

**EXPLORING WHY THAI PEOPLE
DECIDED TO WATCH NETFLIX ORIGINAL**

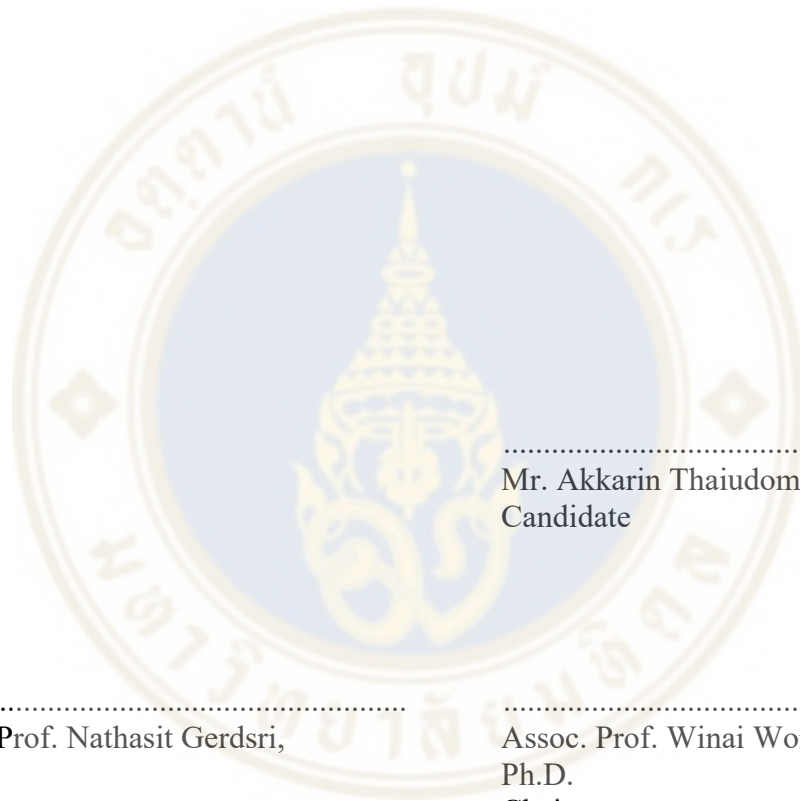


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**EXPLORING WHY THAI PEOPLE
DECIDED TO WATCH NETFLIX ORIGINAL**

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EXPLORING WHY THAI PEOPLE DECIDED TO WATCH NETFLIX ORIGINAL

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ABSTRACT

This thematic paper focuses on studying various factors that made the consumers decide to watch Netflix Original. The research objective is to know various factors that will affect viewers' decision to watch Netflix Original and understand the consumers' need for a suitable marketing method for consumers to watch Netflix Original. This research used a qualitative approach, and an in-depth interview collected the data. Interviews were conducted with 30 Thai participants that watch Netflix Original.

The study found that social influence greatly influenced consumer's decisions. Most interviewees said that the trends in society about Netflix Original were a considerable help in decision-making. Also, WOM/eWOM can significantly influence consumers' decisions from people close to them or online, making it easier to decide to watch. In addition, the advertising influenced them to keep them interested and remember the Netflix Original. These influences are consistent with consumer behaviors and motivations. Most people value the trend in society. Also, WOM/eWOM such as friends, reviews, or conversations that occur in the online world. Even the influence of advertising helps them remember the Netflix Original. At the same time, seeing the advertisements also helps in motivating them to watch Netflix Original.

KEY WORDS: Netflix Original/ Decision-Making/ Consumer Behavior

32 pages

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CHAPTER I

INTRODUCTION

1.1 Background and problem statement

Movies are considered a type of media that can transfer information to people. Movies always have focused on entertainment due to the nature that consists of both audio and visual. As a result, consumers generally tend to look at movies in the entertainment dimension rather than mass media. In the past, people tend to watch that movie at the cinema and use movie rental services for viewing at home. It is trendy at that time.

Nowadays, advanced technology is resulting in new movie services in watching movies online via streaming. That currently has movie service providers online streaming in Thailand, such as Iflix, Hollywood HDTV, HOOQ, Viu, Disney+, which extensively affects the overall behavior of consumers in the movie business. Therefore, the researcher is interested in studying the most popular online movie streaming service in Thailand, which is Netflix.

Netflix is the world's largest video streaming service provider, located in California, USA. Publish content in the form of movies, series, TV shows, and documentaries. The content can be viewed online on any device around the world through a subscription. (Elkawy et al., 2015). Netflix is a subscription streaming service that allows members to watch a variety of content. without ads on devices connected to the internet. (Netflix, n.d.) As of 2021, Netflix has become the world's leading streaming entertainment service. It has 208 million paid members in over 190 countries. Members can watch as much as they want, anytime, anywhere, without any advertisements or commitments. (Netflix, 2021). For Thailand, Netflix officially opens in early 2016, which is considered very popular among Thai people. Moreover, it is predicted that Netflix will have more than 546,340 members in Thailand by 2020 (Statista Research Department, 2016).

