



Factors Related to the Buyer's Decision Making of Video Streaming Purchasing in Chiang Mai

Kantima Aeawsuwan¹, Taien Layraman²

Abstract

The objectives of this research were 1) To study the consumers' opinions about marketing factors that related to video streaming purchase decisions, 2) To study consumer behavior in purchasing video streaming, 3) To study about technology acceptance of consumers who chose to purchase video streaming, 4) To study about consumers' purchasing decisions of video streaming, and 5) To study the factors that related to purchasing decisions. The samples of this study were 400 people using descriptive statistical analysis, including percentage, frequency, mean, standard deviation, and inferential statistics, including the Pearson Correlation Coefficient.

The result of this study found that most of the samples use Netflix. The reason that consumers use video streaming is recommended by friends, family, or acquaintances. The frequency of using video streaming is 1–3 per time at 18.01–22.00 p.m. every day. Most consumers made their own decision to watch video streaming. The most popular category was series via tablet. The opinion on technology acceptance, marketing mix 7Ps, and buying decision-making process to use video streaming was at a high level overall. When considering each aspect, it found that the Perceived Usefulness and Product was at the highest average score. In addition, hypothesis testing using the Pearson Correlation Coefficient. It found that marketing mix 7Ps and technology acceptance related to purchasing decisions at the significance level of 0.01.

The research recommendation is entrepreneurs should pay attention to the target group. Focusing on the teenage group, working people, and users who like to watch video streaming. Moreover, entrepreneurs should pay attention to the variety of product types to meet the consumer's needs such as adding new popular series or movies, it will be able to attract users to decide to purchase video streaming. In addition, entrepreneurs should pay attention to develop applications to be stable, safe, and convenient. Users who accept technology are part of determining the target group of a business due to attitude toward using that come from perceived usefulness and perceived ease of use that will lead to consumer behavior in watching streaming video.

Keywords: Purchase Decision, Technology Acceptance, Marketing Mix 7Ps, Consumer behavior, Video Streaming

Background and Rational

Nowadays, technology and innovation have become a part of people. It has developed services through the internet that can be accessed in a variety of ways that relate to consumer behavior such as doing activities through offline channels to online channels. Technology and innovation have become an important part of people's lives in terms of culture, economy, and society that help make people comfortable, for example, Video Streaming. Users can watch through various channels, whether it be smartphones, smart TVs, computers, tablets, etc. which



is easy and fast to use. Consumers can choose to watch what they are interested in, or even watch past episodes is convenient. As a result, people began to turn to watch movies or series via video streaming online. According to ETDA (Electronic Transactions Development Agency), there are about 26 million Thai people watch movies via OTT (Over-The-Top) which is a video on demand. Moreover, 92% of Thai people use Video streaming on more than one platform. (Techottiasnee, K., 2023)

During the COVID-19 outbreak, People around the world are forced to stay at home because of government policy that leads to New Normal. Many businesses affected by COVID-19, for example, tourism, malls, department stores etc. or even the movie theater business. On the other hand, Video streaming is one of the most popular businesses that continues to grow amid COVID-19 because people must spend more time at home whether studying online or working from home. In addition, watching video streaming continues to trend upward in Thailand. Thai people accessed video streaming platforms at 10.02% in 2017 and increased to 52.29% in 2021. The increasing numbers show how consumer behavior has changed in the digital age. (ETDA, 2022) Video streaming is still popular even though movie theaters have returned to open and It's also likely that the video streaming service business will continue to grow in the future by analyzing from a survey, overall statistics for the 4th quarter of 2022. The streaming application that Thai people choose to watch the most is Netflix at 41%, Prime Video at 15%, Disney+ Hotstar at 14%, HBO Go 12%, AppleTV+ at 4%, Viu and iflix at 3%, and other at 8%.

Chiang Mai is one of provinces in the north of Thailand which can be considered an economic city that can be called the northern center of Thailand. The population is approximately 1.7 million people and Chiang Mai is one of the most populations in Thailand. (Chiang Mai provincial hall, 2022) Therefore, the researcher is interested in studying "Factors related to the buyer's decision making of video streaming purchasing in Chiang Mai" In order to use information and study results to plan strategies as efficiently as possible.

