EE489 : seminar in industrial economics

SVOD USAGE INTENSITY FACTORS

Presented to

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Adstract

Recently, there is an increasing trend on SVOD and people spend more time watching the content they like. The popular streaming platforms in Thailand are Netflix, iQIYI, TrueID, Viu, WeTV and so on. So far, there has been extremely high competition among local and global players since the first introduction of SVOD. So, they try to compete with each other by offering different features, popular movies or series and price schemes for the customers to choose the best choice. In this study, we want to examine which factor is affecting the SVOD intensity of usage or which factor is affecting the most if users have a longer time of viewing and to be able to understand consumer decision-making and what factors are the most affecting SVOD intensity of usage by exploring the subscribers preference and behavior. The data was collected from the survey questionnaire and then developed the regression model to analyze the factor affecting each user's intensity. There are five levels of user intensity: Light, Moderate, Lightly active, Fairly active and High active, respectively.

The result showed that the users' frequency is lower if users are married, older and their time preference of using is night and evening. On the opposite hand, the users that prefer watching documentaries show higher usage frequency. While the users that prefer variety and anime have a longer time of watching. Furthermore, the users that found the content that they're searching for even have an extended time of watching. In contrast, private employees and therefore the users that prefer downloadable features tend to own shorter watching periods.

1.Introduction

Inevitably, individuals can suddenly gain access to content faster and easier, anywhere and anytime that the web may be accessed with the speeds of the web and devices of the users and that we are seeing more and more companies are launching video-on-demand platforms to respond to higher demand within the market so that there are many players during this industry. Hence, Thailand's OTT market has experienced significant growth over the previous couple of years. together with Youtube, Tiktok, TrueID, and Netflix have grown fast with quite 7 million monthly active users as of December 2020. This study will concentrate on SVOD (subscription video-on-demand) which suggests that folks can purchase a service to look at a movie or television program on any platform (television, computer, tablet, and mobile device) SVOD is comparable to traditional TV packages, allowing users to consume the maximum amount content as they desire at a flat rate per month. The most important players in Thailand are Netflix, iQIYI, TrueID, VIuTV, and WeTV.

As the streaming service is more popular, people tend to spend longer on watching streaming as another way to measure TV. Customers with the capacity to subscribe to many services are likely to observe longer as there's an increasing average daily time spent watching video-on-demand. Moreover, video streaming services can attract new subscribers by offering new content or extra features that make customers feel satisfied.

During this paper, we concentrate on the SVOD intensity factors. This paper wants to clarify if factors are affecting the foremost as we included viewing time because of the variable quantity. Moreover, we wish to understand whether heavy users or light users have different SVOD intensity of usage? And does the customer's behavior or demographic affect SVoD intensity of usage? By exploring both characteristics and behavior of the users on all platforms.

2. Literature review

“ease of use”- factors affecting online streaming

Keogh, Davidoff, Freeman and Lessiter (2001) published a study in the UK that illustrated the viewpoint about digital technology, digital media and media consumption. This study mainly focuses on the ease of use factors and issues while using the video streaming. This factor could be important as it is an obstacle while using the survive. This study uses cluster analysis by collecting data of about 5,000. The results tell us that half of the survey concerns this factor and found that it could be easier if it is user friendly as the user would get a shorter time learning. For this study, “ease of use” factor will be included to determine the decision on purchasing subscriptions in the Video Streaming industry

Factors affecting intention to subscribe to subscription video on demand services in vietnam

According to the study of Vietnam national university, Hanoi (2020) about factors affecting intention to subscribe to subscription video on demand services in vietnam. This thesis aims to understand consumer’s intention to subscribe to SVOD by using UTAUT2 as a test to conduct a study. The data was collected by a survey from people living in Hanoi and aware of SVOD service from 2019 to 2020. The study found out that Price Value, hedonic motivation, and social influence have a positive impact on intention to subscribe to SVOD. However, Performance Expectancy has the lowest impact on the intention to subscribe to SVOD compared to other factors.