The variety of movies and series on Netflix is a good choice for consumers because they can choose to watch depend on the need and interest in content from various countries. As mentioned, Netflix was founded on the idea of a streaming service provider through a subscription service. (Keating, 2012). In 2007, Netflix moved towards its Instant Viewing service, offering subscribers the ability to watch films and television over the internet on multiple electronic devices (Keating, 2012). Since 2007, Netflix has grown steadily in terms of both finances and subscriber numbers. (Corfield, 2017). As Netflix is popular, therefore needs more content from partners, followed by higher costs. Netflix wants to pursue a long-term strategy from a cheaper and continually regulated by producing content called "Netflix Original" to provide to their subscribers. (Moore, 2016). The first title of Netflix Original is Lilyhammer, which begin streaming on Netflix on February 6, 2012. All eight episodes are stream on the platform. (Greene, 2013). That can get the attention and various criticism from the audience. (Lindsay, 2015)

Currently, there are many movies and series, not just American movies, but also including movies and series from other counties, e.g., Mexico, England, Spain, Italy, France, Korea, Japan, Etc. In terms of Thailand, it has created the first Netflix Original named "The stranded." As directed by a Thai director and using Thai actors, it launched at the end of 2019. (Coconuts Bangkok, 2019). Netflix Original does not have much difference in production because many Netflix movies and series use the same budget as movies released in cinemas, but the apparent difference is the actor. Although they often use actors who are not well-known compared to movies released in cinemas, we are often familiar with the names or roles these actors have been. With this difference, Netflix Original sometimes has some disadvantages even if launch on its platform because some audiences may not know much about the actor or the story. Therefore, it might cause them to ignore our movies or series. In general, Netflix has been promoting new content through many channels to the consumers for recognizing and motivating them to watch. These factors may affect consumer decisions on watching Netflix Original.

With these factors, the researcher is interested in studying the various factors that made the consumers decide to watch Netflix Original through cognitive behavior or media reception. See what factors affect consumers' decision-making choices about

watching Netflix Original on Netflix. The researcher hopes this study will benefit the streaming movie industry and benefit the marketer by analyzing factors that make consumer decisions about the movie and series content. In addition, this research can be used in other aspects of consumer behavior and decision-making.

1.2 Research Question

1. What factors affecting the consumer's decision to watch Netflix Original?
2. What factors stand out, and how do the factors influence consumers' decision to watch Netflix Original?

1.3 Research Objectivists

1. To know various factors that will affect viewers' decision to watch Netflix Original
2. To know the suitable marketing method for consumers to watch Netflix Original

CHAPTER II

LITERATURE REVIEW

This chapter will contain the definitions of that theory and the literature connected to this research. It will focus on the theories and concepts that affect the decision-making process of consumers. In commercials, films, and others, studying different concepts and theories to analyze the factors and the possibility of consumer decisions is essential.

2.1 Literature review

2.1.1 Netflix Original

In 2007, Netflix was launched in the international market for the first time and developed, producing its programming in 2012. In 2015, Netflix began producing 48 original content and special shows streaming around the world. The purpose of Netflix is to break down the barriers between media by trying to position their service as a center of content for television, movies, and documentaries. Netflix was emphasizing membership services and providing various media to serve all of the members. (Osur, 2016). Netflix offers content that is purchased from partners that it offers to subscribers (Cody, 2021). Netflix wants to offer original content that is not available on other platforms (Littleton & Roettgers, 2018) to maintain and attract the consumer. Therefore, it has to invest heavily in producing and promoting its materials (original content) to attract subscribers and maintain the number of old subscribers (Prince & Greenstein, 2018). Lilyhammer's premiere (Netflix Original) transformed Netflix into the original content producer equivalent of HBO, FX, and Showtime, who pioneered the streaming service (Benjamin, 2019).

There are international journals mentioned about Netflix scholarship award to anyone who can develop the original programming for Netflix, and the original

programming that was chosen will include actual production (Keating, 2012). This is a significant change for Netflix from being a distribution technology to being a content creator on its own. (Benjamin, 2019). Looking at the business of Hollywood, which is a big business and with a large audience worldwide. This results in the production of high-quality content with high costs. Netflix aims to prove that it can be done if it produces its original content (House of Netflix). Netflix provides its original content in countries where services are not available, such as France and Germany, which has been very well feedback. Due to the high volume of audiences in the first month, Netflix launched the service (Osur, 2016). Importantly, getting popular content in certain countries is the biggest challenge for Netflix because it requires audiences worldwide to be interested in and understand the content they are unfamiliar with. (Osur, 2016).

The literature review found that Netflix aims to produce its content seriously. In terms of production control, ownership, or being a worldwide leader of streaming service providers. Therefore, the researchers wanted to include Netflix original as one of the variables in this study.