Objectives of Study

- 1) To study the consumers' opinions about marketing mix that related to streaming video purchase decisions
- 2) To study consumer behavior in purchasing video streaming,
- 3) To study the consumers' opinions about technology acceptance that related to streaming video purchase decisions
- 4) To study consumers' purchasing decisions of video streaming.
- 5) To study the factors that related to purchasing decisions

Conceptual Framework

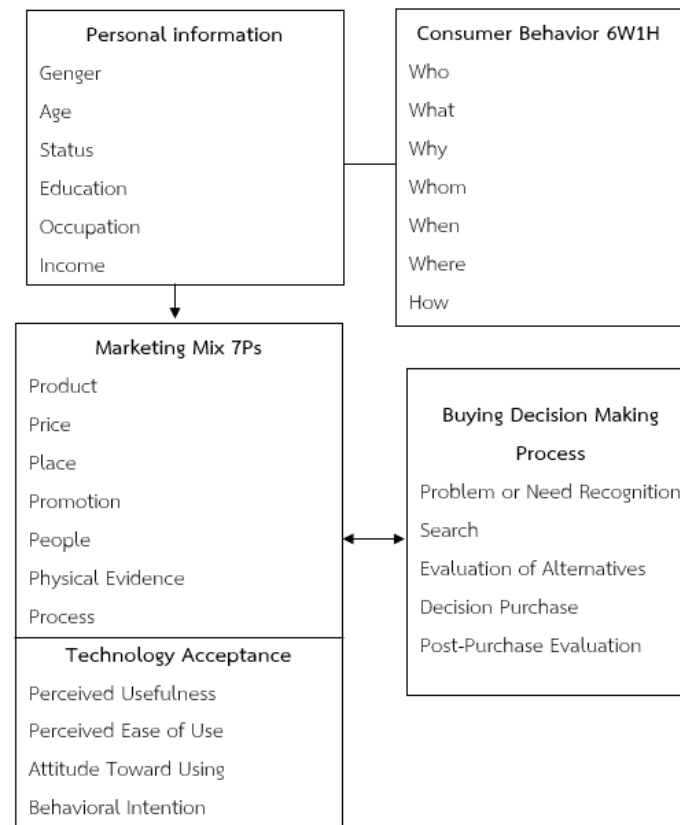


Figure 1 Conceptual Framework

Literature Reviews

The concept of marketing mix theory

Serirat, S. et al. (2020) said marketing mix is a tool that's like the heart of the organization that is extremely important in responding to consumer needs. They can be divided into 7Ps, including Product, Price, Place, Promotion, People, Physical Evidence, and Process as follows:

- 1) Product refers to product that meets the needs of consumers. This must consider the needs and desires of customers, such as movies, series, TV shows, documentaries, etc.
- 2) Price refers to the thing that a consumer must pay for goods or services.
- 3) Place refers to an application channel to facilitate entering the service process for consumers.
- 4) Promotion refers to activities that promote sales to make consumers want to buy products such as offering a 1-month free trial.
- 5) People refer to the staff can help users or able to solve problems for users directly, etc.
- 6) Physical Evidence refers to what consumers can experience from using products or services.
- 7) Process refers to process steps related to operations that provide quality services efficiently accurate and fast.



The concept of technology acceptance theory

Laeieddeenun, K. (2016) said technology acceptance is user behavior in understanding the use of new technology. The technology is useful and easy to use. Therefore, users decide to accept that technology and use it in their life. In addition, the main factors that influence the acceptance of technology are Perceived Usefulness which shows users how it contributes to increased efficiency and convenience, Perceived Ease of Use, where people perceive the usefulness and perceived ease of use of technology will lead to Attitudes towards Using. Then, it will lead to Behavioral Intention and Actual Use. (Fred D. et al., 1989)

- 1) Perceived Usefulness refers to the benefits and belief that technology can increase efficiency and increase convenience for users.
- 2) Perceived Ease of Use refers to users who believe that the technology that users choose to use is easy to use.
- 3) Attitudes towards Using refers to the user's attitude or thoughts towards technology that causes behavior and intention to use it.
- 4) Behavioral Intention refers to the user's behavior towards using technology that comes from Perceived Usefulness and Perceived Ease of Use. Then, it creates an attitude towards the use of technology and leads to actual use.

The concept of purchase decision theory

Consumers must analyze and evaluate many options. Then, make the final decision to purchase the product by searching various information received from evaluation to help make decisions. (Smithikrai, C., 2019)

Aphiprachayasakul, K., (2015) said customer Decision Making Process is a process that requires time and effort. When compared to the decision to purchase video streaming. The purchase decision process consists of 5 steps as follows;

- 1) Problem or Need Recognition is the beginning of the consumer decision-making process when consumers have feelings and needs.
- 2) Search is when consumers need a product or service. Consumers will search for information and analyze it to make decisions.
- 3) Evaluation of Alternatives refers to after consumers have researched enough information, it will evaluate the products or services that can respond to consumer needs.
- 4) Decision Purchase refers to after consumers have carefully considered, the next step is the consumer's decision to purchase the product or service by considering various aspects such as brand, vendor, quality, timing, and payment method.
- 5) Post-purchase evaluation refers to after the consumer has decided to purchase and use the product or service. There will be an evaluation of satisfaction from consumers. If consumers feel very satisfied, it will lead to consumers buying the product again.

