



Video streaming service usage behavior of customer: A case study in Thailand

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Abstract

This study aims to examine consumer behavior in video streaming services within Nakhon Si Thammarat Province. Data were collected using questionnaires from a sample of 400 respondents. The statistical methods used for analysis included descriptive statistics such as frequency, percentage, mean, and standard deviation, as well as inferential statistics, specifically the Chi-Square test, to assess the relationships between variables. The findings indicate that the majority of respondents were male, aged between 25 and 34 years old, single, and held a bachelor's degree. Most were students, with an income range of 20,001 - 30,000 THB. The results revealed that demographic factors were significantly associated with video streaming behavior, including viewing frequency and preferred content type. This study enhances the understanding of changing consumer behavior in the digital era. Additionally, marketing factors influence service adoption, with accessibility and content quality identified as key drivers. Free trials, price discounts, and ease of access via smartphones and smart TVs were also found to be critical factors in user engagement. The Chi-Square analysis demonstrated significant relationships between demographic factors, motivational factors, and marketing mix elements with video streaming service usage. These findings provide valuable insights for video streaming service providers to develop effective marketing strategies tailored to consumer needs, thereby enhancing competitiveness in the rapidly growing video streaming industry.

Keywords: Consumer behavior, video streaming, motivational factors, marketing mix, Nakhon Si Thammarat

1. Introduction

In the digital era, the rapid advancement of information technology has significantly increased smartphone and internet usage in Thailand. This shift has led to a transformation in media consumption behavior, moving away from traditional television viewing toward over-the-top (OTT) video streaming platforms that offer accessibility anytime and anywhere. The rapid growth of video streaming services such as Netflix, Apple TV+, and HBO Max has had a profound impact on the global entertainment industry. This study aims to investigate consumer behavior and the factors influencing the selection of video streaming services in Nakhon Si Thammarat Province. The findings will contribute to existing knowledge and assist service providers in refining their business strategies to align with digital-age consumer behavior.

2. Literature Review

Consumer Behavior Theory

Consumer behavior refers to the decision-making processes that individuals undertake when searching for, purchasing, using, and evaluating products and services. These behaviors are influenced by various psychological, social, and environmental factors, all of which shape consumer purchasing and usage decisions. One key concept in consumer behavior studies is the "Buyer's Black Box", which represents the internal cognitive and decision-making processes that cannot be directly observed. Marketers must therefore analyze the factors that influence consumer perceptions and thought processes. These factors include marketing stimuli, such as price, distribution channels, and promotional activities, as well as external stimuli, such as economic conditions, technology, regulations, and cultural influences, all of which drive consumer purchasing motivation.

The consumer decision-making process begins with need recognition, followed by information search, evaluation of alternatives, purchase decision, and post-purchase evaluation, which affects consumer satisfaction and repurchase intentions. Consumers consider multiple factors during this process, including brand selection, retailer choice, timing of purchase, and purchase volume. By understanding these behavioral patterns and influencing factors, businesses can develop more effective marketing strategies to enhance consumer engagement and satisfaction, ultimately strengthening their market position in the competitive video streaming industry.

Concepts and Theories on Personal Factors

Personal factors are key components influencing consumer behavior. These factors can be categorized into various dimensions, including demographic characteristics, personality, lifestyle, motivation, and perception. The relevant concepts and theories on personal factors can be explained as follows:

Maslow's Hierarchy of Needs

Maslow's theory suggests that human needs are structured in a hierarchical order, ranging from basic physiological needs to self-actualization. These needs include physiological needs, safety and security, love and belonging, esteem, and self-actualization. Each level of need influences consumer purchasing behavior. For instance, individuals prioritizing security and stability may opt for products that enhance safety, such as insurance plans or home security systems.

Personality and Consumer Behavior Theory

Personality refers to the unique characteristics of individuals that affect their purchasing decisions. Consumers with an extroverted personality may prefer distinctive and unique products, while conservative consumers are more likely to choose reliable and well-established products that have maintained popularity over time.

Concepts and Theories on Service Quality

The concept of service quality is another crucial factor in the study of consumer behavior. Service quality directly impacts customer satisfaction and loyalty, as consumers tend to compare their expectations with their actual experiences. If the perceived quality of a service meets or exceeds consumer expectations, it leads to customer satisfaction and repeat purchases. By understanding these theories, businesses can develop strategies that align with consumer needs and expectations, thereby enhancing competitiveness in the market.