2.1.2 Decision Making

This research will focus on finding factors that affect consumer decisions. In general, decision-making is a technique or method that reduces options or just one option based on the experience of decision-makers (Barnard, 1938). It should start with defining the people involved, either decision-makers or stakeholders, to reduce potential conflicts (Baker, 2001). Mostly, decisions are made based on satisfaction. However, it should be suitable for the goals and objectives (Fulop, 2005). Other aspects of decision-making mean choosing to do something among various choices. It will make the person who makes decisions from all available options, depending on their situation (Walters C. Glenn. (1987). The decision-making for something is not easy. It must through to the cognitive processes together with the individual experience. It is challenging to face a big decision, making it even more challenging to make decisions within a limited time. (George, 1980). The researcher believes that decisions can happen on many factors, depending on the time, situation, or surrounding factors. This research defines decision-making as the action of each person who needs to be chosen by considering the thought

process and evaluating the surrounding environment or information received from various media or people.

2.1.3 Consumer behavior

Consumer behavior refers to the natural expression of human beings that can influence marketing. (Foxall & Sigurdsson, 2013). Consumer behavior relation to monopoly power over various industries (Phillip Nelson, 1970). In marketing, consumer behavior is the various actions in buying or choosing goods and services. It is directly related to the purchase of goods and services to satisfy their needs. Many brands tend to study these consumer behaviors to find reasons people will buy goods and services to develop methods and strategies to influence consumers. (Miniard, 2012). As the decision-making process has a tremendous effect on individual expression. The most interesting is that we can use these to set up marketing strategies to meet the needs and satisfaction of consumers. (James F. Engel, Roger D. Blackwell, Paul W. Miniard, 2001).

Moreover, there is also an interesting study about the consumer behavior model, a study of motivation that results in decisions and stimulates consumer consciousness. The seller cannot know the fundamental insight of the consumer. That is like a buyer's black box (Kotler, 1997).

For better understanding, the researcher would like to explain further about this model. This model is divided into three parts as follows.



Figure 2.1 Black Box Model

Stimulus

The stimulus that affects consumers' feelings is divided into marketing stimulus (4ps) and environmental stimuli such as culture and politics.

Buyer's Black Box

After being stimulated, the feeling of consumers begins to change. Therefore, the Buyer's Black Box will be divided into buyer characteristics and buyer decision processes.

Buyer's Purchase Decision

This step is the response of consumers through the decision-making process. There will be five responses, e.g., Product choice, Brand choice, Dealer choice, Purchase timing, Purchase amount.

From the theory and research above, it is demonstrated that consumer behavior affecting decision-making significantly. From the viewpoint of the researcher, both theories are inevitably related. In this study, the researcher requested that the definition of consumer behavior is the behavior caused by stimulation from the surrounding environment through thought processes and resulting in decisions about purchasing or using products.

2.1.4 Motivation

Many researchers have formulated motivation theory, which is generally caused by internal and external factors or caused by doing something to achieve satisfaction (Beerli & Martin, 2004). Motivation is the driving force that drives a person to do something (Ryan & Deci, 2000). It starts with needs, values, goals, intentions, and expectations. That comes from inside (Valencia, 2012). In addition, motivation is also a process that controls human behavior to lead people to act as others do and consumers desire to respond (Solomon, 2004). Another meaning is the inner power that drives a person to achieve his goals with effort. (Hadjiphanis, 2012)

For motivation studies, the researcher believes that it is the individual drive that motivates them to act according to desire and purpose. This is a voluntary behavior (Durmaz, 2011). In general, motivation can occur in many different ways, but in essence, it refers to the drive or inclination to do something (Baumeister, 2007). Therefore, motivation is an interesting variable to study about watching Netflix Original.

2.1.5 Advertising influence

Advertising is an essential strategy that helps to create compelling consumer awareness. It also helps in making product purchase decisions. Advertising can also create a common emotion between customers and brands (Latif & Abideen, 2011). Advertising is a tool for marketers to communicate with their target audience. Also known as a mass communication tool. It serves to send specific messages to recipients to increase the chances of reaching them (Etzel et al., 1997). Advertising is also defined as a marketing communication process. It can also provide information and persuade customers (Arens, 1996). Moreover, advertising can affect people's attitudes differently. It generally depends on, e.g., age, gender, income (Shavitt et al., 1998).

The use of advertising to communicate with consumers usually depends on the credibility of the advertiser. For this reason, the advertisers must be concentrated on this point and build credibility through the brand to give customers confidence (Herbig & Milewicz, 1995). However, it was found that advertisements from trusted advertisers or brands. It can positively affect consumers' attitudes, opinions, and behaviors (Lafferty & Goldsmith, 1999).