The concept of consumer behavior theory

Consumer behavior is people who purchase goods and services. The purchasing behavior will occur by stimulation from various factors. (Kotler, P. & Keller, L. 2014) In addition, consumer behavior analysis by using the 7 questions or the 6Ws and 1H, including (1) Who is in the target market (2) What does the consumer buy? (3) Why does the consumer



buy? (4) Who participates in the buying? (5) When does the consumer buy? (6) Where does the consumer buy? (7) How does the consumer buy? (Serirat, S. et al., 2017)

Video Streaming

Nowadays, there are many video streaming applications in Chiang Mai that everyone can approach to watch video streaming online, for example, Netflix, Disney+ Hotstar, Viu, iQIYI, WeTV, HBO GO, and YouTube Premium which each company has many strengths. (Mind M., 2022)

Netflix: there are many content movies or series. It creates its own movie or series content for the first time and expands its scope worldwide.

Disney +Hotstar: there are many award-winning series and movies from Disney, Marvel, Star Wars, Pixar, National Geographic, and many more.

Viu: the content will focus on the Asian theme. There are movies, series, variety, and many more. There are also subtitles in Thai or local languages as well.

IQIYI: This application will focus on Asian content. There will be a lot of content from many countries, whether Korean or Thai movies or local content of each country.

WeTV: there is a lot of Chinese content such as variety shows, movies or series, live broadcasts, and local languages.

HBO Go: there are many popular movies and interesting documentaries such as Game of Thrones, Justice League, etc.

YouTube Premium: there is a service for downloading various copyrighted videos for offline viewing, such as copyrighted videos of children's songs, etc. There is also YouTube Music that includes many songs and music videos. A variety of categories for users to watch and listen to.

Prime Video: there is a lot of outstanding content, movies and series that are popular all over the world such as movies or series from foreign countries, Thailand, China, Korea, Japan, etc.

MONOMAX: there are movies and series both Thai and foreign, for example, Thailand, China, Korea, Japan, Europe, etc. and find unlimited new entertainment content for users.

Research Methodology

Population and sample

This research is quantitative research. The sample population used in the study is unknown. Thus, the researcher used Cochran's sample size calculation formula for an unknown population with confidence level is 95% and an error level is 5% (Cochran, W., 1977) Therefore, the sample size used to collect data was 400 people by using online questionnaire which includes the Facebook group such as Review Movies/Series Netflix, Viu, WeTv, Disney+, I Like Watching Movies etc. which is a random selection from members who use video streaming and live in Chiang Mai.

Instrument

This instrument for collecting data was a questionnaire that consists of checklist questions and is divided into five parts as follows:



- 1) General information of the respondents. The questions are multiple-choice questions which have 7 questions: gender, age, status, education, occupation, income, and screening questions will check whether respondents who lives in Chiang Mai or not.
- 2) Consumer behavior. The questions are multiple-choice questions which have 11 questions: the video streaming application that is used, the reason to use, membership period, frequency, location, categories, and device for watching video streaming, etc.
- 3) technology acceptance. The questions are multiple-choice questions which have 12 questions: Perceived Usefulness, Perceived Ease of Use, Attitude Toward Using, and Behavioral Intention by using a 5-level rating scale measurement.
- 4) Marketing Mix 7Ps. The questions are multiple-choice questions which have 21 questions: Product, Price, Place, Promotion, People, Physical Evidence, and Process by using a 5-level rating scale measurement.
- 5) Buying Decision-Making Process. The questions are multiple-choice questions which have 15 questions: Problem, Search, Evaluation of Alternatives, Decision Purchase, Post-Purchase Evaluation by using a 5-level rating scale measurement.

Validity and Reliability

The researcher used the questionnaire to test a sample of 40 cases to find the confidence value. By testing the reliability of Cronbach's alpha coefficient. An acceptable value greater than 0.7 is considered to have sufficient confidence. The confidence value was 0.886.

Data Analysis

The researcher used descriptive statistics, including percentage, frequency, mean, standard deviation, and inferential statistics, including Pearson's Correlation Coefficient.

