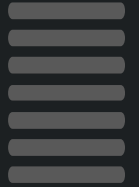
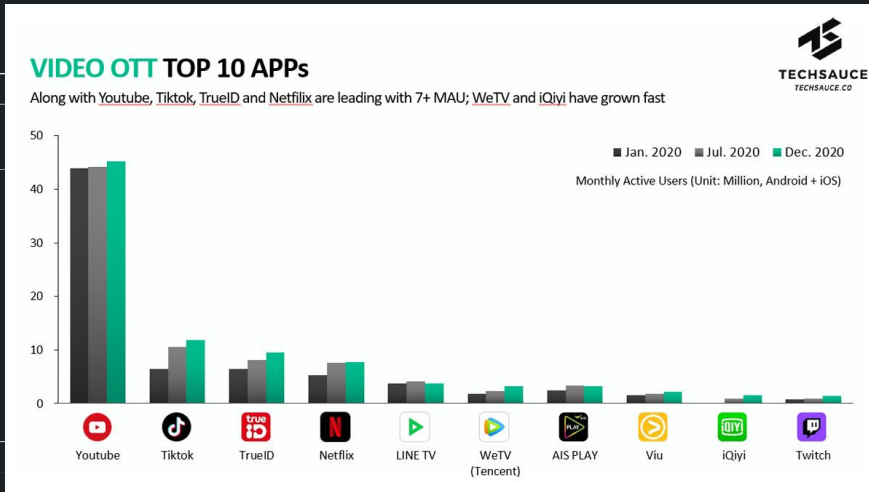


# SVOD USAGE INTENSITY FACTORS



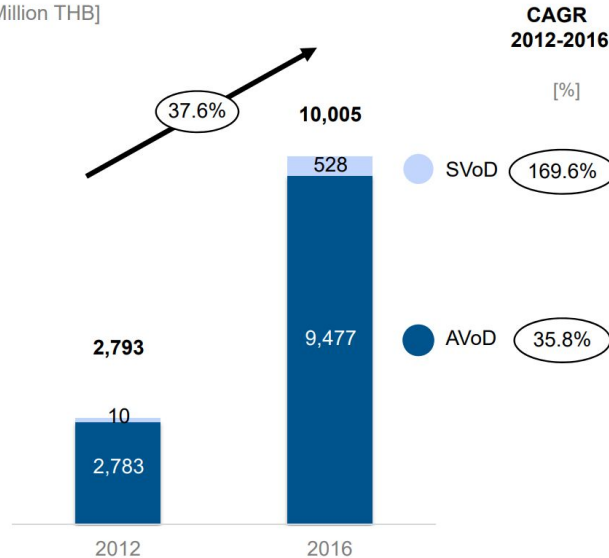
# Industry overview

Thailand's OTT market has experienced a significant growth over the last few years. Along with Youtube, Tiktok, TrueID and Netflix have grown fast with more than 7 million monthly active users as of December 2020. This study will focus on SVOD (subscription video-on-demand) which means that people can subscribe to a service to watch a movie or television show on any platform (television, computer, tablet, and mobile device.) SVOD is similar to traditional TV packages, allowing users to consume as much content as they desire at a flat rate per month. The major players in Thailand are Netflix, iQIYI, TrueID, ViuTV and WeTV. In this paper, I focus on the SVOD intensity factors. This paper wants to clarify if factors are affecting the most as included viewing time as the dependent variable.



## Digital advertising spending (AVoD + SVoD)

[Million THB]



- Subscription-based video on demand (SVoD) has a total market of THB 528 million and has a double growth every year since Doonung.com (renamed to Monomaxxx) was first introduced in 2011.
- Although SVoD market is small and nascent when compared to AVoD, it shows a high growth potential.
- So far, there has been an intense competition among local, regional and global players since the first introduction in Thai market in 2011 by Monomaxx and later HollywoodHD.
- There level of competition is becoming more and more intense with arrival of several new players coming from local, regional and global levels.
- The major players are Netflix, Iflix, HollywoodHD and Monomaxx.



There are potential growth of SVoD industry SVOD (subscription video-on-demand) and users are expected to grow by more than 20% year on year over the next three years.

# Abstract

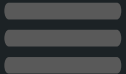
There are increasing trend on SVOD and people spent more time watching the content they like. In this study, we want to examine which factor is affecting the SVOD intensity of usage. The data was collected from the survey questionnaire and then develop the regression model to analyze the factor affecting each users. There are five level of user intensity: Light, Moderate, Lightly active, Fairly active and High active, respectively. The result showed that the users frequency will be lower if users are married, older and time preference of using are night and evening. On the other hand, the users that prefer watching documentary show higher usage frequency. While the users that prefer variety and anime have longer time of watching. Furthermore, the users that found the content that they are looking for also have longer time of watching. In contrast, private employee and the users that prefer downloadable feature tend to have shorter watching period.

# Objective

*To be able to understand consumer decision-making and what factors is the most affecting SVOD intensity of usage.*



# Literature review





## **“ease of use” - factors affecting online streaming**

Keogh, Davidoff, Freeman and Lessiter (2001) conducted a study in the UK that described the attitudes towards digital media, technology, and general media consumption. The study looked into the user friendly attributes of digital media including computers and interactive TV, and the issues faced when adopting streaming media technology. The research found that one barrier of adoption to media streaming capabilities could be its perceived or experienced “ease of use”. Using cluster analysis, they viewed the usability with a number of different technology applications ranging from TV to computers. Within the study, they collect the data of roughly 4800. The results found that almost 42% of the people interviewed were content with the difficulty, while 33% of them thought it was too complicated. For my paper, I will include the “ease of use” factor to determine the in the decision on purchasing subscribe on Video Streaming industry.



## C. Christopher Lee, Pankaj Nagpal, Sinead G. Ruane and Hyoung Sook Lim conduct the study about Factors Affecting Online Streaming Subscriptions

The paper explore a number of factors which consumers consider when choosing cable television and online streaming options. Sample data was collected through a survey questionnaire at a large public university. Multivariate regression models were developed to identify factors affecting each option. The regression model for cable TV showed additional purchase, social trend (negative), cost and customer service factors were significant. In contrast to the cable TV, only social trend and available options were significant in the regression model for online streaming. Media options were marginally significant. With respect to demographics, gender played no clear role while age showed marginal impact in choosing online streaming.





## How demographics, lifestyles and personalities predict movie consumption by Anthony Palomba

- How consumer personality and consumer lifestyle may aid them in predicting movie frequency consumption across platforms.
- This study deployed a survey and collected a national randomized sample. Implications include cultivating consumer profiles and anticipating how certain personalities and lifestyles may help measure movie platform consumption.



## This study to identify the factors affecting on Thai people's purchase decision in legal video streaming services

The data were collected from secondary and primary sources. The data were analyzed via Statistical Package for the Social Sciences to identify the factors and their relationships with the intention to purchase legal online streaming services. Purchase decision in the legal streaming services was evaluated against respondents' intentions to buy.

The findings indicated attributes of legal streaming services, attitudes toward the services, moral judgment, social habit, and self-efficacy had a positive relationship with intention to purchase which leads to purchase decision making of the respondents. It showed that social habit (friends) had a moderate influence on individual's intention to purchase.



01

methodology



# Research process

01

Review previous study to finalize research objective

02

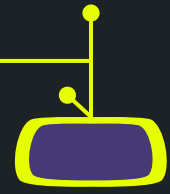
Identify research population, sample and scale

03

Develop a questionnaire based on previous study

04

Data collection and analyze



To achieve the research objectives, the study will be carried out first through the exploratory research consisting of secondary research and qualitative research (focus groups) followed by descriptive research (survey questionnaire).

# Sampling and data collection



## Sample Population

The survey questionnaire will be sent in Google From Online and delivered to people who acknowledged SVOD services and are user's SVOD services to give a better sample to the research objective. To make sure that requirement is met, a majority of the sample came from the people who are the users of a SVOD on any platform.