The primary function of communicating to consumers through advertising is to increase recognition and convince them to change their attitudes and behaviors. Although the cost is high, it is worth the results when consumers understand what the advertisers or brands want to communicate and purchase more products (Ayanwale et al., 2005). In addition, if the brand has enough marketing information. It will help to develop advertisements that meet the needs of customers and communicate match with their behavior. Therefore, advertising strongly influences consumers' physical activities and emotional processes (Arens, 1996).

In this study, the researchers believe that advertisements are a big part of the decision that affects consumers' decisions in many ways, especially online advertising that helps raise awareness and attract consumers to watch Netflix Original.

2.1.6 Social influence

Social influence can affect changes in behavior, emotions, thoughts of people. It can also encourage them to be more likely to change their behavior to be consistent with society through awareness and living in society (Barbara & Dolinski, 2006). Society surrounding consumers such as family, friends, neighbors, colleagues contribute significantly to the influence both directly and indirectly on consumers about the consumption of goods and services. It can also further explain the influence that others have on people in terms of emotions, thoughts, and behaviors. For this reason, the social influencer has been widely studied in terms of sociology, psychology, and marketing to understand better human behavior about social influence (Dahl, 2013).

The concept of social influence was mentioned as the normative belief that predicts people's behavior in society from belief and behavior. This norm affects behavior, feelings and determines whether social behavior should be done or not (Ajzen, 1991). Normative social influences resulted in changes in behavior the most. Studies have shown that normative social influences substantially affect people's persuasion (Nolan et al., 2008).

Other research findings on normative social influences demonstrate the consumer behavior that is clearly and powerfully influenced by the actions of others in society (Cialdini & Goldstein, 2004). That might lead them to lie or ignore the situations in society (Asch, 1956) because most people in society do so.

In the study of Netflix Original, the researchers need to study social influence as a part of the variable to determine how it affects consumers' decision to watch original content.

2.1.7 WOM/eWOM

Word of Mouth or WOM is defined as the communication between the sender and receiver, which is informal communication (Westbrook, 1987). Word of mouth, in a new way, comes from electronic (eWOM). Nowadays, the internet plays a huge role because it is a fast and efficient way. Therefore, it is often used as a tool for disseminating information, which consumers are more likely to trust WOM/eWOM than advertisements (Herr et al., 1991). It also influences the interest of consumers (Henning-Thurau et al., 2004).

The research highlights the importance of WOM/eWOM in everyday life, such as friends, family, or social media platforms such as Facebook and Twitter. Where offline and online opinions influence people's decision-making, they also consider the credibility of the source of information before believing and making a decision. (Arsal, 2008). A study of the influence of word of mouth in the film industry. It indicated that the amount of WOM had a significant effect on the gross revenue of individual films (Neelamegham & Chintagunta, 1999).

Moreover, the influence of word-of-mouth in the form of online reviews helps to predict the movie's earnings. This is an essential metric for future revenue (Dellarocas et al., 2007). However, the researcher focuses on using this variable to study how much it affects the people to watch Netflix Original.

2.2 Conceptual Framework

The researcher would like to create a research framework using all of the six factors that affect watching Netflix Original as follows from the theory above.

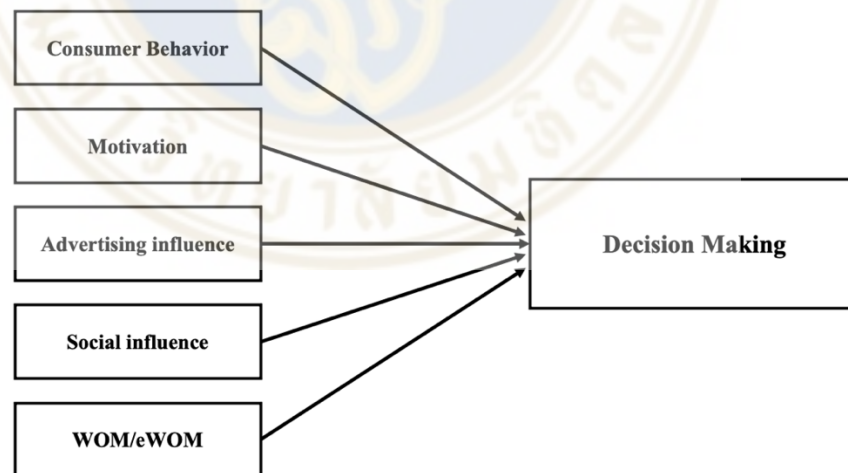


Figure 2.2 Research Framework

2.3 Hypothesis Summary

H1: Consumer behavior affects the decision of consumers to watch Netflix Original.

Consumers may get to know about movie information from their surroundings, affecting behavior, concept, and attitudes about Netflix Original before watching. Which they may have expectations about Netflix Original stories. Sometimes, the behavior of consumers may change due to deviations from their expectations that resulted in the consumers' decision after watching and may have behavior, concept, and attitudes that changed from the beginning.

