing to pay for using the video streaming service.

4.6 Factor Analysis of Video Streaming Service Subscription

Table 4.4 Related Components on Video Streaming Service Subscription

| Component | Initial Eigenvalues | | | Rotation Sums of Squared Loadings | | |
|-----------|---------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 6.822 | 40.132 | 40.132 | 4.163 | 24.487 | 24.487 |
| 2 | 3.695 | 21.738 | 61.870 | 3.280 | 19.295 | 43.782 |
| 3 | 1.299 | 7.640 | 69.509 | 2.961 | 17.418 | 61.200 |
| 4 | 1.175 | 6.913 | 76.422 | 2.588 | 15.222 | 76.422 |
| 5 | .689 | 4.055 | 80.477 | | | |
| 6 | .432 | 2.539 | 83.016 | | | |
| 7 | .394 | 2.320 | 85.336 | | | |
| 8 | .372 | 2.188 | 87.524 | | | |
| 9 | .348 | 2.049 | 89.572 | | | |
| 10 | .341 | 2.006 | 91.579 | | | |

Table 4.4 Related Components on Video Streaming Service Subscription (cont.)

| Component | Initial Eigenvalues | | | Rotation Sums of Squared Loadings | | |
|-----------|---------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 11 | .293 | 1.726 | 93.305 | | | |
| 12 | .269 | 1.582 | 94.887 | | | |
| 13 | .244 | 1.434 | 96.320 | | | |
| 14 | .203 | 1.192 | 97.512 | | | |
| 15 | .175 | 1.032 | 98.545 | | | |
| 16 | .152 | .894 | 99.439 | | | |
| 17 | .095 | .561 | 100.000 | | | |

Extraction Method: Principal Component Analysis.

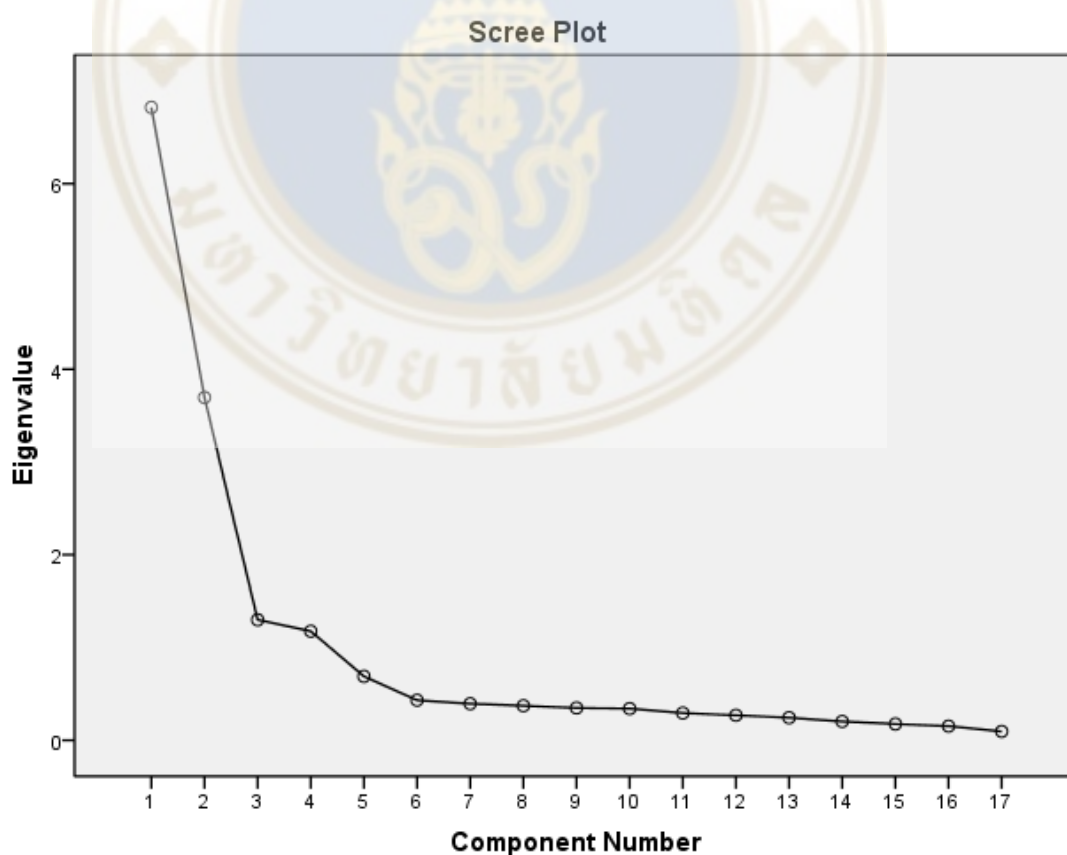
**Figure 4.3 Scree Plot on Video Streaming Service Subscription**