# The variable definition

Dependent Variable		
Factor	Variable	Definition
Frequency (time/week)	$Y_f$	Average frequency of video streaming usage per week (Lower than 1 = 0, 1 - 3 times =1, 4 - 6 times =2, 7 - 9 times =3, 10 and higher =4)
Usage per day (hour)	$Y_d$	The total duration of video streaming usage in 1 day (Lower than 1 = 0, 1 - 2 times =1, 2 - 3 times =2, 3 - 4 times =3, 4 and higher =4)
Usage per week	$Y_w$	The total duration of video streaming usage in 1 week : $(Y_f+1) * (Y_d+1)$ : range = 0-25 (0-5 = 0, 6-10 = 1, 11-15 = 2, 16-20 = 3, 21-25 = 4)
Usage per week (uncategorized)	$Y_{wu}$	The total duration of video streaming usage in 1 week (uncategorized) : $(Y_f+1) * (Y_d+1)$ : range = 0-25

## Independent Variable

Factor	Variable	Definition
1. Demographic Factors (Di)	Gender	Male = 1, Female = 0
	Age (15-24 years old)	Age of the respondents is between 15 and 24 years old (Yes = 1, No = 0)
	Age (25-34 years old)	Age of the respondents is between 25 and 34 years old (Yes = 1, No = 0)
	Age (35-44 years old)	Age of the respondents is between 35 and 44 years old (Yes = 1, No = 0)
	Age (45-54 years old)	Age of the respondents is between 45 and 54 years old (Yes = 1, No = 0)
	Age (55 years old and over)	Age of the respondents is 55 years old and over (Yes = 1, No = 0)

## Independent Variable

Factor	Variable	Definition
1. Demographic Factors (Di)	Income (Less than 15,000 THB)	Income of respondents is less than 15,000 THB (Yes = 1, No = 0)
	Income (15,001 - 30,000 THB)	Income of respondents is between 15,001 and 30,000 THB (Yes = 1, No = 0)
	Income (30,001 - 50,000 THB)	Income of respondents is between 30,001 and 50,000 THB (Yes = 1, No = 0)
	Income (50,001 - 70,000 THB)	Income of respondents is between 50,001 and 70,000 THB (Yes = 1, No = 0)
	Income (more than 70,000 THB)	Income of respondents is more than 70,000 THB (Yes = 1, No = 0)

## Independent Variable

Factor	Variable	Definition
1. Demographic Factors (Di)	Student	Occupation of respondents. The respondents is student (Yes = 1, No = 0)
	Business Owner	Occupation of respondents. The respondents is business owner (Yes = 1, No = 0)
	Private Employee	Occupation of respondents. The respondents is private employee (Yes = 1, No = 0)
	Government Officer	Occupation of respondents. The respondents is government officer (Yes = 1, No = 0)
	Freelance	Occupation of respondents. The respondents is freelance (Yes = 1, No = 0)
	Status	Status of respondents (Married = 1, Single = 2)

## Independent Variable

Factor	Variable	Definition
2. Purposes of Subscribing (Pi)	Fun	The respondents' purposes include fun (Yes = 1, No = 0)
	Joyfulness	The respondents' purposes include joyfulness (Yes = 1, No = 0)
	Knowledge	The respondents' purposes include knowledge (Yes = 1, No = 0)
	Idea Inspiring	The respondents' purposes include idea inspiring (Yes = 1, No = 0)

## Independent Variable

Factor	Variable	Definition
3. Category Preferences (Ci)	Movie	The respondents' category preferences include movie (Yes = 1 , No = 0)
	Series	The respondents' category preferences include series (Yes = 1 , No = 0)
	Anime	The respondents' category preferences include anime (Yes = 1 , No = 0)
	Documentary	The respondents' category preferences include documentary (Yes = 1 , No = 0)
	Variety	The respondents' category preferences include variety (Yes = 1 , No = 0)
	TV show	The respondents' category preferences include TV show (Yes = 1 , No = 0)
	Kid and Family	The respondents' category preferences include kid and family (Yes = 1 , No = 0)

## Independent Variable

Factor	Variable	Definition
4. Time Preference (Ti)	Morning	The respondents' time preference is morning (Yes = 1 , No = 0)
	Afternoon	The respondents' time preference is afternoon (Yes = 1 , No = 0)
	Evening	The respondents' time preference is evening (Yes = 1 , No = 0)
	Night	The respondents' time preference is night (Yes = 1 , No = 0)

## Independent Variable

Factor	Variable	Definition
5. Price Worthiness (Wi)	Price Worthiness	Price worthiness can influence respondents SVOD usage intensity (Mostly disagree = 0, Disagree = 1, neutral = 2, Agree = 3, Mostly agree = 4)
6. Ease of Use (Ei)	Clear Categories	Clear Categories can influence respondents SVOD usage intensity (Mostly disagree = 0, Disagree = 1, neutral = 2, Agree = 3, Mostly agree = 4)
	Easy to Use	Easy to understand function can influence respondents SVOD usage intensity (Mostly disagree = 0, Disagree = 1, neutral = 2, Agree = 3, Mostly agree = 4)
7. Facilitating Condition (Fi)	Devices' Availability	Device available can influence respondents SVOD usage intensity (Mostly disagree = 0, Disagree = 1, neutral = 2, Agree = 3, Mostly agree = 4)
	Smooth Streaming	Smooth Streaming can influence respondents SVOD usage intensity (Mostly disagree = 0, Disagree = 1, neutral = 2, Agree = 3, Mostly agree = 4)

## Independent Variable

Factor	Variable	Definition
8. Content Availability (Ai)	Regularly New Contents	Newness of content can influence respondents SVOD usage intensity (Mostly disagree = 0, Disagree = 1, neutral = 2, Agree = 3, Mostly agree = 4)
	Many Categories	Many categories can influence respondents SVOD usage intensity (Mostly disagree = 0, Disagree = 1, neutral = 2, Agree = 3, Mostly agree = 4)
	Content that users looking for	Content that users find can influence respondents SVOD usage intensity (Mostly disagree = 0, Disagree = 1, neutral = 2, Agree = 3, Mostly agree = 4)
	Exclusive Contents	Exclusive contents can influence respondents SVOD usage intensity (Mostly disagree = 0, Disagree = 1, neutral = 2, Agree = 3, Mostly agree = 4)

## Independent Variable

Factor	Variable	Definition
9. Extra features (Xi)	Multiple Screens	Multiple screens can influence respondents SVOD usage intensity (Mostly disagree = 0, Disagree = 1, neutral = 2, Agree = 3, Mostly agree = 4)
	Several Subtitles	Many subtitles can influence respondents SVOD usage intensity (Mostly disagree = 0, Disagree = 1, neutral = 2, Agree = 3, Mostly agree = 4)
	Full HD/4K	Full HD can influence respondents SVOD usage intensity (Mostly disagree = 0, Disagree = 1, neutral = 2, Agree = 3, Mostly agree = 4)
	Downloadable	Downloadable can influence respondents SVOD usage intensity (Mostly disagree = 0, Disagree = 1, neutral = 2, Agree = 3, Mostly agree = 4)

# Analysis Method

**Descriptive analysis** - *by statistically interpreting collected data through several charts*

- A. Demographic characteristics - (1) gender (2) Age (3) Income (4) Occupation (5) Marital Status
- B. Purposes of subscribing - (1) Fun (2) Joyfulness (3) Knowledge (4) Idea Inspiring
- C. Category and time preferences
- D. Price worthiness, Ease of use, Facilitating conditions, Content availabilities, Extra features

## Regression analysis:

Regression analysis is an analysis method to check the relationship between dependent variables and independent variables. This paper is analysing three dependent variables, which are  $Y_f$ ,  $Y_d$ ,  $Y_w$ , and  $Y_{wu}$ . The outcome is a regression equation which has a following the function:

$$Y_f = \beta_0 + \beta_1 D_i + \beta_2 P_i + \beta_3 C_i + \beta_4 T_i + \beta_5 W_i + \beta_6 E_i + \beta_7 F_i + \beta_8 A_i + \beta_9 X_i + \varepsilon$$

$$Y_d = \beta_0 + \beta_1 D_i + \beta_2 P_i + \beta_3 C_i + \beta_4 T_i + \beta_5 W_i + \beta_6 E_i + \beta_7 F_i + \beta_8 A_i + \beta_9 X_i + \varepsilon$$

$$Y_w = \beta_0 + \beta_1 D_i + \beta_2 P_i + \beta_3 C_i + \beta_4 T_i + \beta_5 W_i + \beta_6 E_i + \beta_7 F_i + \beta_8 A_i + \beta_9 X_i + \varepsilon$$

$$Y_{wu} = \beta_0 + \beta_1 D_i + \beta_2 P_i + \beta_3 C_i + \beta_4 T_i + \beta_5 W_i + \beta_6 E_i + \beta_7 F_i + \beta_8 A_i + \beta_9 X_i + \varepsilon$$