Concepts and Theories on Technology Acceptance Factors

The Technology Acceptance Theory explains the process by which consumers perceive and adopt technology. The behavior of technology acceptance is influenced by two key factors: ease of use and perceived usefulness. If consumers perceive that a technology is easy to use and provides clear benefits, they are more likely to adopt and integrate it into their daily lives.

Research Objectives

1. To examine consumer behavior toward video streaming services in Nakhon Si Thammarat Province.

2. To investigate the factors influencing consumer behavior in using video streaming services in Nakhon Si Thammarat Province.

Research Hypothesis

H1: The Relationship Between Personal Factors and Video Streaming Service Usage Behavior

H2: The Relationship Between Motivational Factors and Video Streaming Service Usage Behavior

H3: The Relationship Between Marketing Mix Factors and Video Streaming Service Usage Behavior

3. Research Methodology

The population in this study consists of consumers who have used video streaming services and reside in Nakhon Si Thammarat Province. Since the exact population size is unknown, the researcher applied a sample size estimation method for an unknown population, following the approach proposed by W.G. Cochran. This method ensures that the selected sample accurately represents the target population within an acceptable margin of error. For this study, the confidence level was set at 95%, with a margin of error not exceeding 5%. Based on these parameters, the required sample size was initially determined to be 385 respondents. However, to compensate for potential incomplete or invalid responses from the questionnaire, the researcher increased the sample size by an additional 4%, adding 15 more participants. As a result, the final sample size was set at 400 respondents, ensuring the reliability and validity of the collected data in addressing the research objectives.

Sample Selection

The sampling process in this study was conducted in two stages. In the first stage, purposive sampling was used to select respondents who had prior experience using video streaming services and resided in Nakhon Si Thammarat Province. In the second stage, convenience sampling was employed, where the researcher collected responses through an online questionnaire distributed via Google Docs, Line, and Facebook. A total of 400 responses were collected from consumers living within Nakhon Si Thammarat Province, between September and November 2024. The distribution of the questionnaire adhered to strict confidentiality and privacy measures, ensuring that no personally identifiable information of the respondents was recorded.

Research Instrument

The research instrument used for data collection was a structured questionnaire, developed based on theoretical frameworks and prior research. The questionnaire was designed to measure key factors influencing consumer behavior in using video streaming services within Nakhon Si Thammarat Province. The questionnaire consisted of three sections. Section 1 focused on general demographic information of the respondents, including gender, age, marital status, education level, occupation, and average monthly income. This section contained six multiple-choice questions in a checklist format. Section 2 assessed motivation for using video streaming services, consisting of 13 checklist-based questions. Section 3 evaluated marketing mix factors, including service and content quality, pricing, accessibility, and promotional strategies. This section contained 22 questions, using a Likert Rating Scale with five response levels, allowing respondents to express their opinions on the

degree of influence these factors had on their behavior.

Data Analysis

The descriptive analysis was used to examine the demographic characteristics of the respondents, including gender, age, marital status, education level, occupation, and average monthly income. The analysis involved the use of frequency distribution, percentage, and mean to summarize and interpret the collected data. The inferential analysis was conducted using Chi-Square statistics to test the research hypotheses and examine relationships between key variables. This statistical method was applied to determine significant associations and support the study's analytical framework.

4. Research Findings

General Information of the Respondents

The demographic characteristics of the sample group are as follows. The majority of respondents were male, accounting for 53.00%. In terms of age, most respondents were between 25-34 years old, representing 23.00% of the sample. Regarding marital status, the majority were single, making up 58.00% of the total respondents. In terms of education level, 61.00% of the respondents had attained a bachelor's degree. Regarding occupation, 32.00% of the respondents were students. As for average monthly income, the majority of respondents fell within the income range of 20,001 - 30,000 THB, accounting for 28.00%.

Analysis of Video Streaming Usage Behavior

The majority of respondents exhibited the following behaviors in using video streaming services. The smartphone was the most commonly used device for video streaming, accounting for 47.00%. The most popular video streaming service was YouTube, used by 55.00% of respondents. The majority of respondents reported watching video streaming daily, making up 65.00% of the sample. YouTube was also the most frequently paid subscription service, with 40.00% of respondents paying for its service. Most respondents spent 101-300 THB per month on video streaming services, accounting for 55.00%. The most preferred content categories were series, music/concerts, and movies, each accounting for 21.00%. Additionally, friends were identified as the most influential factor in the respondents' decision-making process, with 31.00% of the respondents indicating their influence.