Table 4.5 Related Components Matrix on Video Streaming Service Subscription

| | Component | | | |
|---|-----------|------|------|---|
| | 1 | 2 | 3 | 4 |
| I prefer to use a video streaming service that can access video content easily | .912 | | | |
| I prefer to use a video streaming service that convenience in selecting content | .898 | | | |
| I prefer to use a video streaming service under the brand that I can trust in quality service | .880 | | | |
| Beneficial Perception | | | | |
| I prefer to use a video streaming service which a variety of video content | .862 | | | |
| I prefer to use a video streaming service with fun and playful content | .753 | | | |
| I would buy a video streaming service if I see an Out Of Home (OOH) advertising in public such as BTS Station | | .876 | | |
| I would buy a video streaming service if I see mass media advertising | | .872 | | |
| Advertising influence | | | | |
| I would buy a video streaming service if I see an online media advertisement | | .846 | | |
| Video streaming service advertising can motivate me to purchase it | | .791 | | |
| I prefer to pay for video streaming service subscription that is value for money | | | .817 | |
| I prefer to use a video streaming service that has my favorite content | | | .811 | |

Table 4.5 Related Components Matrix on Video Streaming Service Subscription (cont.)

Rotated Component Matrix^a

| | Component | | | |
|--|-----------|---|------|------|
| | 1 | 2 | 3 | 4 |
| I prefer to use a video streaming service that I can watch anywhere and/or anytime | | | .773 | |
| Price-Value Perception | | | | |
| I prefer to use a video streaming service with a reasonable price | | | .758 | |
| Video streaming service recommendation from friends can motivate me to purchase it | | | | .825 |
| Video streaming service recommendation from family can motivate me to purchase it | | | | .803 |
| Video streaming service review from online community such as pantip.com can motivate me to purchase it | | | | .710 |
| Social Influence | | | | |
| Video streaming service review from influencers can motivate me to purchase it | | | | .633 |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

From table 4.4, table 4.5 and Figure 4.3, it provides the result of SPSS program in running factors analysis to find the most relevant factors and work well. After the researcher checks cross loading and mismatch meaning, there are 4 related factors that influence the purchase intention of Thai consumers towards video streaming service subscription. The factors are as follow;

(1) Beneficial Perception

- I prefer to use a video streaming service that can access video content easily

- I prefer to use a video streaming service that convenience in selecting content

- I prefer to use a video streaming service under the brand that I can trust in quality service

- I prefer to use a video streaming service which a variety of video content

- I prefer to use a video streaming service with fun and playful content

(2) Advertising Influence

- I would buy a video streaming service if I see an Out Of Home (OOH) advertising in public such as BTS Station

- I would buy a video streaming service if I see mass media advertising

- I would buy a video streaming service if I see an online media advertisement

- Video streaming service advertising can motivate me to purchase it

(3) Price-Value Perception

- I prefer to pay for video streaming service subscription that is value for money

- I prefer to use a video streaming service that has my favorite content

- I prefer to use a video streaming service that I can watch anywhere and/or anytime

- I prefer to use a video streaming service with a reasonable price

(4) Social Influence

- Video streaming service recommendation from friends can motivate me to purchase it.

- Video streaming service recommendation from family can motivate me to purchase it.

- Video streaming service review from online community such as pantip.com can motivate me to purchase it.