# Model Specification

$$Y_f = \beta_0 + \beta_1 D_i + \beta_2 P_i + \beta_3 C_i + \beta_4 T_i + \beta_5 W_i + \beta_6 E_i + \beta_7 F_i + \beta_8 A_i + \beta_9 X_i + \varepsilon$$

$$Y_d = \beta_0 + \beta_1 D_i + \beta_2 P_i + \beta_3 C_i + \beta_4 T_i + \beta_5 W_i + \beta_6 E_i + \beta_7 F_i + \beta_8 A_i + \beta_9 X_i + \varepsilon$$

$$Y_w = \beta_0 + \beta_1 D_i + \beta_2 P_i + \beta_3 C_i + \beta_4 T_i + \beta_5 W_i + \beta_6 E_i + \beta_7 F_i + \beta_8 A_i + \beta_9 X_i + \varepsilon$$

$$Y_{wu} = \beta_0 + \beta_1 D_i + \beta_2 P_i + \beta_3 C_i + \beta_4 T_i + \beta_5 W_i + \beta_6 E_i + \beta_7 F_i + \beta_8 A_i + \beta_9 X_i + \varepsilon$$

- Where:
- $Y_f$  = Average frequency of video streaming usage per week
  - $Y_d$  = The total duration of video streaming usage in 1 day
  - $Y_w$  = The total duration of video streaming usage in 1 week
  - $Y_{wu}$  = The total duration of video streaming usage in 1 week (uncategorized)
  - $\beta_0$  = intercept
  - $\beta_i$  = regression coefficient of independent variables
  - $\varepsilon$  = error term

$$Y_f = \beta_0 + \beta_1 D_i + \beta_2 P_i + \beta_3 C_i + \beta_4 T_i + \beta_5 W_i + \beta_6 E_i + \beta_7 F_i + \beta_8 A_i + \beta_9 X_i + \varepsilon$$

$$Y_d = \beta_0 + \beta_1 D_i + \beta_2 P_i + \beta_3 C_i + \beta_4 T_i + \beta_5 W_i + \beta_6 E_i + \beta_7 F_i + \beta_8 A_i + \beta_9 X_i + \varepsilon$$

$$Y_w = \beta_0 + \beta_1 D_i + \beta_2 P_i + \beta_3 C_i + \beta_4 T_i + \beta_5 W_i + \beta_6 E_i + \beta_7 F_i + \beta_8 A_i + \beta_9 X_i + \varepsilon$$

$$Y_{wu} = \beta_0 + \beta_1 D_i + \beta_2 P_i + \beta_3 C_i + \beta_4 T_i + \beta_5 W_i + \beta_6 E_i + \beta_7 F_i + \beta_8 A_i + \beta_9 X_i + \varepsilon$$

Where:

$D_i$  is the demographic factors that consists of gender, age, income, occupation, and marital status

$P_i$  is the purposes of subscribing: categorized into 4 purposes and controlled as a dummy variable

$C_i$  is the category preferences: categorized into 7 types of content and controlled as a dummy variable

$T_i$  is the time preferences: categorized into 4 times and controlled as a dummy variable

$W_i$  is the influence level of the price worthiness

$E_i$  is the influence level of ease of use

$F_i$  is the influence level of facilitating conditions

$A_i$  is the influence level of content availability

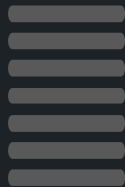
$X_i$  is the influence level of extra features

Ordinal variables rated by five  
Likert-type scales



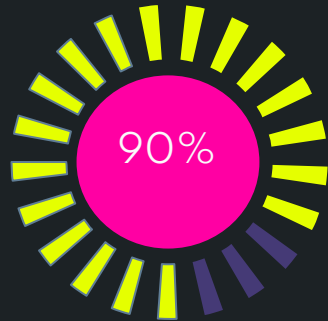
Categorized into five levels:  
0 = mostly disagree,  
1 = disagree, 2 = neutral,  
3 = agree, and 4 = mostly agree

# Finding and analyzing results

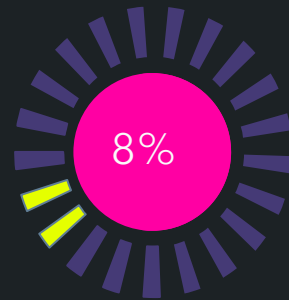


# AUDIENCE DEMOGRAPHICS

## STATUS



Single



Married

## GENDER

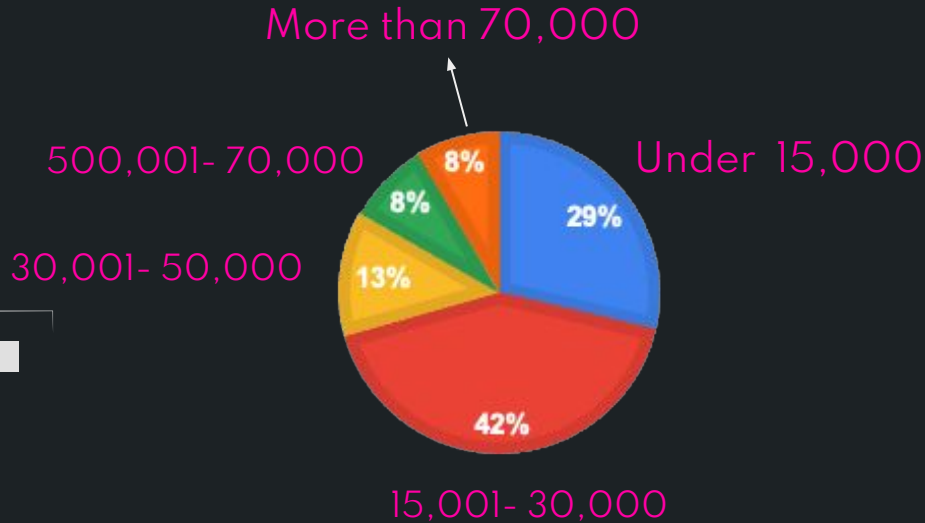


## AGE

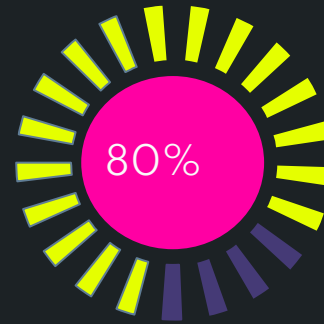


# Demographic

## Income



## subscription



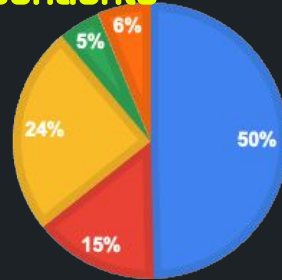
Subscribed



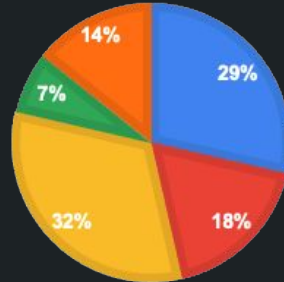
Non-subscribed

# Occupation

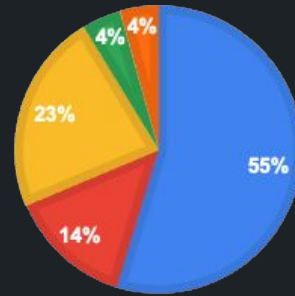
## All respondents



## Non-subscribed



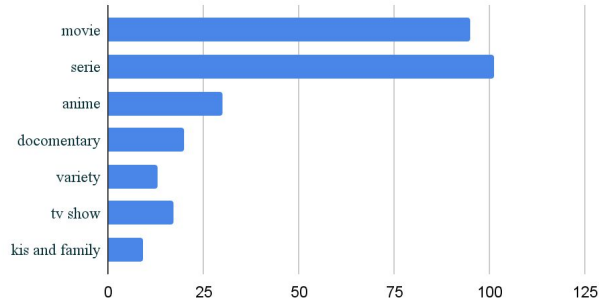
## Subscribed



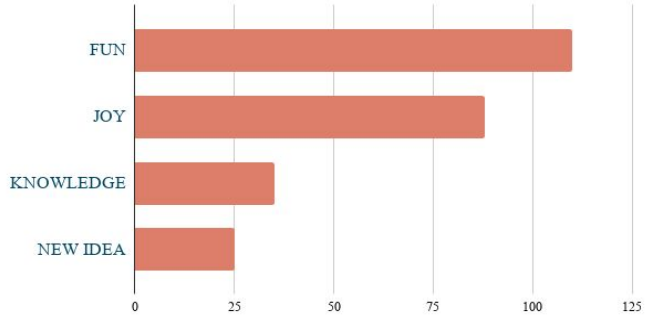
- Student
- Business owner
- Private employee
- Government officer
- Free lance