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

This research explores a number of factors which consumers consider when choosing cable television and online streaming options. The data was collected through a survey questionnaire at a large public university. Then after that the research conducted a Multivariate regression model to find which factors affected each option. The regression model for cable TV showed additional purchase, social trend (negative), cost and customer service factors were significant. In contrast to cable TV, only social trends 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.

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

This paper shows the factors affecting on Thai people's purchase decision in legal video streaming services and to clarify individual's attitudes toward licensed streaming services. The data was collected from both primary and secondary sources. Including qualitative research with in-depth interview and quantitative data from 200 respondents on an online questionnaire. The data was 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 decisions in the legal streaming services were evaluated against respondents' intentions to buy. The result found that 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 influence had a moderate influence on an user's intention to subscribe.

3. Methodology

The article has five groups of users' intensity. The primary group is heavy users or high active users which have the best total duration of video streaming about 21 to 25 hours per week. The second group is fairly active users which range from 16 to twenty hours per week. The third group is lightly active users with a complete duration of video streaming of 11 to fifteen hours per week. The next group is moderate users which usually watch 6 to 10 hours per week and therefore the last group is light users or those who rarely watch video streaming as they watch around 0 to five hours per week.

- **Surveyed Method**

The survey method that this text uses is that the questionnaires are conducted to induce the subscribe and non subscribe respondents in Thailand for 143 respondents, the questionnaires are going to be processed by handling via online platforms and in Facebook groups to induce the respondents the maximum amount as possible. The answers would be obtained through the open and would be conducted to urge the regular and non-regular online shopper's opinions in Thailand for 500 respondents. The questionnaires are processed through physical handling and via online form. The answers would be obtained through closed-ended questions with multiple choice answer options; the answers are analyzed using quantitative methods later.

- **Objective**

To study the factors affecting the user intensity and customer behavior using SVOD

- **Sampling**

The survey questionnaires are sent in Google From Online and delivered to people that acknowledged SVOD services and are user's SVOD services to present a far better sample to the research objective. to make sure that requirement is met, a majority of the sample came from those that are the users of an SVOD on any platform.

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

- **Approaching Questions**

The questions would be conducted by a user's opinions. We'd perform identical questionnaires to each group of consumers which might be mainly about their consumption behavior and also the factors that affect theSVoD intensity of usage. The questions involve demographic factors, user behavior, product category preference, and influencing factors.

- **Observation**

After collecting data from the surveys, a descriptive analysis would be used as a data analysis approach of user intensity to draw a conclusion which customer group of the respondent has the highest intensity and to help determine which factor is the most effective. And then, quantitative analysis will seek to identify the implementation

After collecting data from the surveys, a descriptive analysis would be used as an information analysis approach of user intensity to draw a conclusion which customer group of the respondent has the best intensity and to assist in determining which factor is the most effective. And then, qualitative analysis will seek to spot the implementation.

Table1: 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)
	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)
	ncome (more than 70,000 THB)	Income of respondents is more than 70,000 THB (Yes = 1, No = 0)
	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)
	Freelance	Occupation of respondents. The respondents is freelance (Yes = 1, No = 0)
	Status	Status of respondents (Married = 1, Single = 2)
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)
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)

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)
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 Use 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)
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)
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)

- **Statistical treatment**

After collecting the information from all of the respondents, the info is going to be transformed into numerical form so it may be run using the STATA program. As may be seen within the table the variable quantity is the overall duration of video streaming usage. There are nine factors of independent variables which are demographic, the purpose of subscribing, category preferences, time preference, and the influence factors that affect users' behavior.

Demographic factors are gender, age, income, and occupation. The aim of subscribing is set by fun, joyfulness, knowledge, and idea inspiring. The category preferences are determined by the content category in the SVOD platform which is a movie, series, anime, documentary, variety, program, and youngsters and family. For time preference, this paper categorizes it into morning, afternoon, evening, and night.

