

Factor Affecting User Satisfaction of Online Video Streaming Service

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ABSTRACT

Abstract—The purpose of this research was to study the factor affected satisfaction of online video streaming service of users in Bangkok. The sample used was 385 of video streaming user aged 13 years or over and living in Bangkok. The instrument used for data collection was a questionnaire. The statistics used in the data analysis were frequency, percentage, mean and standard deviation, including inferential statistics was multiple regression analysis. The results revealed that the marketing mix in the aspect of consumer wants and needs, consumer cost to satisfy, convenience to buy and communications can together predict customer satisfaction through video streaming media in Bangkok with statistical significance at $F=52.725$. All variables can explain the variability of user satisfaction through video streaming media in Bangkok (R^2) accounted for 64.35 percent. The test results accept all hypothesis that consumer wants and needs, consumer cost to satisfy, and convenience to buy positively influenced user satisfaction through video streaming service in Bangkok.

Keywords— Marketing factor, Satisfaction, Video streaming service

INTRODUCTION

The advancement of technology from the past to the present has resulted in humans having a relationship with technology all along. Technology has infiltrated the evolution of various stages of life with greater comfort for humans. Tools or methods have been continually developed to suit each era, causing the technology involved in human life to change from what is needed in the basics to communicate or contact only important tasks. It has become a technology for interpersonal communication such as the telephone, the Internet and social networks as well as technology that has been used in entertainment such as online streaming.

In the entertainment business, it is a medium that can express the arts of entertainment very well and play a huge role in society, where movies can create new values for society and make people open to new ideas. User can watch the video Anywhere, anytime, instantly select the content you want to watch. because there are a variety of programs to watch that cannot be viewed anywhere else and can watch repeatedly at the desired time. As results in an increase in video streaming users, make it a business for service to watch Video Streaming which is an online service focusing on facilitating service users to access movies, series and TV shows (Kenphanan & Cherdunmuang, 2020). There are many companies that have come to provide services in Thailand, including ifix, HollywoodHD, Primetime, Doonee, HOOQ, Netflix, and Disney Plus.

The advent of the Video on Demand platform over the past few years has spurred the rise in the popularity of video streaming. The number of Thai people who watch Video Online on a daily basis has increased from 45 percent in 2019 to 57 percent in 2020. Thailand's mobile video views ranks second in Southeast Asia, with 81 percent of Thais preferring to watch videos on their smartphones weekly. (Electronic Transactions Development Agency, 2021) This is mainly due to entertainment content that is available around consumers 24 hours a day. Currently, a large online movie viewing service platform has invested in Thailand a lot. It can be said that online streaming movie service is born because consumers have changed their lifestyle behavior to the development of more media quality nowadays.

Currently, there are many service providers, both domestic and international service providers, providing services in various countries. Therefore, a lot of competition intensified marketing to scramble customers to use the service on its Streaming platform. There are many marketing strategies used and customer behavior analysis, in order to offer the services that best meet the needs of the customers. The service in this market is very competitive, so the proper marketing strategy planning and understanding of customer needs that is different, both in terms of marketing mix and satisfaction will enable service providers to compete in a highly competitive business.

It can be seen that most of the work in the past has studied the use of Live Streaming services, with more emphasis on the study of service usage behavior. Therefore, in this research, the researcher focuses on the market factors of 4C, consisting of consumer wants and needs, consumer cost to satisfy, convenience to buy and communications. This is the basis for establishing effective marketing strategies which suitable for determining the marketing mix of the online businesses that has been applied and presented to the suitable for competition. The results of this study were used to establish appropriate marketing strategies and to understand customer needs that is different, both in terms of culture and lifestyle including will enable service providers to compete in a highly competitive business. The aim of this study was to examine the demographic factors affecting the satisfaction through video streaming media, and to explore the marketing mix factors affecting the satisfaction of watching video streaming media, of users in Bangkok.

LITERATURE REVIEWS

Marketing Mix Factor

From entering the globalization era where consumers have more choices in consuming goods and services. Because there are many products and services to choose from the market without having to go through an agent or middleman. Therefore, entrepreneurs must try to come up with various strategies to communicate to target consumers in order to recognize the brand. Entrepreneurs should allow the brand to sit in the minds of consumers and ultimately lead to the decision to purchase that product and service. Therefore, formulating marketing strategies may be not just the marketing mix or 4P's anymore because 4P's is just a seller's market point of view. But because marketers are now interested in the concept of consumer orientation marketing, which these elements marketers need to understand in depth. Therefore, entrepreneurs or marketers need to determine primarily from the perspective of the customer to develop a marketing plan and the direction of product consumption in the view of consumers. This is why the 4C's approach was formulated, presented by Schultz et al. (1994), which suggests that marketers should first consider the 4C's for setting the marketing mix strategy in the views of consumer orientation marketing (Lauterborn, 1990; Schultz et al.,1994).