# Preference

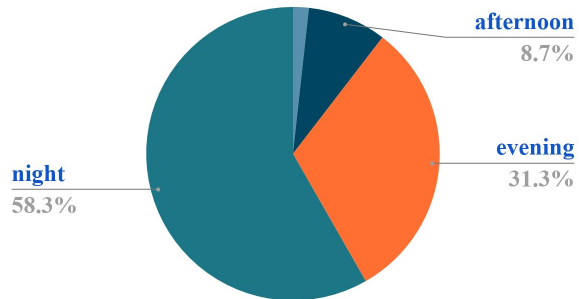
## category preference



## SUBSCRIBING PURPOSE



## Time preference



# BUYER PERSONA

## EXPECTATION



NEW IDEA



KNOWLEDGE



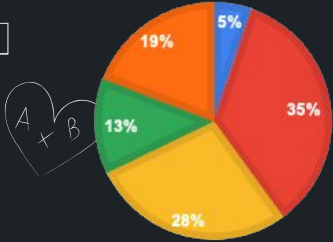
ENTERTAIN

Top 3 SVOD: Netflix ,Viu, iQIYI  
Type: Movie, Series and Anime  
When: At night  
Day: Weekend  
Time: 1-3 hours (per day)

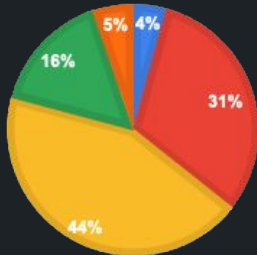


# Dependent variable

## Frequency



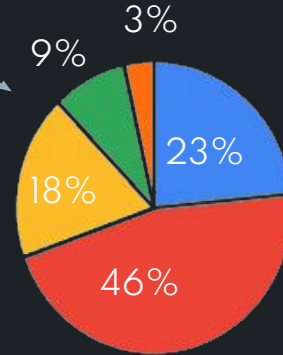
## Time



- Lower than 1
- 1-3
- 4-6
- 7-9
- 10 and higher

- Lower than 1 hour
- 1-2 hours
- 2-3 hours
- 3-4 hours
- 5 and higher

## User intensity



## Frequency x Time

- Light
- Moderate
- Lightly active
- Fairly active
- High active

John

# Result

		Average	Sd
<b>Wortiness</b>		3.4	.7
<b>Ease of use</b>	Clear category	3.2	.69
	Function is easy to understand	3.1	.69
<b>Facilitating condition</b>	Multi device connection	3.2	.73
	Smooth streaming	3.4	.72
<b>Content</b>	New coming content	3.3	.74
	Many category of content	3.1	.8
	Content destination	3.3	.81
	Exclusive content	2.9	.96
<b>Features</b>	Full HD	3.3	.8
	Many subtitle	3.1	.76
	Multi screens	3.0	.89

# Analyzing results

- reg FREQ GEN age1524 age2534 age3544 age4554 age55up inc15down inc1530 inc30  
 > 50 inc5070 inc70up STU BO PE GOV FREE STATUS FUN JOY KNOW IDEA MOV SERIES AN  
 > IME DOC VAR TV KID MORNING AFTERNOON EVENING NIGHT WORTH ECLLEARCAT EASY FEAD  
 > VICE FSMOOTH CNEWCON CMANYCON CLOOKCON CEXCON FEASCREEN FEASUBS FEASH FEADOWN  
 > NLOAD

note: age55up omitted because of collinearity  
 note: inc3050 omitted because of collinearity  
 note: GOV omitted because of collinearity  
 note: AFTERNOON omitted because of collinearity

Source	SS	df	MS	Number of obs	F(41, 73)	Prob > F
Model	68.0328557	41	1.65933794	115	1.23	0.2186
Residual	98.5410573	73	1.3498775			0.4084
Total	166.573913	114	1.46117468			0.0762

FREQ	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
GEN	.121548	.3007375	0.40	0.687	-4.77821	.7209169
age1524	1.189831	1.616786	0.74	0.464	-2.032418	4.41208
age2534	1.091423	1.611106	0.68	0.500	-2.119507	4.302352
age3544	-1.305344	1.582379	-0.80	0.934	-3.284924	3.023855
age4554	-5.694575	1.575836	-0.36	0.719	-3.710095	2.57118
age55up	0	0 (omitted)				
inc15down	-1.573541	.5088967	0.31	0.758	-.8568796	1.171588
inc1530	.1830250	.4723365	0.39	0.700	-.7607318	1.126782
inc3050	0	0 (omitted)				
inc5070	1.073105	.652848	1.64	0.105	-.2280193	2.374229
inc70up	.8835635	.7696293	1.15	0.255	-.6503054	2.417432
STU	.3952638	.667489	0.59	0.556	-.9350399	1.725568
BO	.7254469	.7532083	0.96	0.339	-.775695	2.26589
PE	-.289594	.6978169	-0.41	0.679	-1.680341	1.101153
GOV	0	0 (omitted)				
FREE	-.1972681	.8918525	0.22	0.826	-1.580191	1.974728
STATUS	-1.666099	.6880906	-2.74	0.008	-2.878022	-.4541764
FUN	-.4952218	.7024631	-0.70	0.482	-1.895229	.9047852
JOY	-4.164859	.3350842	-1.24	0.218	-1.084308	-.2513359
KNOW	-.1599179	-.2411337	0.47	0.641	-.5200602	.830896
IDEA	1.317009	.3604209	3.70	0.716	-.5805509	.8501128
MOV	-.0859533	.3870538	-0.22	0.825	-.8573584	.6854438
SERIES	.7454172	.4531432	1.64	0.104	-.1576959	1.64853
ANIME	-.3857263	.30645176	-1.10	0.274	-.2711765	.942629
DOC	.7893469	.3658789	2.16	0.034	.0601513	1.518543
VAR	-.2516084	.4347966	0.53	0.596	-.6349401	1.098157
TV	-.0394868	.4079233	-0.10	0.923	-.8524767	.7735031
KID	1.201579	.6876282	1.75	0.085	-.1688624	2.572082
MORNING	-1.62771	1.048136	-1.55	0.125	-3.716643	.4612222
AFTERNOON	0	0 (omitted)				
EVENING	-.81334	.478848	-1.70	0.094	-1.767683	-.1410028
NIGHT	-.7821681	.477233	-1.64	0.106	-1.73329	-.1689539
NORTH	.3047264	.1907985	1.60	0.115	-.0755344	.6849872
ECLLEARCAT	.825223	.2560795	3.21	0.002	-.6954116	.320807
ECLLEARCAT	.380585	.2709552	1.42	0.110	-.0772670	.1011539
ECLLEARCAT	.8711185	.2308218	3.80	0.768	-.4068457	.5490827
FDEVICE	-.1846648	.2433693	-0.76	0.450	-.6969812	.3063516
FSMOOTH	-.1932867	.2415581	0.80	0.426	-.2881379	.6747113
CNEWCON	.2378900	.2327532	1.02	0.310	-.2259857	.7017673
CLOOKCON	-.0917365	.207681	-0.44	0.660	-.505644	.322171
CXCON	-.0314481	.179735	-0.17	0.862	-.3389654	.3267534
FEASCREEN	.0729539	.2010688	0.36	0.718	-.3277577	.4736835
FEASUBS	.0852943	.2138669	0.39	0.700	-.346479	.5088364
FEASH	-.012431	.2520651	-0.05	0.962	-.5247611	.499899
FEADOWNLOAD	-.223234	.1458825	-1.53	0.130	-.5139774	.0675094
_cons	1.678494	1.990726	0.84	0.402	-2.289016	5.646005