- **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:

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

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

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

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

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)

β_0 = intercept

β_i = regression coefficient of independent variables

ε = error term

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

4. Finding and analyzing results

Table2: Descriptive statistic of independent variable

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

For statically the result, Worthiness and smooth streaming is the highest average. Followed by Content destination, new coming, and Full HD. Hence, it can be implied that people are influenced by those factors when they decide on purchasing SVOD. And it tells us that those factors are affecting the watching behavior of the users too.

The survey found that among 143 respondents, 115 respondents subscribe to video streaming, accounting for 80% of the respondents. And most of them are women which account for 60%. They have ages around 15- 24 and 25 to 34 which account for 59% and 28% respectively. For monthly income, 36 respondents account for 29% have salaries less than 15,000 baht. 60 respondents account for 42% have salaries between 15,000 to 30,000 baht. For occupation, most of the folks that were subscribed are students and private employees which account for 55% and 23%, respectively. But for nonsubscribers, private employees and business owners increased to 32% and 19%, respectively while students decreased to 29% of subscribers. The result indicated that the majority of the respondents are young subscribers who have an income of 15,000 to 30,000 baht. And almost all respondents are having a single status which accounts for 90% of the survey.

For user's preferences, in line with the survey, the foremost popular categories are series, movies, and therefore anime. They sometimes watch it for fun, joy, and knowledge but most of the surveys say they watch it just for fun. And almost 60% prefer to watch it in the dead of night followed by evening. The respondents who are subscribers are watching content they enjoy via Netflix followed by Viu and iQIYI which account for 90%, 30%, 18.6%, respectively. This can be said that Netflix is the most well-liked platform of video streaming during this survey and most of the respondents are watching the content only for fun. On top of that, most people enjoy watching series or movies in the dead of night according to the higher the time and the frequency of watching.

For frequency, the very best score is 1-3 times per week which accounts for 40 people of respondents. Followed by 4 to six times. they typically spend 2 to three hours per day which accounts for 44% of users. 31% of users spent 1 to 2 hours per day followed by 3 to 4 hours. The user intensity is frequency multiple by times we'll get Light, Moderate, Lightly active, Fairly active, and High active, respectively. The highest percentage is 46% which is moderate users while high-intensity service users got 3%.

Table 3: specification using Multiple regression to show effect and coefficient of independent variable

Model 1: Dependent variable = Y_f

Average frequency of video streaming usage per week with categorization

Categorization:

Lower than 1 = 0, 1 - 3 times =1, 4 - 6 times =2, 7 - 9 times =3, 10 and higher =4

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	.6080906	-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
WORTH	.3047264	.1907985	1.60	0.115	-.0755344	.6849872
ECLEARCAT	-.1832523	.2569795	-0.71	0.478	-.6954116	.328907
EEASY	-.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
CEXCON	-.0314481	.179735	-0.17	0.862	-.3896594	.3267633
FEASCREEN	.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

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: Dependent variable = Y_d
The total duration of video streaming usage in 1 day with categorization

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
inc3050	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	-.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	.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	.3398011
EEASY	.2219857	.198218	1.12	0.266	-.1730623	.6170337
FDEVICE	.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
CEXCON	.0184995	.1316816	0.14	0.889	-.2439415	.2809406
FEASCREEN	.1005171	.1473117	0.68	0.497	-.1930747	.3941088
FEASUBS	-.2309282	.1566903	-1.47	0.145	-.5432115	.0813552
FEAHD	-.1164469	.188337	-0.62	0.538	-.4918019	.2589082
FEADOWNLOAD	-.1416739	.1068798	-1.33	0.189	-.354685	.0713372
_cons	-.5454924	1.458491	-0.37	0.709	-3.452261	2.361277

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: 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 and 21-25 = 4

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	17.35775
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	.2930504
FUN	-2.930419	3.237078	-0.91	0.368	-9.381907	3.521068
JOY	-2.170576	1.544129	-1.41	0.164	-5.248021	.9068684
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	10.06606
MORNING	-7.727241	4.830003	-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
ECLEARCAT	-.4443023	1.184208	-0.38	0.709	-2.804426	1.915821
EEASY	-.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
CNEWCON	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
CEXCON	.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