- Video streaming service review from influencers can motivate me to purchase it.

Table 4.6 Factors analysis with descriptive

| Variable | Mean | Std. Deviation |
|---|------|----------------|
| I prefer to use a video streaming service that can access video content easily | 3.60 | .662 |
| I prefer to use a video streaming service that convenience in selecting content | 3.61 | .663 |
| I prefer to use a video streaming service under the brand that I can trust in quality service | 3.57 | .655 |
| I prefer to use a video streaming service which a variety of video content | 3.63 | .661 |
| I prefer to use a video streaming service with fun and playful content | 3.46 | .718 |
| I would buy a video streaming service if I see an Out Of Home (OOH) advertising in public such as BTS station | 2.47 | .890 |
| I would buy a video streaming service if I see mass media advertising | 2.43 | .871 |
| I would buy a video streaming service if I see an online media advertisement | 2.62 | .880 |
| Video streaming service advertising can motivate me to purchase the service | 2.66 | .856 |
| I prefer to pay for video streaming service subscription that is value for money | 3.60 | .623 |
| I prefer to use a video streaming service that has my favorite content | 3.58 | .658 |
| I prefer to use a video streaming service that I can watch anywhere and anytime | 3.60 | .647 |
| I prefer to use a video streaming service with a reasonable price | 3.65 | .649 |
| Video streaming service recommendation from friends can motivate me to purchase it | 3.02 | .855 |
| Video streaming service recommendation from family can motivate me to purchase it | 2.79 | .963 |
| Video streaming service review from online community such as pantip.com can motivate me to purchase it | 2.71 | .898 |
| Video streaming service review from influencers can motivate me to purchase it | 2.88 | .877 |

From table 4.6, it illustrates two key highlights of the factors that respondents considered before making decision. They put average 3.5 which is the mean value between agree and strongly agree towards the variables from beneficial perception and price-value perception.

For beneficial perception, respondents expected the video streaming service should provide video streaming service that access easily to video content easily, convenience in selecting content, quality of service, variety of video content, and fun and playful content.

For price-value perception, respondents expected the video streaming service should be worth paying, selling in a reasonable price, providing their favorite content, and without limitation of place and time.

4.7 One-way ANOVA of Video Streaming Service Subscription

**Table 4.7 One-way ANOVA on Video Streaming Service Subscription
(Employment status and variable)**

| | | ANOVA | | | | |
|---|----------------|----------------|-----|-------------|-------|------|
| | | Sum of Squares | df | Mean Square | F | Sig. |
| I would buy a video streaming service if I see Mass media | Between Groups | 10.953 | 5 | 2.191 | 2.954 | .012 |
| | Within Groups | 296.616 | 400 | .742 | | |

**Table 4.7 One-way ANOVA on Video Streaming Service Subscription
(Employment status and variable) (cont.)**

| | | ANOVA | | | | |
|--|----------------|----------------|-----|-------------|-------|------|
| | | Sum of Squares | df | Mean Square | F | Sig. |
| advertising | Total | 307.569 | 405 | | | |
| Video streaming service advertising can motivate me to purchase it | Between Groups | 12.483 | 5 | 2.497 | 3.513 | .004 |
| | Within Groups | 284.287 | 400 | .711 | | |
| | Total | 296.771 | 405 | | | |
| | | | | | | |
| I prefer to use a video streaming service that has my favorite content | Between Groups | 4.860 | 5 | .972 | 2.284 | .046 |
| | Within Groups | 170.273 | 400 | .426 | | |
| | Total | 175.133 | 405 | | | |
| | | | | | | |
| Video streaming service review from online community such as pantip.com can motivate me to purchase it | Between Groups | 11.689 | 5 | 2.338 | 2.967 | .012 |
| | Within Groups | 315.169 | 400 | .788 | | |
| | Total | 326.857 | 405 | | | |
| | | | | | | |

From running One-way ANOVA of Employment status and variables from factors analysis, there are 4 factors that are statistically significant. (Sig. < 0.05). It comprised of ‘I would buy a video streaming service if I see mass media advertising’ and ‘Video streaming service advertising can motivate me to purchase it’ which are in Advertising Influence. ‘I prefer to use a video streaming service that has my favorite content’ which are in Price Value Perception. The last one is ‘Video streaming service review from online community such as pantip.com can motivate me to purchase it’ which is in social influence.