- reg DAY GEN age1524 age2534 age3544 age4554 age55up inc15down inc1530 inc305  
 > 50 inc5070 inc70up STU BO PE GOV FREE STATUS FUN JOY KNOW IDEA MOV SERIES AN  
 > IME DOC VAR TV KID MORNING AFTERNOON EVENING NIGHT WORTH ECLLEARCAT EASY FEAD  
 > VICE FSMOOTH CNEWCON CMANYCON CLOOKCON CEXCON FEASCREEN FEASUBS FEASH FEADOWN  
 > NLOAD

note: age55up omitted because of collinearity  
 note: inc3050 omitted because of collinearity  
 note: GOV omitted because of collinearity  
 note: AFTERNOON omitted because of collinearity

Source	SS	df	MS	Number of obs	F(41, 73)	Prob > F
Model	42.880444	41	1.04586449	115	1.44	0.0855
Residual	52.893469	73	.724568069			0.4477
Total	95.773913	114	.840122044			0.1375

DAY	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
GEN	.226014	.2203332	1.03	0.308	-.2131095	.6651375
age1524	1.704527	1.152448	1.48	0.143	-1.524648	3.145048
age2534	.5223729	1.180366	0.44	0.659	-1.830902	2.874838
age3544	.7628676	1.195981	0.66	0.513	-1.548174	3.073909
age4554	.4928465	1.154525	0.43	0.671	-1.808119	2.793812
age55up	0	0 (omitted)				
inc15down	-.5868832	.3728411	-1.57	0.120	-.1561881	1.329954
inc1530	.6299276	.3469332	1.82	0.074	-.0615093	1.321364
inc3050	0	0 (omitted)				
inc5070	.6203782	.4783046	1.30	0.199	-.3328814	1.573638
inc70up	.4774289	.5638635	0.85	0.400	-.6463494	1.601207
STU	-.3899212	.4890312	-0.80	0.428	-1.364559	.5847165
BO	-.4719133	.5518328	-0.86	0.395	-1.571715	.6278878
PE	-.5379881	.5112507	-1.05	0.296	-1.556909	.4809331
GOV	0	0 (omitted)				
FREE	-.2768001	.6530095	0.42	0.673	-1.024537	1.579049
STATUS	-.1602154	.4455133	-0.36	0.720	-1.048122	.7276914
FUN	-.4646074	.5146547	-0.90	0.370	-1.490833	.561098
JOY	-.2121363	.2454971	-0.86	0.390	-.7014113	.2771387
KNOW	-.228719	.2499658	-0.92	0.363	-.7260002	.2694642
IDEA	.360472	.264065	1.37	0.176	-.1658088	.8867529
MOV	-.3368205	.2835723	-1.19	0.239	-.9019792	.2283382
SERIES	-.2818603	.3041922	-0.85	0.399	-.379792	.9435198
ANIME	-.1427369	.2231027	0.64	0.524	-.3019061	.58738
DOC	.1135476	.2680586	0.42	0.673	-.4206925	.6477877
VAR	1.00455	.3185507	3.15	0.002	.369679	1.63942
TV	-.3535533	.2988621	-1.18	0.241	-.9491847	.2420781
KID	-.1002542	.503786	-0.20	0.843	-1.104298	.9057898
MORNING	-1.128415	.709097	-1.47	0.146	-2.658858	.4020257
AFTERNOON	0	0 (omitted)				
EVENING	-.0529525	.3508247	-0.15	0.880	-.752145	.6462401
NIGHT	-.0118093	.3689540	0.03	0.973	-.6850236	.7086422
NORTH	.0953011	.1937872	0.68	0.498	-.1832943	.3738966
ECLLEARCAT	-.0354288	.1882742	-0.19	0.851	-.4106587	.3390811
ECLLEARCAT	.2219857	.198218	1.12	0.266	-.1730623	.6170337
FDEVICE	-.1666467	.1757038	-0.95	0.346	-.1835304	.5162339
FSMOOTH	-.0326415	.1782962	-0.18	0.855	-.3227024	.3879853
CNEWCON	.1978572	.1769759	1.12	0.267	-.1548551	.5056966
CMANYCON	.0438356	.170525	0.26	0.798	-.2960203	.3836915
CLOOKCON	.2556843	.152156	1.68	0.097	-.0475622	.589307
CXCON	-.0184995	.1316816	-0.14	0.889	-.2439415	.2809406
FEASCREEN	-.1005171	.1073117	-0.68	0.497	-.1930747	.3941088
FEASUBS	-.2309282	.1566093	-1.47	0.145	-.5432115	.0813552
FEASH	-.1164469	.188337	-0.62	0.538	-.4918019	.2589082
FEADOWNLOAD	-.1416739	.1068798	-1.33	0.189	-.3546885	.0713372
_cons	-.5454924	1.458491	-0.37	0.709	-3.452261	2.361277

- reg WEEK GEN age1524 age2534 age3544 age4554 age55up inc15down inc1530 inc305  
 > 50 inc5070 inc70up STU BO PE GOV FREE STATUS FUN JOY KNOW IDEA MOV SERIES AN  
 > IME DOC VAR TV KID MORNING AFTERNOON EVENING NIGHT WORTH ECLLEARCAT EASY FEAD  
 > VICE FSMOOTH CNEWCON CMANYCON CLOOKCON CEXCON FEASCREEN FEASUBS FEASH FEADOWN  
 > NLOAD

note: age55up omitted because of collinearity  
 note: inc3050 omitted because of collinearity  
 note: GOV omitted because of collinearity  
 note: AFTERNOON omitted because of collinearity

Source	SS	df	MS	Number of obs	F(41, 73)	Prob > F
Model	1433.30778	41	34.9587263	115	1.44	0.0855
Residual	2092.55309	73	28.6651109			0.4477
Total	3525.86087	114	30.9286041			0.1375

WEEK	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
GEN	1.129445	1.385853	0.81	0.418	-.6351375	2.894248
age1524	3.848181	7.450442	0.52	0.607	-.6351375	15.04161
age2534	2.567203	7.29327	0.34	0.731	-.6351375	12.30733
age3544	-.3058185	7.293539	-0.04	0.967	-.6351375	6.041093
age4554	-2.728479	7.261741	-0.38	0.708	-.6351375	2.106133
age55up	0	0 (omitted)				
inc15down	3.029683	2.345098	1.29	0.200	-.6351375	6.700414
inc1530	2.1823785	2.182142	1.29	0.201	-.6351375	5.074613
inc3050	0	0 (omitted)				
inc5070	4.851067	3.000443	1.61	0.111	-.6351375	10.32257
inc70up	3.653002	3.546592	1.03	0.306	-.6351375	7.971737
STU	-1.645622	3.075911	-0.54	0.594	-.6351375	4.024131
BO	-.5732036	3.470921	-0.17	0.869	-.6351375	2.3215668
PE	-3.776337	3.215668	-1.17	0.244	-.6351375	-.0000000
GOV	0	0 (omitted)				
FREE	1.344467	4.109819	0.33	0.745	-.6351375	6.700414
STATUS	-5.291711	2.802192	-1.89	0.063	-.6351375	-.0000000
FUN	-2.930419	3.237078	-0.91	0.368	-.6351375	2.106133
JOY	-2.170756	1.544129	-1.41	0.164	-.6351375	-.0000000
KNOW	-.659037	1.572237	-0.42	0.676	-.6351375	-.0000000
IDEA	1.43259	1.660918	0.86	0.391	-.6351375	3.500414
MOV	-1.231157	1.783614	-0.69	0.492	-.6351375	-.0000000
SERIES	3.00604	1.088166	1.44	0.154	-.6351375	5.074613
ANIME	2.414819	1.403273	1.72	0.090	-.6351375	3.800414
DOC	2.896986	1.686037	1.72	0.090	-.6351375	4.109819
VAR	3.984083	2.003622	1.99	0.051	-.6351375	5.074613
TV	-1.213433	1.870985	-0.65	0.521	-.6351375	-.0000000
KID	3.750823	3.168716	1.18	0.240	-.6351375	6.700414
MORNING	-7.722241	4.830003	-1.60	0.114	-.6351375	-.0000000
AFTERNOON	0	0 (omitted)				
EVENING	-3.44899	2.306649	-1.56	0.122	-.6351375	-.0000000
NIGHT	-2.672638	2.199172	-1.22	0.228	-.6351375	-.0000000
NORTH	1.254533	1.444333	0.86	0.391	-.6351375	2.106133
ECLLEARCAT	-4.44302	3.058208	-1.46	0.145	-.6351375	-.0000000
ECLLEARCAT	-.662898	1.247253	-0.53	0.597	-.6351375	-.0000000
FDEVICE	.5998366	1.056143	0.54	0.589	-.6351375	-.0000000
FSMOOTH	-.6057093	1.121449	-0.54	0.591	-.6351375	-.0000000
CNEWCON	1.46119	1.113144				