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

Model4: Dependent variable = Y_{wu}

The total duration of video streaming usage in 1 week with uncategorized

Calculation: $(Y_f+1)*(Y_d+1)$ Range = 0-25

WEEKCAT	Coef.	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	.7938203
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	1.695501
STATUS	-.9999192	.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	-.9139908	.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	.8485409
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	1.868761
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
ECLEARCAT	-.0469538	.2165678	-0.22	0.829	-.4785728	.3846653
EEASY	-.12718	.228006	-0.56	0.579	-.5815953	.3272354
FDEVICE	.2066046	.2021084	1.02	0.310	-.1961967	.609406
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	3.193204

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

5. Conclusion and suggestion

According to the info, the subscribers preferring the documentary category are entering the video streaming more often as a documentary has a significant level at 5% while folks that are married, higher age and folks who watch at evening till night are rarely entering the video streaming as they need negative coefficient with significance level at 10%.

Moreover, people that are variety and anime lovers use to spend many hours watching video streaming at some point, and therefore 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. For downloadable, if users are influenced by downloadable, their duration on video streaming is lower.

For suggestion, if the video streaming platform features a form of content or new content available, they will gain more attention from the users to enter video streaming with longer watching time or even subscribe the service. For the demographic factor, the users who are married and of a better age tend to observe less video streaming. So, the video streaming platforms may target more teens and single people if we supported this study. And this study also tells that the users are accustomed to watch in the dead of night and evening. Hence, streaming platform clouds promote their content at nighttime to attack more subscribers. Also, those who have more spare time tend to look at video streaming longer than those who have less time like private employees or business owners. So, the video streaming platform may promote more on students or millennials to gain more subscribers. Moreover, if the streaming platform has downloadable features, people tend to download and watch it anytime and anywhere or maybe when offline. So, it makes customer’s lives easier.

To be the best streaming platform, it is really essential to video streaming platforms to provide new content or features to the customers. And to offer the entertainment to keep up customers' spirits and help customers relax as video streaming is a platform for watching movies or series alternatives to TV nowadays.

6. Limitation

The research had investigated 143 samples, still a tiny low sample size in terms of the quantitative chemical analysis. Moreover, the majority of the sample are youngsters in Bangkok, which suggests that the representative is biased. Further study has to be conducted on a distinct sample with more representation.

Moreover, for the information within the variable, it might be better if we could collect the info from numerical rather than range and raise the precise hours of watching. Future studies must investigate deeply about the customer's preference and behavior.

Finally, this study just focuses on explaining SVoD intensity of usage considering Thailand, especially within the time of the survey conducted. Users' behavior of those varieties of services is influenced greatly by COVID-19, which the results might not be accurate in yet again. And this situation affects the consumption of customers on purchasing an online streaming, the spending amount, and the frequency of watching video streaming.

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Appendix

Appendix A : Questionnaire

แบบสอบถามเพื่อการวิจัย

เรื่อง ปัจจัยที่ทำให้คุณเลือกตัดสินใจเป็นสมาชิกเพื่อรับชมภาพยนตร์ หรือซีรีส์ออนไลน์ หรือ Subscription Video on Demand (SVOD) เช่น Netflix, Disney plus ,iQIYI, TrueID+, ViuTV

ส่วนที่ 1 : ปัจจัยเชิงประชากรศาตร์ (Demographic Factors)

1. เพศ

a. หญิง
b. ชาย
c. อื่นๆ

2. อายุ

a. 15- 24
b. 25- 34
c. 35-44
d. 45-54
e. มากกว่า 55

3. รายได้ต่อเดือน (บาท)

a. น้อยกว่า 15,000
b. 15,000- 30,000
c. 30,001- 50,000
d. 50,001- 70,000
e. มากกว่า 70,000

4. อาชีพ

a. นักเรียน/นักศึกษา
b. ลูกจ้าง
c. ธุรกิจส่วนตัว
d. ฟรีแลนซ์
e. ข้าราชการ
f. แม่บ้าน
g. ลูกจ้างชั่วคราวหน่วยงานรัฐ
h. อื่นๆ