Table 4.8 One-way ANOVA on Video Streaming Service Subscription descriptives (Employment status and variable)

| | | N | Mean |
|--|-------------------------|-----|------|
| I would buy a video streaming service if I see mass media advertising | Student | 68 | 2.57 |
| | Public Sector Employee | 73 | 2.60 |
| | Private Sector Employee | 197 | 2.34 |
| | Self-employed | 52 | 2.31 |
| | Unemployed | 14 | 2.36 |
| | Retired | 2 | 4.00 |
| | Total | 406 | 2.43 |
| Video streaming service advertising can motivate me to purchase it | Student | 68 | 2.75 |
| | Public Sector Employee | 73 | 2.93 |
| | Private Sector Employee | 197 | 2.56 |
| | Self-employed | 52 | 2.54 |
| | Unemployed | 14 | 2.50 |
| | Retired | 2 | 4.00 |
| | Total | 406 | 2.66 |
| I prefer to use a video streaming service that has my favorite content | Student | 68 | 3.56 |
| | Public Sector Employee | 73 | 3.79 |
| | Private Sector Employee | 197 | 3.51 |
| | Self-employed | 52 | 3.54 |
| | Unemployed | 14 | 3.57 |
| | Retired | 2 | 4.00 |
| | Total | 406 | 3.58 |
| Video streaming service review from online community such as pantip.com can motivate me to purchase it | Student | 68 | 2.87 |
| | Public Sector Employee | 73 | 2.93 |
| | Private Sector Employee | 197 | 2.62 |
| | Self-employed | 52 | 2.56 |
| | Unemployed | 14 | 2.57 |
| | Retired | 2 | 4.00 |
| | Total | 406 | 2.71 |

Focusing on the variables that are statistically significant, the Mean score shows that consumers who are retired tend to put much attention to all of variables comparing to other employment status that they put less attention to variables as above.

4.8 Crosstabulation of Video Streaming Service Subscription

Table 4.9 Intention to Buy (ITB) on video streaming service subscription (Age and ITB crosstabulation)

| | | | In the next month, I am using/willing to purchase Video Streaming Service Subscription | | | | Total |
|-------------------------------------|-------------------------------------|-------------------------------------|--|------------|-------------|----------------|---------------|
| | | | Strongly disagree | Disagree | Agree | Strongly agree | |
| Which range below includes your age | Under 18 years old | Count % within | 0 .0% | 0 .0% | 7 35.0% | 13 65.0% | 20 100.0% |
| | | Which range below includes your age | | | | | |
| | 18-25 years old | Count % within | 3 3.3% | 1 1.1% | 16 17.4% | 72 78.3% | 92 100.0% |
| | | Which range below includes your age | | | | | |
| | 26-35 years old | Count % within | 10 4.4% | 14 6.2% | 75 33.2% | 127 56.2% | 226 100.0% |
| | Which range below includes your age | | | | | | |
| | 36-45 years old | Count % within | 3 5.6% | 1 1.9% | 18 33.3% | 32 59.3% | 54 100.0% |
| | Which range below includes your age | | | | | | |
| | Over 45 years old | Count % within | 2 14.3% | 0 .0% | 3 21.4% | 9 64.3% | 14 100.0% |
| | Which | | | | | | |

Table 4.9 Intention to Buy (ITB) on video streaming service subscription (Age and ITB crosstabulation) (cont.)

| | | In the next month, I am using/willing to purchase Video Streaming Service Subscription | | | | Total |
|-------|--|--|----------|-------|----------------|--------|
| | | Strongly disagree | Disagree | Agree | Strongly agree | |
| | range below includes your age | | | | | |
| Total | Count | 18 | 16 | 119 | 253 | 406 |
| | % within Which range below includes your age | 4.4% | 3.9% | 29.3% | 62.3% | 100.0% |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 22.801 ^a | 12 | .029 |
| Likelihood Ratio | 24.876 | 12 | .015 |
| Linear-by-Linear Association | 5.936 | 1 | .015 |
| N of Valid Cases | 406 | | |

a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is .55.