# Model 1

Dependent variable =  $Y_f$

Average frequency of video streaming usage per week

## Categorization:

Lower than 1 = 0

1 - 3 times = 1

4 - 6 times = 2

7 - 9 times = 3

10 and higher = 4

## Significant independent variables

### At 1% significance level:

- ★ Status ( $D_i$ ; demographic): -1.67

### At 5% significance level:

- ★ Documentary ( $C_i$ ; category preference): 0.79

### At 10% significance level:

- ★ Kid and Family ( $C_i$ ; category preference): 1.20
- ★ Evening ( $T_i$ ; time preference): -0.81

Source	SS	df	MS	Number of obs	=	115
Model	68.0328557	41	1.65933794	F(41, 73)	=	1.23
Residual	98.5410573	73	1.3498775	Prob > F	=	0.2186
				R-squared	=	0.4084
				Adj R-squared	=	0.0762
Total	166.573913	114	1.46117468	Root MSE	=	1.1618

FREQ	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]
GEN	.121548	.3007375	0.40	0.687	-.477821 .7209169
age1524	1.189831	1.616786	0.74	0.464	-2.032418 4.41208
age2534	1.091423	1.611106	0.68	0.500	-2.119507 4.302352
age3544	-.1305343	1.582737	-0.08	0.934	-3.284924 3.023855
age4554	-.5694575	1.575836	-0.36	0.719	-3.710095 2.57118
age55up	0	(omitted)			
inc15down	.1573541	.5088987	0.31	0.758	-.8568796 1.171588
inc1530	.183025	.4735365	0.39	0.700	-.7607318 1.126782
inc3050	0	(omitted)			
inc5070	1.073105	.652848	1.64	0.105	-.2280193 2.374229
inc70up	.8835635	.7696293	1.15	0.255	-.6503054 2.417432
STU	.3952638	.667489	0.59	0.556	-.9350399 1.725568
BO	.7254469	.7532083	0.96	0.339	-.775695 2.226589
PE	-.289594	.6978169	-0.41	0.679	-1.680341 1.101153
GOV	0	(omitted)			
FREE	.1972681	.8918525	0.22	0.826	-1.580191 1.974728
STATUS	-1.666099	.6800906	-2.74	0.008	-2.878022 -.4541764
FUN	-.4952218	.7024631	-0.70	0.483	-1.895229 .9047852
JOY	-.4164859	.3350842	-1.24	0.218	-1.084308 .2513359
KNOW	.1599179	.3411837	0.47	0.641	-.5200602 .839896
IDEA	.1317809	.3604279	0.37	0.716	-.5865509 .8501128
MOV	-.0859533	.3870538	-0.22	0.825	-.8573504 .6854438
SERIES	.7454172	.4531432	1.64	0.104	-.1576959 1.64853
ANIME	.3357263	.3045176	1.10	0.274	-.2711765 .942629
DOC	.7893469	.3658789	2.16	0.034	-.0601513 1.518543
VAR	.2316084	.4347966	0.53	0.596	-.6349401 1.098157
TV	-.0394868	.4079233	-0.10	0.923	-.8524767 .7735031
KID	1.201579	.6876282	1.75	0.085	-.1688624 2.57202
MORNING	-1.62771	1.048136	-1.55	0.125	-3.716643 .4612222
AFTERNOON	0	(omitted)			
EVENING	-.81334	.478848	-1.70	0.094	-1.767683 .1410028
NIGHT	-.7821681	.477232	-1.64	0.106	-1.73329 .1689539
NORTH	.3047264	.1907985	1.60	0.115	-.0755344 .6849872
ECLLEARCAT	-.1832523	.2569795	-0.71	0.478	-.6954116 .328907
EASYS	-.4380585	.270552	-1.62	0.110	-.9772679 .1011509
FDEVICE	.0711185	.2398218	0.30	0.768	-.4068457 .5490827
FSMOOTH	-.1846648	.2433603	-0.76	0.450	-.6696812 .3003516
CNEWCON	.1932867	.2415581	0.80	0.426	-.2881379 .6747113
CMANYCON	.2378908	.2327532	1.02	0.310	-.2259857 .7017673
CLOOKCON	-.0917365	.207681	-0.44	0.660	-.505644 .322171
CEXCXON	-.0314481	.179735	-0.17	0.862	-.3896594 .3267633
FEASGREEN	.0729539	.2010688	0.36	0.718	-.3277757 .4736835
FEASUBS	.0825943	.2138699	0.39	0.700	-.3436479 .5088364
FEAHD	-.012431	.2570651	-0.05	0.962	-.5247611 .499899
FEADOWNLOAD	-.223234	.1458825	-1.53	0.130	-.5139774 .0675094
_cons	1.678494	1.990726	0.84	0.402	-2.289016 5.646005

Green box = Denotes statistical significance at the 1% significance level (p-value<0.01)

Orange box = Denotes statistical significance at the 5% significance level (p-value<0.05)

Red box = Denotes statistical significance at the 10% significance level (p-value<0.1)

## Model 2

Dependent variable =  $Y_d$

The total duration of video streaming usage in 1 day

### Categorization:

Lower than 1 = 0

1 - 2 times = 1

2 - 3 times = 2

3 - 4 times = 3

4 and higher = 4

### Significant independent variables

#### At 1% significance level:

- ★ Variety ( $C_i$ :category preference): 1.00

#### At 10% significance level:

- ★ Income between 15,001-30,000 THB ( $D_i$ :demographic:income): 1.82
- ★ Content that users looking for ( $A_i$ :content availability): 0.26

Source	SS	df	MS	Number of obs	=	115
Model	42.880444	41	1.04586449	F(41, 73)	=	1.44
Residual	52.893469	73	.724568069	Prob > F	=	0.0855
				R-squared	=	0.4477
				Adj R-squared	=	0.1375
Total	95.773913	114	.840122044	Root MSE	=	.85122

DAY	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]
GEN	.226014	.2203332	1.03	0.308	-.2131095 .6651375
age1524	.7842902	1.184527	0.66	0.510	-1.576468 3.145048
age2534	.5223729	1.180366	0.44	0.659	-1.830092 2.874838
age3544	.7628676	1.159581	0.66	0.513	-1.548174 3.073909
age4554	.4928465	1.154525	0.43	0.671	-1.808119 2.793812
age55up	0	(omitted)			
inc15down	.5868832	.3728411	1.57	0.120	-.1561881 1.329954
inc1530	.6299276	.3469332	1.82	0.074	-.0615093 1.321364
inc3060	0	(omitted)			
inc5070	.6203782	.4783046	1.30	0.199	-.3328814 1.573638
inc70up	.4774289	.5638635	0.85	0.400	-.6463494 1.601207
STU	-.3899212	.4890312	-0.80	0.428	-1.364559 .5847165
BO	-.4719133	.5518328	-0.86	0.395	-1.571715 .6278878
PE	-.5379881	.5112507	-1.05	0.296	-1.556909 .4809331
GOV	0	(omitted)			
FREE	.2768061	.6534095	0.42	0.673	-1.025437 1.579049
STATUS	-.1602154	.4455133	-0.36	0.720	-1.048122 .7276914
FUN	-.4646074	.5146547	-0.90	0.370	-1.490313 .561098
JOY	-.2121363	.2454971	-0.86	0.390	-.7014113 .2771387
KNOW	-.228719	.2499658	-0.92	0.363	-.7269002 .2694622
IDEA	.360472	.264065	1.37	0.176	-.1658088 .8867529
MOV	-.3368205	.2835723	-1.19	0.239	-.9019792 .2283382
SERIES	.2818603	.3319922	0.85	0.399	-.3797992 .9435198
ANIME	.1427369	.2231027	0.64	0.524	-.3019061 .58738
DOC	.1135476	.2680586	0.42	0.673	-.4269625 .6477877
VAR	1.00455	.3185507	3.15	0.002	.3696799 1.63942
TV	-.3535533	.2988621	-1.18	0.241	-.9491847 .2420781
KID	-.1002542	.503786	-0.20	0.843	-1.104298 .9037898
MORNING	-1.128416	.7679097	-1.47	0.146	-2.658858 .4020257
AFTERNOON	0	(omitted)			
EVENING	-.0529525	.3508247	-0.15	0.880	-.752145 .6462401
NIGHT	.0118093	.3496407	0.03	0.973	-.6850236 .7086422
WORTH	.0953011	.1397872	0.68	0.498	-.1832943 .3738966
ECLEARCAT	-.0354288	.1882742	-0.19	0.851	-.4106587 .3390011
EASY	.2219857	.198218	1.12	0.266	-.1730623 .6170337
FERVICE	.1666467	.1757038	0.95	0.346	-.1835304 .5168239
FSMOOTH	.0326415	.1782962	0.18	0.855	-.3227024 .3879853
CNEWCON	.1978572	.1769759	1.12	0.267	-.1548551 .5505696
CMANYCON	.0438356	.170525	0.26	0.798	-.2960203 .3836915
CLOOKCON	.2556843	.152156	1.68	0.097	-.0475622 .5589307
CCEXCON	.0184995	.1316816	0.14	0.889	-.2439415 .2809406
FEASCREEN	-.1005171	.1473117	0.68	0.497	-.1930747 .3941088
FEASUBS	-.2300282	.1566003	-1.47	0.145	-.5432115 .0813552
FEAHD	-.1164469	.188337	-0.62	0.538	-.4918019 .2589082
FEADOWNLOAD	-.1416739	.1068798	-1.33	0.189	-.354685
_cons	-.5454924	1.458491	-0.37	0.709	-3.452261 2.361277