Analysis of Motivation for Using Video Streaming Services

The majority of respondents expected a diverse range of content from video streaming services, accounting for 25.00%. A significant proportion of respondents, 58.00%, agreed that video streaming services provide convenience in daily life. Additionally, 52.00% of respondents perceived paying for video streaming services as a worthwhile investment. Furthermore, 51.00% of respondents indicated a willingness to recommend the video streaming service they currently use to others.

Analysis of Marketing Mix Factors

The respondents' opinions on the product and service quality factor of the marketing mix indicate the highest level of satisfaction, with an overall mean score of 4.43. When considering individual aspects, the highest-rated factor was content variety (mean = 4.59), followed by video quality,

including image and sound clarity (mean = 4.55). The next highest-rated factor was the absence of advertisements (mean = 4.52), followed by recommendations of engaging content (mean = 4.50). The suitability of content for all demographics and the uniqueness of exclusive video content received the same score (mean = 4.44). Other factors included ease of control and convenience in viewing (mean = 4.43), Thai-language dubbing (mean = 4.37), the aesthetics and usability of the user interface (mean = 4.35), and subtitle quality (mean = 4.17), in descending order. Regarding the pricing factor of the marketing mix, respondents expressed a high level of satisfaction, with an overall mean score of 4.07. Among specific aspects, the perceived value for the price of video streaming services had the highest rating (mean = 4.13), followed by the influence of lower prices on service selection decisions (mean = 4.11) and willingness to pay for exclusive content (mean = 4.08), in descending order.

For the service accessibility factor, respondents demonstrated a high level of satisfaction, with an overall mean score of 3.97. Among individual aspects, the highest-rated factor was the ability to access video streaming services across various devices (mean = 4.24), followed by the convenience of accessing video streaming services anytime, anywhere (mean = 4.16). The benefit of downloading content for offline viewing received the lowest rating in this category (mean = 3.50). Regarding the marketing promotion factor, respondents exhibited a moderate level of satisfaction, with an overall mean score of 3.22. The highest-rated aspect was the benefit of personalized content recommendations (mean = 3.29), followed by the appeal of promotions and special offers from video streaming services (mean = 3.27). Other aspects included the ease of accessing information on new content and promotions through convenient channels (mean = 3.20) and the perceived benefit of free trials or discounts for new subscribers (mean = 3.11), in descending order.

Summary of Data Analysis for Hypothesis Testing

Hypothesis 1: The Relationship Between Personal Factors and Video Streaming Service Usage Behavior

The analysis indicates that personal factors are significantly associated with video streaming service usage behavior among consumers in Nakhon Si Thammarat Province. The findings reveal that gender is significantly related to the choice of preferred service, content type, and decision-making process, with a statistical significance level of **0.05**, but shows no significant relationship with viewing frequency. Age, marital status, education level, occupation, and average monthly income are all significantly associated with every aspect of video streaming behavior, also at a **0.05** significance level.

Hypothesis 2: The Relationship Between Motivational Factors and Video Streaming Service Usage Behavior

The analysis demonstrates that motivational factors are significantly related to video streaming service usage behavior among consumers in Nakhon Si Thammarat Province. Specifically, expectation fulfillment, ease of use, perceived value, and the willingness to recommend the service are all significantly associated with every aspect of video streaming behavior, with a statistical significance level of **0.05**. These findings highlight the importance of consumer motivation in shaping video streaming service usage patterns.

Hypothesis 3: The Relationship Between Marketing Mix

Factors and Video Streaming Service Usage Behavior

The analysis indicates that marketing mix factors are significantly associated with video streaming service usage behavior among consumers in Nakhon Si Thammarat Province.