H2: The elements of the movie can motivate the consumer about decision-making on watching Netflix Original.

Motivation arises from awareness through various media, including those around them. In addition, Netflix Original elements such as actors, directors, or stories might also have a part to help motivate the consumers to make the decision. It may help to understand the factors that will help consumers decided to watch Netflix Original.

H3: Consumers decide to watch Netflix Original after being aware of Netflix Original via advertising.

The advertising media may result in many consumers deciding to watch Netflix Original. The attractiveness of the content presented through the advertisement can attract consumers, but some groups of consumers may not believe in the media, which may find other factors that made them decide to watch Netflix Original.

H4: The social influences affected the decision to watch Netflix Original.

Most consumers spend time among many people in society, whether at work or even at home. Therefore, many consumers may decide to watch Netflix Original from being influenced by others. In addition, it may also be aware of the different decision-making factors of each social influence.

H5: Word-of-mouth (WOM) affects decision-making to watch Netflix**Original.**

The researcher believes that word-of-mouth (WOM) which movie is fun or which subject is becoming famous that many consumers would like to watch, so word-of-mouth (WOM), whether offline or online, can affect the decision of the consumer to watch Netflix Original.



CHAPTER III

RESEARCH METHODOLOGY

In this research, the researchers focused on studying the factors that decided to watch Netflix Original and know the factors that affect consumers' decisions in many aspects. The researcher will use the qualitative research methodology as a tool in the study by focusing on in-depth interviews, which will use the information obtained for further studies and analysis to achieve this research objective. The researcher has specified the scope and method of researching with details as follows.

3.1 Research Design

In this study, the researcher intends to use qualitative research methods in surveys to collect data. The data source used in research will use the primary data from interviews with people who watch and subscribe to Netflix already. In terms of the interview questions, it will identify the factors that influence consumers' decision to watch Netflix Original. Then the researcher will combine the information obtained as a statistical analysis of factors that influence the decision to watch Netflix original.

3.2 Sampling method

The researcher's intent about the interviewees in this study aims to request at least 30 interviewees as Thai people of all ages, gender, education, and income to complete the interview. The interviewees will have to answer questions about factors that affect the decision to watch Netflix original. Therefore, they must have some knowledge of Netflix Original in order to be able to answer this interview. For this research, the researcher would like to determine the selection criteria as follows.

1. A person who subscribe to Netflix and have been a member for more than six months
2. A person who knows the Netflix Original content.
3. A person who is interested in movies and series.

3.3 Data Collection

This research consists of various questions from the survey about the factors that decided to watch Netflix original. The researcher has compiled data from searching the factors for decision making from academic articles and various researches, including various information on the internet to compose questions and analyze data from the interview about the factors that influence consumer's decisions to watch Netflix original.

3.4 Data Analysis Method

The researcher collected data from interviews with qualitative research methods. The content will be analyzed from a total of 30 interviewees by analyzing the content from the interview. After that, the information obtained from the interview will be arranged into essential issues. Then classify the data to find the meaning and compare the similarities or differences of data. Next, the researcher will find the relationship of the data received to connect and compare the data to explain the result of the study all samples of this study. Finally, the researchers will analyze the data to find the factors influencing consumers' decisions to watch Netflix Original. The results will be analyzed to find factors that are suitable for consumers.

3.5 Research Scope

1. This study will only study Netflix Original, which Netflix produces, and will not cover the study about content purchased from other copyright.
2. This study will study only target groups that are Thai people.

3.6 Research Instrument

The study used an interview method. The questions will focus on finding the information and factors of the study. The researcher will divide the questions into each part as follows:

Part 1: Personal information

1. Age
2. Gender

Part 2: General information about Netflix and Netflix Original

3. How long have you been a subscriber of Netflix?
4. What made you decide to subscribe to Netflix?
5. Do you think Netflix Original affects subscriptions?

Part 3: Factor affecting the decision to watch Netflix Original

6. How do you usually choose to watch movies from?
How about Netflix original?
7. What factors that you think will affect the decision to watch Netflix Original?
8. What motivations are there affecting watching movies? How about Netflix Original?
9. Have you seen an ad about movies or series about Netflix Original? Where? (How do you feel after watching?)
11. Have you received information about Netflix Original from the community or society around you? (How do you feel?)
13. Have any of the people around you talked or recommended Netflix Original? (How do you feel?)

CHAPTER IV

DATA ANALYSIS

4.1 Demographic

This study has 30 interviewees who were asked to answer the interview questions. All of them were Netflix subscribers and had watched Netflix Original over six months before the interview.

In this study, the majority of the participants were female (60%) and male (40%). The participants' ages ranged from 24-34 years. They all lived in Bangkok. The average subscription duration was two years, with the majority of participants being three years of subscribing (36.67%). The factor for subscription is a large number of movies and series (21.43%), followed by good usability, good quality of content, and subscriptions by trend (11.90% of each).