Green box = Denotes statistical significance at the 1% significance level (p-value<0.01)

Orange box = Denotes statistical significance at the 5% significance level (p-value<0.05)

Red box = Denotes statistical significance at the 10% significance level (p-value<0.1)

# Model 3

Dependent variable =  $Y_w$

The total duration of video streaming usage in 1 week

**Calculation:**  $(Y_{f+1}) * (Y_{d+1})$  : range = 0-25

## Categorization:

0-5 = 0

6-10 = 1

11-15 = 2

16-20 = 3

21-25 = 4

## Significant independent variables

### At 5% significance level:

- ★ Variety ( $C_i$ :category preference): 0.87

### At 10% significance level:

- ★ Income between 15,001-30,000 THB ( $D_i$ :demographic:income): 0.73
- ★ Income between 50,001-70,000 THB ( $D_i$ :demographic:income): 0.98
- ★ Status ( $D_i$ :demographic): -1.00
- ★ Downloadable ( $X_i$ :extra features): -0.23

Source	SS	df	MS	Number of obs	F(41, 73)	Prob > F	R-squared	Adj R-squared	Root MSE
Model	48.1361989	41	1.17405363	115	1.22	0.2227	0.4075	0.0747	.97914
Residual	69.9855403	73	.958706031						
Total	118.121739	114	1.03615561						

WEEKCAT	Coeff.	Std. Err.	t	P> t	[95% Conf. Interval]
GEN	-.1926576	.2534447	0.76	0.450	-.3124569 .6977721
age1524	.5650022	1.362536	0.41	0.680	-2.150528 3.280532
age2534	.3232189	1.35775	0.24	0.813	-2.382772 3.02921
age3544	-.2885843	1.333841	-0.22	0.829	-2.946927 2.369758
age4554	-.6161035	1.328026	-0.46	0.644	-3.262856 2.030649
age55up	0 (omitted)				
inc15down	.6338365	.4288712	1.48	0.144	-.2209027 1.488576
inc1530	.7322264	.3990699	1.83	0.071	-.0631187 1.527572
inc3050	0 (omitted)				
inc5070	.9791622	.5501836	1.78	0.079	-.1173521 2.075677
inc70up	.8133069	.6486003	1.25	0.214	-.4793516 2.105965
STU	-.3272848	.5625222	-0.58	0.562	-1.44839 .7938283
BO	-.1561242	.6347616	-0.25	0.806	-1.421202 1.108954
PE	-.6509216	.5880809	-1.11	0.272	-1.822965 .5211218
GOV	0 (omitted)				
FREE	-.1975583	.7516031	0.26	0.793	-1.300385 1.695581
STATUS	-.9990192	.5124646	-1.95	0.055	-2.02126 .0214212
FUN	-.5446384	.5919964	-0.92	0.361	-1.724486 .6352088
JOY	-.3511881	.2823901	-1.24	0.218	-.9139008 .2116146
KNOW	-.1756467	.2875304	-0.61	0.543	-.748694 .3974006
IDEA	.2589354	.3037484	0.85	0.397	-.3464343 .8643051
MOV	-.3572868	.3261872	-1.10	0.277	-1.007377 .2928033
SERIES	.5062385	.3818836	1.33	0.189	-.2548544 1.267331
ANIME	.3370774	.2566303	1.31	0.193	-.1743861 .8485489
DOC	.4379382	.3083422	1.42	0.160	-.1765869 1.052463
VAR	.8735002	.3664222	2.38	0.020	.1432219 1.603779
TV	-.3814539	.3437748	-1.11	0.271	-1.066596 .3036882
KID	.7138303	.5794944	1.23	0.222	-.4411003 1.866761
MORNING	-1.255908	.8833103	-1.42	0.159	-3.016343 .5045266
AFTERNOON	0 (omitted)				
EVENING	-.2443103	.4035462	-0.61	0.547	-1.048577 .5599561
NIGHT	-.1549866	.4021843	-0.39	0.701	-.9565388 .6465655
WORTH	.1920306	.1607942	1.19	0.236	-.1284318 .5124931
ECL_EARCAT	-.0469538	.2165678	-0.22	0.829	-.4785728 .3846653
EASYS	-.12718	.228006	-0.56	0.579	-.5815953 .3272354
FDEVICE	.2066046	.2021084	1.02	0.310	-.1961967 .6094086
FSMOOTH	-.0903473	.2050904	-0.44	0.661	-.4990918 .3183972
CNEWCON	.2453121	.2035716	1.21	0.232	-.1604054 .6510297
CMANYCON	.1053827	.1961513	0.54	0.593	-.2855463 .4963118
CLOOKCON	.2597402	.1750218	1.48	0.142	-.0890779 .6085582
CEXCON	.0059384	.1514706	0.04	0.969	-.2959419 .3078188
FEASCREEN	.0570793	.1694495	0.34	0.737	-.280633 .3947917
FEASUBS	-.0670068	.1802376	-0.37	0.711	-.4262198 .2922061
FEAHD	-.1600698	.21664	-0.74	0.462	-.5918328 .2716932
FEADOWNLOAD	-.2311189	.1229416	-1.88	0.064	-.4761411 .0139033
_cons	-.150391	1.677672	-0.09	0.929	-3.493986 3.193284

Green box = Denotes statistical significance at the 1% significance level (p-value<0.01)

Orange box = Denotes statistical significance at the 5% significance level (p-value<0.05)

Red box = Denotes statistical significance at the 10% significance level (p-value<0.1)

# Model 4

Dependent variable =  $Y_{wu}$

The total duration of video streaming usage in 1 week (uncategorized)

**Calculation:**  $(Y_{f+1}) * (Y_{d+1})$

Range = 0-25

## Significant independent variables

At 10% significance level:

- ★ Status ( $D_i$ ; demographic): -5.29
- ★ Anime ( $C_i$ ; category preference): 2.41
- ★ Documentary ( $C_i$ ; category preference): 2.90
- ★ Variety ( $C_i$ ; category preference): 3.98
- ★ Downloadable ( $X_i$ ; extra features): -1.32

Source	SS	df	MS	Number of obs	=	115
Model	1433.30778	41	34.9587263	F(41, 73)	=	1.22
Residual	2092.55309	73	28.6651109	Prob > F	=	0.2273
				R-squared	=	0.4065
				Adj R-squared	=	0.0732
Total	3525.86087	114	30.9286041	Root MSE	=	5.354