Regarding product and service quality, several aspects were found to have significant relationships with consumer behavior. Content variety was significantly associated with the choice of preferred streaming services, viewing frequency, and monthly spending, with a statistical significance level of 0.05, but showed no significant relationship with content type preferences or factors influencing service selection. Similarly, recommendation of engaging content was significantly related to all aspects of video streaming behavior, while content suitability for all genders and age groups also exhibited a significant relationship with every aspect of streaming behavior, both at a 0.05 significance level. Additionally, the availability of exclusive or rare content, as well as content produced by service providers, was significantly associated with all aspects of streaming behavior, reinforcing the role of unique and original content in attracting viewers. Ad-free streaming was significantly related to preferred streaming services and monthly spending, but not with content type preferences, indicating that consumers prioritize uninterrupted viewing experiences when selecting a platform. Ease of control and convenience in viewing were significantly related to all aspects of streaming behavior, highlighting their importance in consumer decision-making. Similarly, video quality and resolution were significantly associated with preferred streaming services and monthly spending, but not with content type preferences, reinforcing the role of high-definition content in platform selection. Furthermore, the availability of Thai-language dubbing and subtitles was significantly associated with all aspects of video streaming behavior, suggesting that localized content features enhance consumer engagement. Finally, the aesthetics and usability of the user interface (UI) demonstrated a significant relationship with all aspects of streaming behavior, emphasizing the importance of an intuitive and visually appealing UI in enhancing user experience. All of these factors were statistically significant at the 0.05 level, reinforcing their role in shaping consumer preferences and behaviors in video streaming services.

The analysis indicates that the perceived value of video streaming service pricing is significantly associated with preferred streaming services, content type preferences, influential factors in decision-making, and monthly expenses, with a statistical significance level of 0.05; however, no significant relationship was found with viewing frequency. Similarly, the perceived fairness of service quality relative to price was significantly associated with all aspects of video streaming behavior, highlighting the importance of pricing alignment with service expectations. Additionally, the influence of lower pricing on service selection was significantly related to preferred streaming services, content type preferences, influential factors in decision-making, and monthly expenses, yet it did not show a significant relationship with viewing frequency. Furthermore, the willingness to pay extra for premium content was significantly associated with all aspects of video streaming behavior, suggesting that consumers recognize and value exclusive content offerings, reinforcing the impact of premium services on user engagement and spending

behavior, all at a 0.05 statistical significance level.

The ability to access streaming services across various devices was significantly related to all aspects of video streaming behavior, reinforcing the importance of device compatibility, with a 0.05 significance level. Likewise, the convenience of accessing streaming services anytime and anywhere was significantly associated with preferred streaming services, content type preferences, influential individuals in decision-making, and monthly expenses, with a statistical significance level of 0.05; however, it did not exhibit a significant relationship with influential decision-making factors or viewing frequency. Additionally, the benefit of content downloading for offline viewing was significantly associated with all aspects of video streaming behavior, emphasizing the importance of offline accessibility, with a 0.05 significance level.

The appeal of promotions and special offers was significantly associated with all aspects of video streaming behavior, suggesting that attractive marketing incentives play a key role in consumer engagement, with a 0.05 significance level. Similarly, the ease of accessing information on new content and promotions through convenient channels was significantly related to all aspects of video streaming behavior, emphasizing the importance of effective communication strategies in keeping consumers informed and engaged. Additionally, the benefit of personalized content recommendations was significantly associated with all aspects of video streaming behavior, highlighting the role of tailored content in enhancing user experience and increasing viewer satisfaction. Furthermore, the benefit of free trials or discounts for new subscribers was significantly linked to all aspects of video streaming behavior, demonstrating the effectiveness of introductory offers in influencing consumer decisions and encouraging new users to adopt streaming services, all at a 0.05 significance level.

5. Discussion and Conclusion

This study on consumer behavior in video streaming services in Nakhon Si Thammarat Province can be analyzed based on the conceptual framework, theories, and relevant literature as follows:

Personal Factors

The research findings indicate that gender, age, marital status, education level, occupation, and income influence video streaming service usage. The majority of respondents aged 18-34 years old are more familiar with technology and have a high demand for online media, which aligns with demographic theories suggesting a relationship between age and interest in new technologies. Additionally, the fact that most respondents hold a bachelor's degree reflects their readiness to access and use video streaming technology, both in terms of content comprehension and system navigation. These findings are consistent with the study by Narong Tomcharoen (2019) [7], which found that most video streaming users in Chonburi Province were young adults and early-career professionals, as this group typically possesses a bachelor's degree or equivalent and is well-equipped to adapt to new technologies. Furthermore, gender plays a role in content preferences, where male consumers tend to favor gaming and sports-related content, whereas female consumers are more inclined toward series and lifestyle-related content. This trend aligns with the perspective of Sirivan Sereerat (1995) [11], who stated that gender and social

roles influence consumer behavior.