From table 4.9 about Chi-Square Tests, it shows that the value is 0.029, it is smaller than 0.05 indicates statistical significance which means there are different in term of intention to buy. It can be seen that there is no room for strongly disagree and disagree in age under 18 years old. They chose to use video streaming service. It is opposite with other age group. Even they tend to agree to use video streaming service subscription in the next month, but some consumers still refuse to use it.

Table 4.10 preferred package on video streaming service subscription (Age and preferred package crosstabulation)

| | | | Which type of package of video streaming service that you prefer | | | Total |
|-------------------------------------|--------------------|--|--|---|--|---------------|
| | | | Other | The package that I can watch unlimited contents by Scheduled time such as daily, weekly, monthly, etc | The package that I can watch limit contents but unlimited time such as paying 100 THB, I can watch 10 contents | |
| Which range below includes your age | Under 18 years old | Count % within Which range below includes your age | 0 .0% | 19 95.0% | 1 5.0% | 20 100.0% |
| | 18-25 years old | Count % within Which range below includes your age | 0 .0% | 87 94.6% | 5 5.4% | 92 100.0% |
| | 26-35 years old | Count % within Which range below includes your age | 4 1.8% | 204 90.3% | 18 8.0% | 226 100.0% |
| | 36-45 years old | Count % within Which range below | 2 3.7% | 47 87.0% | 5 9.3% | 54 100.0% |

Table 4.10 preferred package on video streaming service subscription (Age and preferred package crosstabulation) (cont.)

| | | Which type of package of video streaming service that you prefer | | | Total |
|-------------------|--|--|---|--|---------------|
| | | Other | The package that I can watch unlimited contents by Scheduled time such as daily, weekly, monthly, etc | The package that I can watch limit contents but unlimited time such as paying 100 THB, I can watch 10 contents | |
| | includes your age | | | | |
| Over 45 years old | Count % within Which range below includes your age | 0 .0% | 9 64.3% | 5 35.7% | 14 100.0% |
| Total | Count % within Which range below includes your age | 6 1.5% | 366 90.1% | 34 8.4% | 406 100.0% |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 18.964 ^a | 8 | .015 |
| Likelihood Ratio | 14.926 | 8 | .061 |
| Linear-by-Linear Association | 3.443 | 1 | .064 |
| N of Valid Cases | 406 | | |

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is .21.

From table 4.11 about Chi-Square Tests, it shows that the value is 0.015, it is smaller than 0.05 indicates statistical significance which means there are different in

term of preferred package. It can be seen that consumers who are over 45 years old tends to select the package that they can pay for only video contents they watch comparing to other age group. Other age groups prefer to watch unlimited content by the fixed time.