WEEK	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]
GEN	1.129445	1.385853	0.81	0.418	-1.632556 3.891447
age1524	3.848181	7.450442	0.52	0.607	-11.00053 18.69689
age2534	2.561203	7.42427	0.34	0.731	-12.23534 17.57775
age3544	.3058185	7.293539	0.04	0.967	-14.23018 14.84182
age4554	-2.728479	7.261741	-0.38	0.708	-17.20111 11.74415
age55up	0 (omitted)				
inc15down	3.029683	2.345098	1.29	0.200	-1.64409 7.703457
inc1530	2.813785	2.182142	1.29	0.201	-1.535218 7.162788
inc3050	0 (omitted)				
inc5070	4.851067	3.008443	1.61	0.111	-1.144751 10.84688
inc70up	3.653002	3.546592	1.03	0.306	-3.415346 10.72135
STU	-1.645622	3.075911	-0.54	0.594	-7.775904 4.48466
BO	-.5732036	3.470921	-0.17	0.869	-7.490739 6.344332
PE	-3.776337	3.215668	-1.17	0.244	-10.18515 2.632479
GOV	0 (omitted)				
FREE	1.344467	4.109819	0.33	0.745	-6.84639 9.535324
STATUS	-5.291711	2.802192	-1.89	0.063	-10.87647 -.2930584
FUN	-2.930419	3.237078	-0.91	0.368	-9.381907 3.521068
JOY	-2.170576	1.544129	-1.41	0.164	-5.248021 .9066684
KNOW	-.659037	1.572237	-0.42	0.676	-3.7925 2.474426
IDEA	1.43259	1.660918	0.86	0.391	-1.877614 4.742794
MOV	-1.231157	1.783614	-0.69	0.492	-4.785895 2.323581
SERIES	3.00604	2.088166	1.44	0.154	-1.15567 7.167749
ANIME	2.414819	1.403273	1.72	0.090	-.3818992 5.211537
DOC	2.896986	1.686037	1.72	0.090	-.4632806 6.257252
VAR	3.984083	2.003622	1.99	0.051	-.0091296 7.977296
TV	-1.213433	1.879785	-0.65	0.521	-4.959838 2.532973
KID	3.750823	3.168716	1.18	0.240	-2.564419 10.060606
MORNING	-7.727241	4.830093	-1.60	0.114	-17.35342 1.89894
AFTERNOON	0 (omitted)				
EVENING	-3.448995	2.206619	-1.56	0.122	-7.846781 .9487899
NIGHT	-2.672638	2.199172	-1.22	0.228	-7.055581 1.710305
WORTH	1.264533	.8792342	1.44	0.155	-.4877779 3.016844
ECLARCAT	-.4443023	1.184208	-0.38	0.709	-2.804426 1.915821
EASY	-.6628989	1.246753	-0.53	0.597	-3.147674 1.821876
FDEVICE	-.5998366	1.105143	0.54	0.589	-1.60271 2.802383
FSMOOTH	-.6057093	1.121449	-0.54	0.591	-2.840753 1.629334
CNEMCON	1.46119	1.113144	1.31	0.193	-.7573019 3.679683
CMANYCON	.7600453	1.072569	0.71	0.481	-1.377582 2.897673
CLOOKCON	.9163397	.9570317	0.96	0.341	-.9910217 2.823701
CXCCON	.008468	.8282516	0.01	0.992	-1.642235 1.659171
FEASCREEN	-.3741124	.9265618	0.40	0.688	-1.472523 2.220747
FEASUBS	-.6865133	.9855516	-0.70	0.488	-2.650715 1.277688
FEAHD	-.4628484	1.184603	-0.39	0.697	-2.823759 1.898062
FEADOWNLOAD	-1.320264	.6722531	-1.96	0.053	-2.660063 .0195344
_cons	4.3159	9.173627	0.47	0.639	-13.96711 22.59891

Green box = Denotes statistical significance at the 1% significance level (p-value<0.01)

Orange box = Denotes statistical significance at the 5% significance level (p-value<0.05)

Red box = Denotes statistical significance at the 10% significance level (p-value<0.1)

### Model 1 (R-squared = 40.84%)

Dependent variable =  $Y_f$

Average frequency of video streaming usage per week

#### Significant independent variables

##### At 1% significance level:

- ★ Status ( $D_i$ ;demographic): -1.67

##### At 5% significance level:

- ★ Documentary ( $C_i$ ;category preference): 0.79

##### At 10% significance level:

- ★ Kid and Family ( $C_i$ ;category preference): 1.20
- ★ Evening ( $T_i$ ;time preference): -0.81

### Model 2 (R-squared = 44.77%, p-value = 0.0855)

Dependent variable =  $Y_d$

The total duration of video streaming usage in 1 day

#### Significant independent variables

##### At 1% significance level:

- ★ Variety ( $C_i$ ;category preference): 1.00

##### At 10% significance level:

- ★ Income between 15,001-30,000 THB ( $D_i$ ;demographic:income): 1.82
- ★ Content that users looking for ( $A_i$ ;content availability): 0.26

### Model 3 (R-squared = 40.75 %)

Dependent variable =  $Y_w$

The total duration of video streaming usage in 1 week

#### Significant independent variables

##### At 5% significance level:

- ★ Variety ( $C_i$ ;category preference): 0.87

##### At 10% significance level:

- ★ Income between 15,001-30,000 THB ( $D_i$ ;demographic:income): 0.73
- ★ Income between 50,001-70,000 THB ( $D_i$ ;demographic:income): 0.98
- ★ Status ( $D_i$ ;demographic): -1.00
- ★ Downloadable ( $X_i$ ;extra features): -0.23

### Model 4 (R-squared = 40.65%)

Dependent variable =  $Y_{wu}$

The total duration of video streaming usage in 1 week (uncategorized)

#### Significant independent variables

##### At 10% significance level:

- ★ Status ( $D_i$ ;demographic): -5.29
- ★ Anime ( $C_i$ ;category preference): 2.41
- ★ Documentary ( $C_i$ ;category preference): 2.90
- ★ Variety ( $C_i$ ;category preference): 3.98
- ★ Downloadable ( $X_i$ ;extra features): -1.32

# Conclusion and suggestion

01

Status

-frequency  
-duration (3,4)

02

Income

(15,001-30,000 THB)

+duration (2,3)

03

Income

(30,001-50,000 THB)

+duration (3)

04

Evening

-frequency

05

Anime

+duration (4)

06

Documentary

+frequency  
+duration (4)

07

Variety

+duration (2,3,4)

08

Kid & Family

+frequency

09

Content that users  
looking for

+duration (2)

10

Downloadable

-duration (3,4)

- The subscribers preferring the documentary category are entering the video streaming more often while folks that are married, higher age and folks who watch at evening till night are rarely entering the video streaming
- People that are variety and anime lovers use to spend many hours watching video streaming
- The users that may find the content that they seek spend plenty of their time on streaming while private employees spend less time on watching video streaming per day which might imply that they'll have less spare time.
- If users are influenced by downloadable, their duration on video streaming is lower.



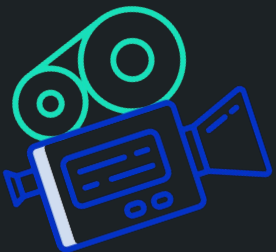
# SUGGESTION

Put more on **contents or new content available** as it will gain more attention from the users to enter video streaming with longer watching time.

The users who are **married and of a better age** tend to observe less video streaming. So, the video streaming platforms may target more on other segment.

The users are accustomed to watch in the dead of **night and evening**. Hence, streaming platform clouds promote their content at nighttime to attract more subscribers.

Also, those who have more **spare time** tend to look at video streaming longer than those who have less time. Moreover, if the streaming platform has **downloadable features**, people tend to download and watch it anytime and anywhere which make life more easier.



# limitation

The research had investigated 143 samples, still a small sample size in terms of the quantitative analysis. Moreover, almost all sample are young people in bangkok, which mean that the representative is not quite. Further study needs to conduct on a different sample with more representative. Moreover, for the data in the dependent variable, it would be better if collect the data from numerical instead of range and ask for the exactly hours of watching. Future studies need to investigate deeply about the customers preference and behavior

Finally, this study just only focusing on explaining SVoD intensity of usage factor in Thailand, especially in the time of the survey conduct users behavior of these types of services are influenced greatly by COVID-19, which the results may not be accurate in another time frame.



THANK YOU