5. สถานะ

a. โสด
b. แต่งงาน
c. หย่า

6. คุณเป็นสมาชิก video streaming มั้ย

a. เป็น
b. ไม่เป็น

ส่วนที่ 2 แบบสอบถามเกี่ยวกับพฤติกรรมการใช้ video streaming

7. ใช้บริการ video streaming เจ้าไหนอยู่ (ตอบได้มากกว่า 1 ข้อ)

a. Netflix
b. Viu
c. iQIYI
d. Disney Plus
e. TrueID
f. We TV
g. HBO GO
h. อื่นๆ

8. ทำไมถึงเลือกใช้บริการ video streaming เจ้านี้มากกว่าอีกเจ้า(ตอบไม่ตอบก็ได้)

9. คาดหวังอะไรกับการใช้งาน (ตอบได้มากกว่า 1 ข้อ)

a. ความสนุก
b. เพลิดเพลิน
c. ความรู้
d. ไอเดียใหม่ๆ
e. อื่นๆ

10. ปกติชอบดูเนื้อหาไหน (ตอบได้มากกว่า 1 ข้อ)

    a. Movies
    b. Serie
    c. Anime
    d. Kid and Family
    e. Variety
    f. Documentary
    g. Tv show
    h. อื่นๆ

11. ปกติดูวันไหนบ่อย (ตอบได้มากกว่า 1 ข้อ)

    a. จันทร์
    b. อังคาร
    c. พุธ
    d. พฤหัส
    e. ศุกร์
    f. เสาร์
    g. อาทิตย์

12. คุณใช้บริการ video streamingในช่วงเวลาใดบ่อยที่สุด

    a. เช้า
    b. บ่าย
    c. เย็น/ค่ำ
    d. กลางคืน

13. ความถี่เฉลี่ยของการใช้บริการ video streaming ใน 1 สัปดาห์

    a. น้อยกว่า 1 ครั้ง
    b. 1 - 3 ครั้ง
    c. 4 - 6 ครั้ง
    d. 7 - 9 ครั้ง
    e. 10 ครั้งขึ้นไป

14. ระยะเวลาโดยรวมที่คุณใช้บริการใน video streaming 1 วัน

a. น้อยกว่า 60 นาที
b. 1 ชั่วโมง- 2 ชั่วโมง
c. 2 ชั่วโมง- 3 ชั่วโมง
d. 4 ชั่วโมง- 5 ชั่วโมง
e. มากกว่า 5 ชั่วโมง

ส่วนที่3 ปัจจัยอะไรที่มีผลต่อการเลือกใช้เลือกใช้บริการ Streaming

Questionnaire design: Five Type Likert scale

Scale	Meaning
1	น้อยที่สุด (Strongly disagree)
2	น้อย (Disagree)
3	ปานกลาง (Neuttal)
4	มาก (Agree)
5	มากที่สุด (Strongly agree)

15. ความคุ้มค่า (เมื่อเทียบราคากับการได้เป็นสมาชิก) เรียงลำดับจาก 1-5 โดย 5 มากที่สุด

16. ถูกชักจูง

a. เพื่อน
b. ครอบครัว
c. คนรู้จัก
d. สื่อ

17. ความง่ายในการใช้งาน

a. แบ่งหมวดหมู่ชัดเจน
b. function เข้าใจง่าย
c. ใช้เวลาไม่นานในการเรียนรู้

18. แพลตฟอร์มอำนวยความสะดวก

    a. เชื่อมต่อได้หลายอุปกรน์
    b. มีช่องทางการ จ่ายเงินหลากหลาย
    c. การรับชมหลื่นไหล