As for Netflix Original, most study participants were well aware, with 33.33% signing up to Netflix because they wanted to watch Netflix Original. This is related to the number of years of Netflix subscriptions of the interviewee that have continued to subscribe. Meanwhile, the majority of the interviewee (66.67%) did not sign up because Netflix Original, they want to watch movies and series in general. Half of them tend to watch Netflix Original once per month (50%), followed by once per two weeks (30%) and once per week (20%), respectively.

From the preliminary information, it can be seen that most of the interviewee has been subscribed for a long time and has a passion for watching movies and series. Therefore, they tend to focus on the variety of content, including the quality of the content. In addition, the convenience of the platform is part of the subscription. Notably, subscription Netflix according to the trend, plays a massive part in making them apply.

Table 4.1 Demographic of the interviewees

Gender	Age	Subscriber of Netflix	How often to watch Netflix Original?
Female	29	3 years	Once per two weeks
Female	31	3 years	Once per week
Female	28	3 years	Once per month
Male	34	4 years	Once per week
Female	33	2 years	Once per two weeks
Female	27	2 years	Once per month
Female	32	1 year	Once per week
Male	31	1 year	Once per month
Male	31	4 years	Once per week
Female	30	2 years	Once per month
Male	31	2 years	Once per month
Male	29	2 years	Once per two weeks
Female	29	2 years	Once per month
Male	29	1 year	Once per month
Male	33	3 years	Once per month
Female	30	3 years	Once per week
Male	24	3 years	Once per month
Female	30	1 year	Once per month
Female	29	3 years	Once per two weeks
Male	29	2 years	Once per two weeks
Female	29	3 years	Once per month
Female	29	4 years	Once per month
Male	31	1 year	Once per month
Female	30	1 year	Once per two weeks
Female	30	1 year	Once per two weeks
Female	31	4 years	Once per two weeks
Female	29	3 years	Once per two weeks
Female	26	3 years	Once per week
Male	28	3 years	Once per month
Male	25	2 years	Once per month

4.2 Consumer Behavior

From data collection, it was found that most consumers' behavior in choosing to watch movies in general. Usually, choose from the genre or category of the movie and series first. Then, they tend to watch based on their preferences (31.82%). Finally, they will consider their favorite genres such as action, comedy, tragedy.

At the same time, they care about trends (20.45%). Some interviewees said that "if a movie or series is being mentioned in society, it will pay more attention to watch." Another interesting point is that 15.91% of interviewees are interested in watching movies and series because of the actors. The interviewees reasoned that they are interested in movies and series featuring the famous actor. If it is an actor they like, they will choose to watch it immediately.

As for watching Netflix Originals, all interviewees unanimously replied that there was no difference in choosing criteria between movies and series in general and Netflix Original.

4.3 Motivation

The first factor that influenced the interviewee to watch Netflix Original was "Trend." 36.46% of them were motivated by the trend that happened about Netflix Original. The interviewee was talking about the series Kingdom. At that time, the trend was quite good. The interviewees are interested because many people in society are very interested in this series. So, they decide to watch in terms of trends. Several interviewees want to see trending movies or series to know what happened in the story to communicate with the others. For example, one interviewee said, "I watch Netflix Original because I want to talk to people about it."

Another essential motivation followed by a variety of content (19.23%) The interviewees showed that the variety of Netflix Original is a big part of watching. Typically, Netflix was streaming content from many countries. This gives consumers more options to watch movies and series. One of the interviewers said, "I am the one who likes to watch foreign movies and series. I like Netflix because I can watch a variety of content. Netflix Original is not just the content from the USA, which is the country of origin of Netflix, but it includes content from Europe, Asia, and other countries.

Which is very good because those movies and series have English and Thai subtitles for me." As stated at the beginning, Netflix Original also motivated 33.33% of interviewees for the subscription.

The data also revealed that reviews and advertising are also critical motivations for watching Netflix Original. With reviews (13.46%) being one of the things the sample examined before watching Netflix Original. They tend to read reviews to check the story and plot are to their liking before deciding to watch. One of the interviewees said, "Before watching Netflix Original, I always read reviews. For sure, it is a story that matches my liking. If I read it and feel that it is the category I like or interesting, I will start watching." The advertising (13.46%) is a part of their decision to watch Netflix Original (offline and online). Several people were attracted to Netflix Original through their exposure to the advertising through various channels. For example, the interviewees said: "I saw the ad, and I thought the Netflix Original was quality and interesting. They made it different from promoting other movies and series."

4.4 Advertising influence

All interviewees had seen ads for Netflix Original online (e.g., Facebook, YouTube, Twitter), but offline (e.g., Billboard, Poster, Event) had 70% of them seen and remembered ads offline.