The Results

- 1) Most respondents were female, aged 20–29 years, had a bachelor's degree or equivalent. Works as a private business employee has an income of 15,001–20,000 baht, and most respondents are single.
- 2) Most respondents use video streaming from Netflix, the reason for using video streaming services is that friends, family, or acquaintances recommended it and have been a member for more than one year or more. Mostly, watching at 6.01-10.00 p.m., on average, watch 1–3 hours/time. Most respondents watch movies or series at home on weekends, decide for themselves, love watching series, and watch movies or series via Tablet.
- 3) The consumers' opinions about the marketing mix related to streaming video purchase decisions. The result found that most respondents had an opinion about the marketing mix. Overall, it is at the highest level and the average was 4.31. When considering each aspect, the aspect that respondents gave the highest level of opinion was Product with an average was 4.42, Place and Process with an average was 4.39, Physical Evidence with an average was 4.34, Price with an average was 4.27, Promotion with an average was 4.22, and People with an average was 4.16. respectively.
- 4) The consumers' opinions about technology acceptance that related to streaming video purchase decisions. The result found that most respondents accept technology at the



highest level overall, with an average of 4.31. When considering each aspect, the aspect that respondents gave the highest level of opinion was Perceived Usefulness with an average was 4.45, Attitude Toward Using with an average was 4.28, Perceived Ease of Use with an average was 4.27, and Behavioral Intention with an average was 4.26 respectively.

- 5) Consumer decision-making process for purchasing video streaming. The result found that most respondents had an opinion about the decision-making process for purchasing video streaming. Overall, it is at the highest level and the average was 4.27. When considering each aspect, the aspect that respondents gave the highest level of opinion was Problem or Need Recognition, Evaluation of Alternatives, Decision Purchase, and Post-Purchase Evaluation with an average was 4.28, and Search with an average was 4.26 respectively.
- 6) Factors that are related to purchasing decisions. Comparing the differences in coefficients of marketing mix factors and technology acceptance factors with the decision to purchase video streaming of consumers in Chiang Mai. The results found that Marketing Mix 7Ps and Technology Acceptance factors with a correlation coefficient is 0.630** 0.458 are related to the decision-making process for purchasing video streaming of consumers in Chiang Mai with statistical significance at 0.01 which is related at a moderate and low level.

Discussion

1. Consumer behavior of users who use video streaming.

The result found that most respondents were female, aged 20–29 years, and had a bachelor's degree or equivalent. Works as a private business employee have an income of 15,001–20,000 baht, and most respondents are single. Moreover, most respondents use video streaming from Netflix. The reason for using video streaming services is that friends, family, or acquaintances recommended it and have been a member for more than one year or more. Mostly, watching at 6.01-10.00 p.m., on average, watch 1–3 hours/time. Most respondents watch movies or series at home on weekends, decide for themselves, love watching series, and watch movies or series via Tablet. This is consistent with the study of Kulabson P., (2020) and Songponrwanich A., (2020) The result found that most respondents watch 1–3 hours per time, watching at 6.01-10.00 p.m., love watching series, and watch movies or series via Tablet.

2. The consumers' opinions about the marketing mix related to streaming video purchase decisions.

The result found that most respondents had an opinion about the marketing mix. Overall, it is at the highest level. When considering each aspect, the aspect that respondents gave the highest level of opinion was Product, and next is Place which is consistent with the study of Kulabson P., (2020)

3. The consumers' opinions about technology acceptance related to streaming video purchase decisions.

The result found that most respondents had an opinion about the accepted technology. Overall, it is at the highest level. When considering each aspect, the aspect that respondents gave the highest level of opinion was Perceived Usefulness which is consistent with the study



of Boonmanee k., (2022) and Laeieddeenun, K. (2016) technology acceptance is user behavior in understanding the use of new technology. The technology is useful and easy to use.

4. *Consumers' purchasing decisions for video streaming.*

The result found that most respondents had an opinion about the buying decision-making process of video streaming. Overall, it is at the highest level. When considering each aspect, the aspect that respondents gave the highest level of opinion was Problem or Need Recognition which is consistent with the study of Jongmai W., (2021)

5. *The factors that are related to purchasing decisions.*

Comparing the differences in coefficients of marketing mix factors and technology acceptance factors with the decision to purchase video streaming of consumers in Chiang Mai. The results found that Marketing Mix 7Ps, and Technology Acceptance are related to the decision-making process for purchasing video streaming of consumers in Chiang Mai with statistical significance at 0.01. This is consistent with the study of Riewpungul, K., (2019) and Sasithanakornkaew, S. et. al., (2020)