- *Consumer wants and needs* are the actual needs of consumers, or things they really want and want to buy. Manufacturers should seriously study consumer needs and access consumer insight, not just produce the products they want to sell. Based on this concept, manufacturers will focus on produce and sell products that can meet the needs of customers. Marketing to specific groups of customers must adhere to the principles of creating products and services that meet the needs of all groups of customers. Therefore, manufacturers must consider the products they produce should be goods or services that consumers will buy to solve survival problems or help meet their various needs.

- *Consumer cost to satisfy* refers to the costs that consumers are willing to pay in exchange for obtaining goods and services, which are not just the money they pay for the goods, but also other expenses related to obtaining goods and services such as travel expenses transportation costs, opportunity costs, etc. This cost factor is considered an important factor to the customer's decision-making. In determining the seller's price, it is not just trying to reduce costs in order to set the selling price as much as possible so that customers can buy. But seller should consider whether the price that is set is the price consumers are willing to pay. If the seller can make the customer feel that what has been received in return is more than expected, it will make customers feel love and faith. Therefore, the seller should consider appropriate price for each customer group. The seller may be able to set different prices for different groups of customers because if it makes customers feel the difference, they are willing to pay different prices.

- *Convenience to buy* refers to the convenience of consumers in purchasing goods and services, and channels that consumers are willing to buy the company's products. The sellers should consider the convenience of consumers in purchasing goods and services as important as the convenience of purchasing goods and the convenience of accessing information about goods and services such as increasing distribution channels a distributor where consumers can find products easily and quickly by using the Internet such as product selection and booking through the catalog, home delivery service, providing installation services, making payments for goods via credit card, etc.

- *Communications* means a form of communication between buyers and sellers which emphasizes two-way communication rather than just communication through promotions, discounts, exchanges, giveaways, or general

marketing activities. The seller should focus on communication that is easy and quick including creating awareness among consumers and create trust in the products and services of the company.

Customer Satisfaction

Service satisfaction is the feeling of satisfaction or disappointment in service users which is caused by the user experience. It is the result of comparing what you expect with the experience you get from using the service. However, whether the service user's satisfaction is good or not depends on the user's response to the expectation that it is good or not as well. This satisfaction depends on the features of using the service. Customers are happy when the service is above or equal to what was expected and disappointed when the service is lower than expected. Many businesses aim to maximize satisfaction because users who are satisfied with the services of a business may easily switch to another business that offers higher satisfaction. Therefore, services that generate high satisfaction have a lower risk of users turning to other services (Kotler & Armstrong, 2016). It is an attitude that arises after using the service in which service providers must provide services that create positive feelings for users, leading to brand engagement and user loyalty. Customer satisfaction is an important factor for service business and will be an advantage in business competition. especially in highly competitive markets (Duy & Hoang, 2017).

METHODS

The sample group used for the questionnaire collection was Video Streaming consumers aged 13 years or over, and living in Thailand which the exact population is unknown. Therefore, the sample size was calculated using the formula of Cochran (1977) at a 95 percent confidence level and a 5 percent of error level. The sample was 385 people using the method of cluster sampling by selecting a sample group that is a VDO Streaming member in Thailand, who is a group of people who love watching movies or series. Then a convenient random sampling method was used to randomize the sample units from the randomized group.

The data collection tool used questionnaires created by the researcher based on the study of concepts, theories and related research. The questionnaire was a 5-level Likert's scale, with content validity checked. Then analyzed the Index of Conformity (IOC) between the questions and the objectives from 3 experts which the IOC values were between .60-1.00. Then a pretest was conducted with a sample of 40 people to determine the confidence of the questionnaire with Cronbach's alpha coefficient (Cronbach, 1970). The test results had a Cronbach alpha coefficient between 0.705 and 0.833, which was greater than 0.7 indicating that the test quality was sufficient to continue the research (Hair, 2016).

The data analysis, researcher used the collected data to statistically analyze by using descriptive statistics to describe the characteristics of the data using Frequencies, Percentage, Mean, and Standard Deviation, and inferential statistics were used to test the hypothesis using Multiple Regression Analysis at 95 percent confidence level.

RESULTS

The results of the general data analysis of the respondents found that most of the respondents were male, aged between 21-30 years, are single, with a bachelor's degree, occupation was employee in private company, and have income between 30,000-50,000 baht, watch via Smart phone channel (47.75 percent), watch the series (36 percent) and movies (25.75 percent), type of movies was action movies (36.25 percent).

The results of the analysis of opinion levels on marketing mix factors (4C's) affecting satisfaction in watching movies via VDO Streaming found that the sample group in this study had opinions about the factors of marketing mix. The overall is at the highest level, which the aspect of consumer need and want is the most, followed by convenience to purchase, communication and cost of consumer, respectively. As for the results of the analysis of the satisfaction level of using the service for watching movies via VDO Streaming, it was found that the sample group gave their opinions about the satisfaction of using the service overall is at the highest level.