As for the ads, interviewees were interested in ads about Netflix Original and decided to watch Netflix Original. There is 73.33%. One interviewee said, "Netflix Original ads caught their attention a lot because each story has a different promotion method. It excites me and makes me want to watch it." Another one said, "Netflix Original ad is different from regular movie promotions, also covers all channels. So I want to watch it when I see an ad about a Netflix Original."

Many Interviewees believed what made them decide to watch Netflix Original because they saw ads about Netflix Original everywhere and often. With 36.67% of them remembering Netflix Original from seeing the ads. It made them feel like watching it, and they eventually decided to watch it. Example: "I have seen ads for Netflix Original so often on every channel, I finally decided to watch it."

Advertising influenced their decision to watch Netflix Original. Most of the interviewees were interested in creativity and great ads. That is why the interviewee remembers Netflix Original so well. Compared to consumer behavior of watching movies and series. It can be seen that they tend to use their preferences as the primary decision-making factor, but when asked about the influence of advertising. Many interviewees agree that it was impacted by the visibility of Netflix Original ads and ultimately affected their watching decisions.

4.5 Social influence

All interviewees experienced social influence about Netflix Originals, with 80% of them all paying attention to the trend. One interviewee said: "Many people are talking about Girl from Nowhere. When I hear people talk about it, I feel like watching." The interviewees interested in social trends decided to watch Netflix Original, with 56.67% decided to watch it because it was social interest even if it is not the favorite category. For example, the interviewee said: "I wanted to watch it because everyone was talking about this Netflix Original. I wanted to know how the whole story was."

Some interviewees decide to watch it for some reason with they decide to watch the Netflix Original. The first reason they decide to watch, but they need to know a part of the plot from the movie trailer or review (13.33%) to check what the story is about and a kind of movie or series. Which is they will give it a try, regardless of their favorite category. For example, "I see many people talking about Nevertheless, so I decide to watch this, but I usually reviewed the movies and series to know some story before watching." They decided to watch according to the social influence of society, but it must be the type that they like (10%). If the trend of society says "it is good" and matches with their favorite. They will immediately decide to look. One of the interviewees said: "I saw many people talking about the Netflix Original GhostLab in every channel and have heard both positives and negatives. I already like this kind of content which made me want to watch more, to prove that is same with society was talking about or not."

Compared to the consumer behavior mentioned above, social influence has a massive impact on their decision to watch Netflix Original. They mostly care about

what is going on in society and tend to follow trends. Although, there were some rationales for help the decision.

4.6 WOM/eWOM

According to the data collection, 86.67% of the interviewees were interested in Netflix Original after influencing WOM/eWOM from friends, colleagues, social media, reviews, and recommendations from people around them. One of them said, "The word-of-mouth was very interesting, and many of the Netflix Original I watched was based on recommendations from friends." It means that the influence of WOM/eWOM greatly influenced the decision to watch Netflix Original. 56.67% decided to watch because friends and people around them recommended it even if the movie or series is not the favorite.

Another interesting point, many interviewees received information about Netflix Original from friends or close people in society. If it is their favorite, 23.33% of interviewees will decide to watch a Netflix Original unconditionally. For example, "My friend recommended Itaewon Class to me and told me that the story was fascinating. It was fun, and I wanted to watch the next episode. Usually, I am a fan of Korean dramas. So, I decided to watch this."

In addition, 6.67% decided to watch Netflix Original because it was recommended by a friend and read the reviews themselves. To make sure this story is as enjoyable as many people recommend. For example, "My friend suggested that I watch a Netflix Original. Before I started watching it, I go to the internet to read some reviews to check the plot briefly. Also, check polls and discussions online about this Netflix Original."

It can be seen that WOM/eWOM affects both online and offline. Most participants make decisions easier when WOM/eWOM comes through friends or acquaintances. Also, the interviewees tend to read online reviews and online users' discussions to decide to watch Netflix Original. If the trend seems well, they will decide to watch it without hesitation.

CHAPTER V

CONCLUSION

This study is a study of consumer behavior on factors affecting their decision to watch Netflix Original. All interviewees lived in Thailand and were interested in watching movies and series. Nevertheless, they have to watch Netflix Original for more than six months.

5.1 Conclusions

Referred to the interview results was showing the factors that affect consumer's decisions for watching Netflix Original. It can be summarized as follow.

Table 5.1 Summarize the outstanding result of consumer behavior

Consumer Behavior	Result
Category	31.82%
Trend	20.45%
Actor	15.91%

According to the majority of the interviewee, there is no difference in how they choose to watch regular movies and series versus Netflix Original. The researchers only cited the interviewers' top three factors affecting behavior to describe. The study has shown that consumers pay the most attention to their favorite category of movies and series. Interestingly, many people choose to watch movies and series based on social trends. As for the actors, people tend to focus on the actors in the movies and series. Therefore, all factors influence their behavior and decision-making to watch regular movies and series versus Netflix Original.