4.9 The preferred video contents

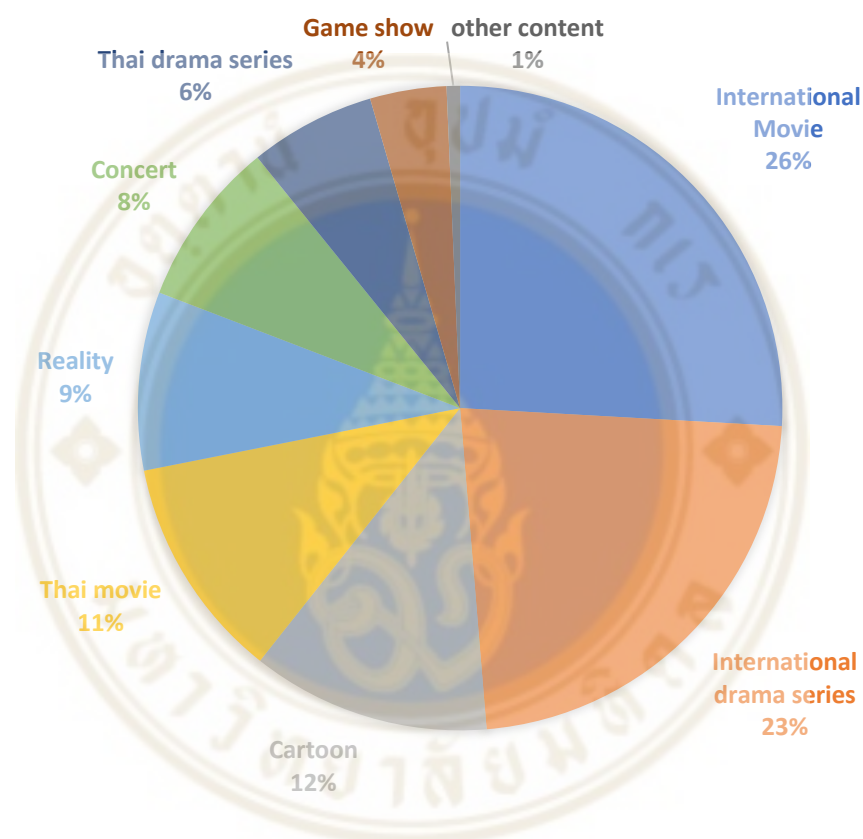


Figure 4.4 The preferred video contents

From figure 4.4, it shows that consumers prefer to watch a variety of content on video streaming service. In addition, international movie is the most wanted video content that consumers would like to watch, it accounts for 385 respondents or 26 percent of all the type of contents. Followed by International drama series with 339 respondents or 23 percent, Cartoon with 178 respondents or 12 percent, Thai movie with 167 respondents or 11 percent, Reality with 133 respondents or 9 percent, Concert with 124 respondents or 8 percent, Thai drama series with 94 respondents or 6 percent, Game

show with 57 respondents or 4 percent, and the other content that they want like such as sports is 10 respondents or 1 percent.



CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

According to the result from Chapter IV, the researcher can explore and gain a better understanding of factors that drive consumers to purchase video streaming service subscription. This leads to answer to the research questions.

There are two key highlights of the factors that Thai consumer pay more awareness to and influence them to purchase video streaming service subscription. These are the variables from beneficial perception and price-value perception.

To improve and develop the Thai local video streaming service, the company should design User Interface (UI) of video streaming service to access easily and make it convenient in selecting content. In addition, the video content on the service should be variety, fun, and playful content. Furthermore, consumers would perceive the package price of video streaming service is worth paying and reasonable if they could enjoy their favorite video content without limitation of place and time.

From all of the above, these are related to the preference of consumers in digital era. They like to select the content by themselves and watch the content without limitation of time and place. So, if the firm could provide video streaming service like these, they tend to use the service even they have to pay for it too.

From studying of the researcher, even the researcher can collect data from nearly 500 respondents, but the researcher found that there are some people have not known about video streaming service subscription, especially people live in up-country. So, it is an opportunity to expand market to the outside of urban to introduce this service.

Furthermore, it found that Netflix was the most popular brand among Thai consumers. From exploration further, Netflix provides video streaming service subscription to Thai people for 5 years. There are a variety of content containing Thai and international movies that Thai consumers could select the preferred video content by themselves. The price of package starts from 280 THB. The new subscribers could watch without pay for 30 days. In addition, UI of Netflix looks simple and easy to

understand. Consumers could search and selecting content easily. These may lead to Netflix success in doing the video streaming business in Thai market.

For the device that Thai consumers favor to use in watching video streaming service subscription, the researcher found that smartphone was the most popular device among Thai people. It confirmed that many Thai consumers could access the video streaming service subscription easily on their hand by using smartphone.

In parts of package and money on average that consumers chose for video streaming service subscription, consumers prefer a long-term package such as monthly package that they could watch unlimited of video content. They spent money on this service around 300-600 THB per month. So, the package that would be launched from the company should take this into consideration when design the package.

5.2 Limitation and Further Research

For limitation, there is neither focus group nor in-depth interview with consumers. The researcher collected data by using online survey as a method only. The researcher would not know about the insight of consumers. Moreover, most respondents come from Netflix users who are familiar with video streaming service. It might not reflect to the result that can be used to influence unfamiliar users.