The result of multiple regression analysis revealed that consumer wants and needs, consumer cost to satisfy, convenience to buy and communications can together predict customer satisfaction through video streaming media in Bangkok with statistical significance at $F=52.725$. All variables can explain the variability of customer satisfaction through video streaming media in Bangkok (R^2) accounted for 64.35 percent. The test results accept all hypothesis that consumer wants and needs, consumer cost to satisfy, and convenience to buy positively

influenced customer satisfaction through video streaming media in Bangkok. When considering multiple regression coefficients in the form of a standard score, the aspect of consumer cost to satisfy had the highest multiple regression coefficients ($\beta = .256$), followed by convenience to buy ($\beta = .189$), and consumer wants and needs ($\beta = .153$), respectively. The results of the hypothesis testing were summarized by considering the standard regression coefficient of the variable and the t value. It was found that marketing mix in term of consumer wants and needs, consumer cost to satisfy, and convenience to buy affected customer satisfaction through video streaming media in Bangkok which was consistent with the research hypothesis at a statistically significant level of 0.05. While the marketing mix in term of communication did not affect customer satisfaction through video streaming media in Bangkok which was inconsistent with the research hypothesis.

CONCLUSION AND FUTURE WORK

Conclusion and discussion

The results of the study on factor affecting customer satisfaction through video streaming media in Bangkok, Overall was at high level which consumer cost to satisfy was the highest average, followed by convenience to buy, and consumer wants. In the aspect of consumer cost, it was found that the price packets have several price levels to choose, the price was worthwhile and reasonable. This cost factor is considered an important factor to the customer's decision-making and it will make customers feel love and faith. Therefore, the seller should consider appropriate price for each customer group. If it makes customers feel the difference, they are willing to pay different prices (Maturapornwattana, 2018). As well as in the aspect of convenience to buy, the result was found that users were satisfied to watch through online video streaming service because the usage of application is not complicated, easy to understand, and has a clear explanation. In addition, they can access the service anywhere, anytime, as well as the subscription is easy via many channels and there are various convenient payment methods, and the cancellation of membership is easy and hassle-free. Moreover, in the aspect of consumer wants and needs, it was found that consumers can watch movies/series with useful, creative, fun and enjoyable content, and can download movies, series, documentaries and other shows to watch without internet connection, including having enough variety of channels to contact for information or convenient complaints. This is consistent with the research of Riewpungul (2019) found that the marketing mix factors from a consumer perspective had a positive relationship with the decision to use Netflix in Bangkok which the most influential variable was consumer demand. In addition, the research of Songpornwanich (2020) found that consumer satisfied the service marketing mix in term of product the most that and can choose to watch movies, series and documentaries without advertising and the content is useful, creative, fun and enjoyable.

While, the results of the study found that in the aspect of communication did not affect customer satisfaction through video streaming media which was not consistent with the hypothesis. Lauterborn (1990) stated that communications are a form of communication between buyers and sellers which emphasizes two-way communication rather than just communication through promotions, discounts, exchanges, giveaways, or general marketing activities. Therefore, the seller should focus on communication that is easy and quick including creating awareness among consumers and create trust in the products and services of the company. This is consistent with the research of Inpayung (2022) reveal that the marketing mix in term of communication did not affect customer satisfaction through video streaming media in Bangkok. The seller mainly used online channels to market and incentivize consumers to purchase a licensed product or service and marketing strategy is the sale of services because the product that is sold is intangible Ouitekkhang (2015).

Recommendations and future work

Results from the study, the researchers provide opinions and recommendations about marketing mix factors (4P's) that affect user satisfaction of online video streaming service. In the aspect of consumer cost the research results show that the cost factor of the consumers has the greatest influence on the satisfaction of the consumer's service. Therefore, video streaming service providers should provide the price or package for subscription that consumers are willing to pay in exchange for obtaining online video streaming service. Marketers will need to use the information to set prices that are suitable for their target consumer groups and formulate marketing strategies that are more in line with the behavior of each consumer group. If the customer feel that what has been received in return is more than expected, it will make customers feel love and faith. In addition, the seller should consider appropriate price for each customer group such as different prices for different groups of customers because if it

makes customers feel the difference, they are willing to pay different prices. A package that can compete with competitors in the market, for example, with a wide range of prices depending on demographic factors and video streaming behavior.

Suggestions for future research, the study should be expanded to include consumers living in other provinces as well in order to obtain more information about consumer in other area and can use the results to develop a comprehensive marketing strategy. As well as the future research should study other factors such as service behavior, lifestyle and psychological factors, etc., that influence the use of the service in order to know other factors that may influence the use of the service more clearly. Including there should be a qualitative research study using in-depth interviews and focus groups on consumer needs in order to gain more detailed insights in order to develop products to meet the actual needs of consumers and to make a clearer marketing plan.

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