Table 5.2 Summarize the outstanding result of motivation

Motivation	Result
Trend	38.46%
Variety of content	19.23%
Movie Review	13.46%
Advertising	13.46%

According to a survey of motivations for watching Netflix Original, it can summarize as follow. First, most of them would decide to watch movies and series that were trending and discussed in society. Therefore, it was assumed that they tend to follow social trends and social trends as their motivation to watch. Second, the different content of Netflix Original is one factor that affects the decisions about watching. Third, due to some of the interviewees prefer to watch a variety of content from abroad. Currently, Netflix Original has a large number of international content available for subscribers.

Another critical motivation is reviewed. Several interviewees said that reading reviews made it easier for them to decide when watching Netflix Original. It is possibly about the variety of Netflix Original content that makes them unsure of which movies or series they should watch. Therefore, they try to find reviews to help them decide to watch Netflix Originals.

Table 5.3 Summarize influence aspects that affect consumer's decisions

Influence Aspects	Result
Advertising Influence	Impact
Social Influence	High impact
WOM/eWOM	High impact

Advertising influence affects the decision to watch Netflix Original even if it is not their favorite. Due to the advertising have outstanding and creativity that makes the interviewees were interested in those advertising. Moreover, the advertising in all channels also helps people remember Netflix Original and influence them to decide to watch.

Social influence dramatically influences the decision to watch Netflix Original. As mentioned in the motivation section that the social trend is the motivation for the decision to watch. This probably is the reason for wanting. Another reason is that

they might be up to date and do not feel alienated from society. On the other hand, Netflix Original seems like a story in conversation. Knowing what is trending in society gives them the feeling that they are always following the trend, and some of them have to watch Netflix Original to keep themselves in the circle of entertainment users and Netflix lovers. Another compelling reason is that society is paying attention to whatever happens in society. Therefore, they get curious about the Netflix Original as well. When they find out what is trending about it, they will follow up to clear their doubts.

WOM/eWOM is another factor that significantly affects the decision to watch Netflix Original as well. The circle of colleagues, close friends, or even family members greatly influenced watching Netflix Originals. Some of the interviewees might be trusted that making any information coming from close people affects their decisions. On the other hand, getting information on the internet, such as movie reviews or social media comments, is essential. In terms of review, when they read reviews or recommendations about Netflix Original online, it seems like someone has proved that the content of each Netflix Original meets the needs or not. It also helps to decide to watch Netflix Original even it does not provide the favorite category. They finally consider and decide by WOM/eWOM.

5.2 Recommendations

The number of interviewees was not sure that they had ever watched a Netflix Original or not, but when the researcher took several examples of Netflix Original, it was found that they had watched many of them. They came up with a statement that they did not focus on movies and series on Netflix that were general content or Netflix Original. They know after watching it. Therefore, they just choose the movies or series based on their preferences. They do not know it is Netflix Original or not.

When asked about the influence of advertising, they will immediately recognize that a new movie or series is showing on Netflix. Netflix should increase awareness about original content through advertising and creating social trends to send a message that Netflix has its content. First, however, should educate about Netflix

Original. It should be communicated through all promotion channels to make consumers know that this is original content that is only on Netflix.

Moreover, some interviewees mentioned that they continued their subscription because they wanted to keep watching Netflix Original due to the quality and variety. Also, the frequency of updates. They feel that there are new movies and series always on the platform. On the other hand, there is still one thing that makes Netflix Original low awareness: the actors. Many interviewees choose movies and series from famous actors or actors they know, but Netflix Original does not use actors that are well known in society. As a result, many people did not remember or pay attention to the Netflix Original as the priority.

Additionally, some interviewees said that well-known actors would make them feel that movies and series are exciting and feel like quality. Therefore, Netflix should include well-known actors in their Netflix Originals. Alternatively, should promote more actors who play in this movie or series to make people know and familiar with the actors. Netflix should be done through advertising in all channels and creating a trend about the actors in society to incentivize people to talk more about this and interest in watching Netflix Original.

5.3 Limitations of the study

As for studies on Netflix Originals, there are several limitations. First of all, research citations about Netflix Original entirely a few published. It is mostly about platform or subscription. In this study, the researcher focused on the original content. Therefore, it takes quite a lot of time to study. Secondly, this research is a random sampling. Therefore, it cannot summarize the factors affecting watching Netflix Original by all Thais. Third, this research was conducted in English, which has translated the questions into Thai and translated the information back into English. This may cause some information to be inaccurate. Lastly, some interviewees have a low awareness of the Netflix Original, which takes more time during each interview. Therefore, it will need to explain more for the understanding of the interviewee.

5.4 Further research

This study studies several Thai people in Bangkok, and the original content was only studied for Netflix. Future studies should expand the audience to more provinces or nationwide to better understand behavior and decisions to watch Netflix Originals. Moreover, it should be compared with the original content of other platforms available in Thailand, such as Disney+, HBO, WeTV. Furthermore, it should be studied quantitatively and qualitatively simultaneously.



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