Regarding monthly income, the majority of respondents reported earning between 10,001 - 30,000 THB, which aligns with the typical pricing of video streaming services ranging from 100 - 300 THB per month. This reflects the suitability of service pricing for consumers within this income range. The pricing strategy corresponds with the pricing theory by Kotler (2003) ^[6], which emphasizes the relationship between income levels and pricing as a key factor in consumer purchasing decisions. Moreover, this finding is consistent with the study by Phunchai Pintasaen (2021) ^[9], which highlighted that perceived value significantly influences consumer decisions, particularly when subscription fees fall within the acceptable range for the target income group.

Motivational Factors

The research findings indicate that entertainment and stress relief are the primary motivations for using video streaming services. This aligns with Maslow's hierarchy of needs, which suggests that entertainment fulfills a fundamental emotional need. Similarly, the study by Slawut Thongseekam (2016) ^[12] found that movie and video streaming behaviors enhance daily enjoyment and influence leisure activities. The decision to use video streaming services is also influenced by content diversity and ease of use. The study by Ubonwan Dananansuk (2021) ^[15] highlighted that consumers prefer platforms offering the widest selection of movies and shows, demonstrating the significance of content variety in addressing diverse user interests. Additionally, smartphones were the most preferred devices for streaming, aligning with the findings of Thanangmanoch, C. (2021) ^[14], which revealed that most users opt for smartphones due to their portability and the ability to access content anytime, anywhere.

Marketing Mix Factors

The research findings emphasize that product and service quality play a crucial role in service adoption. Respondents reported the highest level of satisfaction with content diversity and ad-free viewing experiences. The study by Kenpahanan, H., & Chedbunmuang, S. (2019) ^[5] found that Netflix users in Thailand expect high service quality, making it a key determinant of satisfaction. Regarding pricing strategy, the study found that a subscription fee of 100-300 THB per month is the most suitable range for consumers in Nakhon Si Thammarat Province. This aligns with the research of Narong Tomcharoen (2019) ^[7], which suggested that reasonable pricing encourages subscription and directly impacts consumer satisfaction.

In terms of service accessibility, ease of access via smartphones and tablets has contributed to the widespread popularity of video streaming among consumers who prioritize convenience. The findings of Slawut Thongseekam (2016) ^[12] also indicate that convenience is a key factor influencing consumer preferences. Additionally, marketing promotions, such as free trials or discounted rates for new subscribers, effectively attract interest and expand the user base. This finding is supported by Phunchai Pintasaen (2021) ^[9], who highlighted that promotional strategies significantly impact consumer intent to use streaming services.

Recommendations and Future Research Directions

The findings of this study on video streaming service usage behavior in Nakhon Si Thammarat Province highlight several

areas for improvement and future research. Service providers should enhance content diversity to cater to different audience preferences, particularly by offering age-appropriate content and exclusive original content unavailable elsewhere, which can increase user satisfaction and engagement. Additionally, reducing intrusive advertisements or optimizing ad formats to minimize disruption can help maintain user satisfaction and improve viewing continuity. Flexible pricing strategies should also be considered, such as targeted promotions for students or content-specific subscriptions at accessible rates, along with expanded payment options, including weekly or daily payment plans, to accommodate a broader range of consumers. Improving accessibility across various devices, such as enhancing smart TV applications and user interfaces, and promoting offline viewing features would further boost usability. From an academic perspective, future research should expand the study scope to include rural areas or provinces with different cultural and technological access, allowing for a comparative analysis of user behavior across diverse demographics. Further studies should also investigate factors influencing paid subscription adoption, such as differences in satisfaction between free and premium users and the relationship between income levels and willingness to pay for exclusive content or additional services. Research should also explore the impact of AI-driven content recommendation systems and the growing importance of data security and user privacy on streaming platforms. Additionally, analyzing the influence of social and cultural factors, such as preferences for local vs. global content, could provide deeper insights into regional consumer demands. Finally, adopting a Mixed Methods Research approach, combining quantitative analysis to capture broad trends with qualitative techniques like in-depth interviews or focus group discussions, would offer a more comprehensive understanding of user preferences and behavior, ultimately guiding service providers in refining their strategies for greater user engagement and satisfaction.

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