So, the future study can do more in term of qualitative research to investigate insight of consumers. However, as the researcher mentioned above that people in up-country have not known about video streaming service subscription, it is an opportunity to study the preferred video streaming service that they want. It is the benefit to the company to expand a number of their customers.

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Appendix: Survey Question

Screening Questions

| No | Question | Answer |
|----|---|---|
| S1 | Have you ever purchased for video streaming service subscription in the past year? | - Yes - No |
| S2 | Which brand that you use to watch video streaming service? You can choose more than 1 choice. | - Netflix - iflix - Viu - AIS PLAY - True ID - Other (Please specific) ... |
| S3 | Which devices that you use to watch video streaming service? You can choose more than 1 choice. | - Smartphone - Tablet / iPad - Computer / Website - Notebook - Smart TV - TV with Smart Box Ex. AIS PLAYBOX - Other (Please specific) ... |
| S4 | Which package of Video Streaming Service Subscription that you used? | - Daily - 3 days - Weekly - 15 days - Monthly - Other (Please specific) ... |
| S5 | How much money on average did you pay for Video Streaming Service Subscription per package? | - 0 - 100 THB - 101-300 THB - 301 - 600 THB - 601 - 900 THB |

| No | Question | Answer |
|----|----------|---------------------|
| | | - More than 900 THB |

Main Questions

| No | Question | Answer |
|----|--|--|
| M1 | I prefer to use a video streaming service under the Well-known brand. | - Strongly disagree - Disagree - Agree - Strongly agree |
| M2 | I prefer to use a video streaming service under the brand that most people know. | - Strongly disagree - Disagree - Agree - Strongly agree |
| M3 | I prefer to use a video streaming service under the brand that makes me proud. | - Strongly disagree - Disagree - Agree - Strongly agree |
| M4 | I prefer to use a video streaming service under the brand which has a good image. | - Strongly disagree - Disagree - Agree - Strongly agree |
| M5 | I prefer to use a video streaming service under the brand that I can trust in quality service. | - Strongly disagree - Disagree - Agree - Strongly agree |
| M6 | I prefer to use a video streaming service that convenience in selecting content. | - Strongly disagree - Disagree - Agree - Strongly agree |

| No | Question | Answer |
|-----|--|--|
| M7 | I prefer to use a video streaming service that can access video content easily. | - Strongly disagree - Disagree - Agree - Strongly agree |
| M8 | I prefer to use a video streaming service which a variety of video content. | - Strongly disagree - Disagree - Agree - Strongly agree |
| M9 | I prefer to use a video streaming service that has a useful content. | - Strongly disagree - Disagree - Agree - Strongly agree |
| M10 | I prefer to use a video streaming service with fun and playful content. | - Strongly disagree - Disagree - Agree - Strongly agree |
| M11 | I prefer to use a video streaming service with a content that makes me feel satisfied. | - Strongly disagree - Disagree - Agree - Strongly agree |
| M12 | I prefer to use a video streaming service with a content that makes me feel excited. | - Strongly disagree - Disagree - Agree - Strongly agree |
| M13 | I prefer to use a video streaming service because it is the useful way to spend time on. | - Strongly disagree - Disagree - Agree - Strongly agree |
| M14 | I prefer to use a video streaming service that has interesting content. | - Strongly disagree - Disagree |

| No | Question | Answer |
|-----|--|--|
| | | - Agree - Strongly agree |
| M15 | I prefer to use a video streaming service that always up-to-date. | - Strongly disagree - Disagree - Agree - Strongly agree |
| M16 | I prefer to use a video streaming service that has exclusive contents available only in application. | - Strongly disagree - Disagree - Agree - Strongly agree |
| M17 | I prefer to use a video streaming service that I can watch anywhere and/or anytime. | - Strongly disagree - Disagree - Agree - Strongly agree |
| M18 | I prefer to use a video streaming service that has my favorite content. | - Strongly disagree - Disagree - Agree - Strongly agree |
| M19 | I prefer to use a video streaming service with a content that makes me feel relax. | - Strongly disagree - Disagree - Agree - Strongly agree |
| M20 | I prefer to use a video streaming service with a reasonable price. | - Strongly disagree - Disagree - Agree - Strongly agree |
| M21 | I prefer to use a video streaming service that I can share the package with others. | - Strongly disagree - Disagree - Agree - Strongly agree |