Recommendation from Research

- 1) The result found that most respondents were female, aged 20–29 years. Thus, entrepreneurs should pay attention to the target group. Focusing on the teenager group, working people, and users who like to watch video streaming because this is the age group that makes the most decisions about video streaming which can determine strategies or guidelines to consumers' needs, for example, providing discounts when applying through suggestions from friends or acquaintances, etc. The study found that most respondents are single and their reason for watching is recommendations from friends, family, or acquaintances.
- 2) The result found that most respondents had an opinion about the marketing mix. Overall, it's at the highest level. When considering each aspect, the aspect that respondents gave the highest level of opinion was Product, Place, Process, Physical Evidence, Price, Promotion, and People respectively. Therefore, entrepreneurs should pay attention to the variety of product types to meet the consumer's needs such as adding new popular series or movies, which will be able to attract users to decide to purchase video streaming. In addition, the focus should make the prices reasonable have a variety for consumers to choose from, and have various and interesting promotions such as discounts on Father's Day, Mother's Day, etc. Moreover, entrepreneurs should pay attention to format applications and websites that are easy, attractive, stable, and not complicated. Furthermore, entrepreneurs should pay attention to improving the staff to have the knowledge and ability to provide good services and advice so that problems can be solved quickly and directly.
- 3) The result found that most respondents accept technology. Overall, it's at the highest level, especially perceived usefulness. Therefore, entrepreneurs should pay attention to developing applications to are stable, safe, and, convenient. Users who accept technology are part of determining the target group of a business due to attitudes toward using that come from perceived usefulness and perceived ease of use that will lead to consumer behavior in watching streaming video.



Suggestions for future research

- 1) This study is quantitative research. The research should be Qualitative Research such as in-depth interviews, group discussion, etc. To be able to get more accurate results which can help the organization to improve and develop to suit the target group as much as possible.
- 2) The scope of samples from other areas should be studied because consumers in each area may make different decisions.
- 3) The researcher recommended studying other variables related to the decision to purchase video streaming so that entrepreneurs can use the results to improve to be more effective that can meet the needs of consumers directly, such as lifestyle factors, etc.

Bibliography

- Aphirachayasakul, K., (2015). Consumer Behavior. Bangkok: Focus Media and Publishing Company Limited.
- Chiang Mai provincial hall. (2022). Describe Chiang Mai Province [Online]. 22 May 2023, From <https://chiangmai.go.th/managing/public/D8/8D17Jan2022133138.pdf>
- Cochran, W.G. (1977). Sampling Techniques. 3rd ed. New York: John Wiley & Sons.
- Fred D. et al. (1989). User acceptance of computer technology: A comparison of two theoretical models. Management Science.
- ETDA. (2022). Thailand Internet User Behavior 2022. Electronic Transactions Development Agency.
- Kotler, P. and Keller, L. (2014). Marketing Management. (14th ed.). New Jersey: Pearson Education. Prentice Hall, Inc.
- Kulabson P., (2020). The factors affecting the decision making to watch movies through Netflix of Government official at office of the permanent secretary for defense. Faculty of Business Administration Program in Management, Ramkhamheng University.
- Laeieddeenun, K. (2016). Technology Acceptance and Online Consumer Behavior Affecting E-books' Purchase Decision of Customer in Bangkok. Master of Business Administration IS, Bangkok University.
- Mind M., (2022). Review of streaming, watching movies, watching series online: Netflix, Viu, WeTV, HBO Go, Disney+ and others. Which one is good in 2022? [Online]. 20 May 2023, From <https://bestreview.asia/tv/streaming-online-movies/>.
- Sasithanakornkaew, S. et al. (2020). Acceptance of Netflix and netflix consumer behavior in Bangkok. Academic Humanities Journal, 27(2), 258-276.



Serirat, S. et al. (2017). Marketing Management in the New Era. Bangkok: Thammasan Company Limited.

Serirat, S. et al. (2020). Principles of Marketing. Phitsanulok: DIAMOND IN BUSINESS WORLD.

Smithikrai, C., (2019). Consumer Behavior. Bangkok: Chulalongkorn University.

Songponrwanich A., (2020). The satisfaction of consumer in generation Y toward video streaming service, Netflix in Bangkok. Master of Business Administration Program, Ramkhamhaeng University.

Techottiasnee, K. (2023). Will the TV business survive or not? In an era where people only watch streaming [Online]. 20 May 2023. From <https://workpointtoday.com/tv-digital-survive-streaming/>.