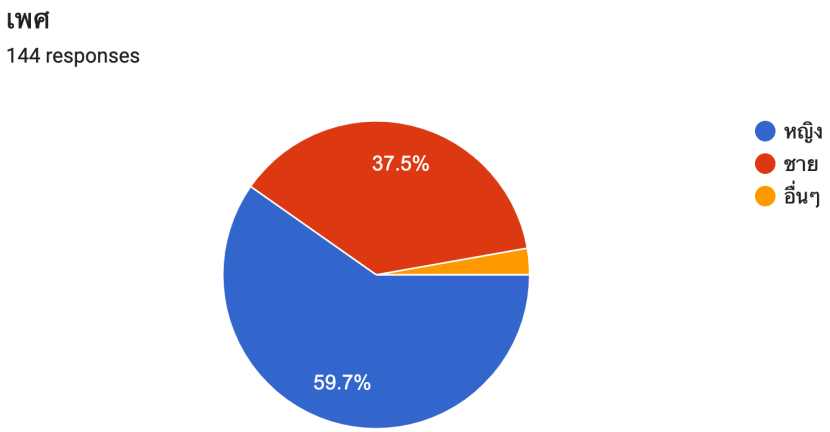
19. content ใน video streaming

    a. มี content ใหม่ๆเข้ามาตลอด
    b. มี content ให้เลือกหลายแนว
    c. มี content ที่ตามหา
    d. Exclusive content

20. ฟีเจอร์ (Features)

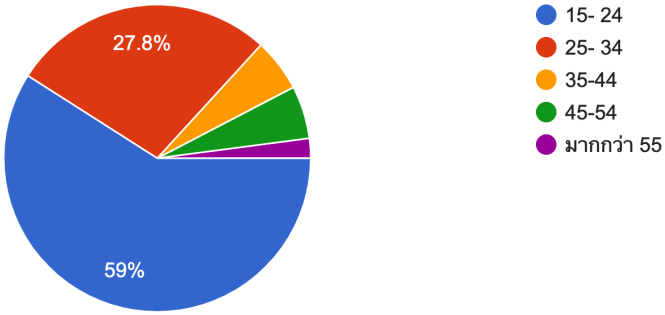
    a. ดูได้หลายจอ/เครื่อง
    b. มีซับหลายภาษา/ภาคไทย
    c. Full HD
    d. ยกเลิกตอนไหนก็ได้
    e. ดาวโหลดเก็บไว้ดูได้
    f. ทดลองใช้ฟรี

Appendix B : Demographic Results from The Survey



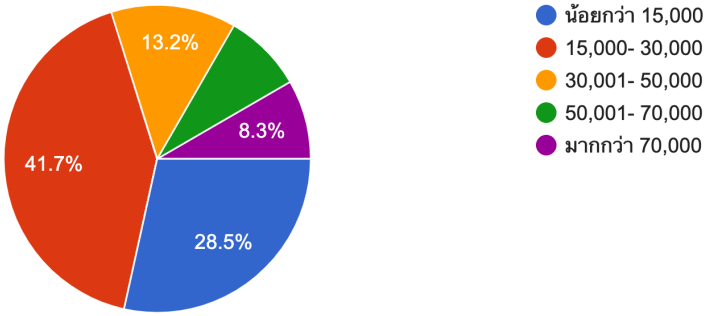
อายุเท่าไร

144 responses



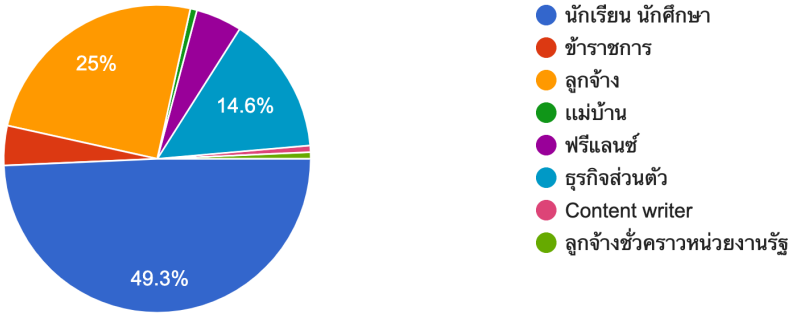
รายได้ต่อเดือน (บาท)

144 responses



อาชีพ

144 responses



สถานะ

144 responses