| No | Question | Answer |
|-----|--|--|
| M22 | I prefer to use a video streaming service that usually offers a discount promotion. | - Strongly disagree - Disagree - Agree - Strongly agree |
| M23 | I prefer to pay money in order to subscribe Video Streaming Service. | - Strongly disagree - Disagree - Agree - Strongly agree |
| M24 | I prefer to pay for video streaming service subscription that is value for money. | - Strongly disagree - Disagree - Agree - Strongly agree |
| M25 | I would buy a video streaming service if I see an Out Of Home (OOH) advertising in public such as BTS Station. | - Strongly disagree - Disagree - Agree - Strongly agree |
| M26 | I would buy a video streaming service if I see an online media advertisement. | - Strongly disagree - Disagree - Agree - Strongly agree |
| M27 | I would buy a video streaming service if I see mass media advertising. | - Strongly disagree - Disagree - Agree - Strongly agree |
| M28 | Video streaming service advertising can motivate me to purchase it. | - Strongly disagree - Disagree - Agree - Strongly agree |

| No | Question | Answer |
|-----|---|---|
| M29 | Video streaming service review from influencers can motivate me to purchase it. | <ul style="list-style-type: none"> - Strongly disagree - Disagree - Agree - Strongly agree |
| M30 | Video streaming service review from online community such as pantip.com can motivate me to purchase it. | <ul style="list-style-type: none"> - Strongly disagree - Disagree - Agree - Strongly agree |
| M31 | Video streaming service review from mass media can motivate me to purchase it. | <ul style="list-style-type: none"> - Strongly disagree - Disagree - Agree - Strongly agree |
| M32 | Video streaming service recommendation from family can motivate me to purchase it. | <ul style="list-style-type: none"> - Strongly disagree - Disagree - Agree - Strongly agree |
| M33 | Video streaming service recommendation from friends can motivate me to purchase it. | <ul style="list-style-type: none"> - Strongly disagree - Disagree - Agree - Strongly agree |
| M34 | In the next month, I am using/willing to purchase Video Streaming Service Subscription. | <ul style="list-style-type: none"> - Strongly disagree - Disagree - Agree - Strongly agree |
| M35 | Which type of package of video streaming service that you prefer? | <ul style="list-style-type: none"> - The package that I can watch unlimited contents by Scheduled time such as daily, weekly, monthly, etc. - The package that I can watch limit contents but unlimited time such |

| No | Question | Answer |
|-----|--|--|
| | | as paying 100 THB, I can watch 10 contents. |
| M36 | Which type of content that you prefer to watch in video streaming Service? You can choose more than 1 choice. | <ul style="list-style-type: none"> - Thai drama series - International drama Series - Game Show - Reality Show - Concert - Cartoon - Thai Movie - International Movie - Other (Please specific) ... |

Demographic Questions

| No | Question | Answer |
|----|--|---|
| D1 | Please indicate your gender? | <ul style="list-style-type: none"> - Male - Female |
| D2 | Which range below includes your age? | <ul style="list-style-type: none"> - Under 18 years old - 18-25 years old - 26-35 years old - 36-45 years old - Over 45 years old |
| D3 | Which of the following categories best describes your employment status? | <ul style="list-style-type: none"> - Student - Public Sector Employee - Private Sector Employee - Self-employed - Unemployed - Retired - Other (Please specific) ... |
| D4 | What is your approximate average income per month? | <ul style="list-style-type: none"> - Less than or equal to 15,000 THB - 15,001 - 25,000 THB |

| No | Question | Answer |
|----|----------|---|
| | | - 25,001 - 35,000 THB - 35,001 - 45,000 THB - 45,001 - 55,000 THB - 55,001 THB and above |

