



**A STUDY OF FACTORS ASSOCIATED WITH  
PURCHASE DECISION OF THAI CUSTOMERS  
IN LEGAL VIDEO STREAMING SERVICES**

**BY**

**MR. NATTHAPONG INPO**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL  
FULFILLMENT OF  
THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF SCIENCE PROGRAM IN MARKETING  
(INTERNATIONAL PROGRAM)  
FACULTY OF COMMERCE AND ACCOUNTANCY  
THAMMASAT UNIVERSITY  
ACADEMIC YEAR 2015  
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MR. NATTHAPONG INPO

ENTITLED

A STUDY OF FACTORS ASSOCIATED WITH PURCHASE DECISION OF THAI  
CUSTOMERS IN LEGAL VIDEO STREAMING SERVICES

was approved as partial fulfillment of the requirements for  
the degree of Master of Science Program in Marketing (International Program)

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## **ABSTRACT**

Since there is no research of illegal online video streaming or insights into factors that influence purchase decision on legal online video streaming services, this study to identify the factors affecting on Thai people's purchase decision in legal video streaming services and to understand individual's attitudes and moral judgment toward licensed streaming services.

The data were collected from secondary and primary sources, which include qualitative research with a focus group of ten respondents and in-depth interview of six interviewees and quantitative research of 200 qualified respondents from online survey questionnaires. The data were analyzed via Statistical Package for the Social Sciences to identify the factors and their relationships with the intention to purchase legal online streaming services. Purchase decision in the legal streaming services was evaluated against respondents' intentions to buy.

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

purchase intention. All affected intentions to purchase so that it had a strong, positive influence on purchase decision on legal online video streaming services in Thailand.

**Keywords:** Legal Streaming Service, Digital Video Streaming Piracy, Purchase Decision



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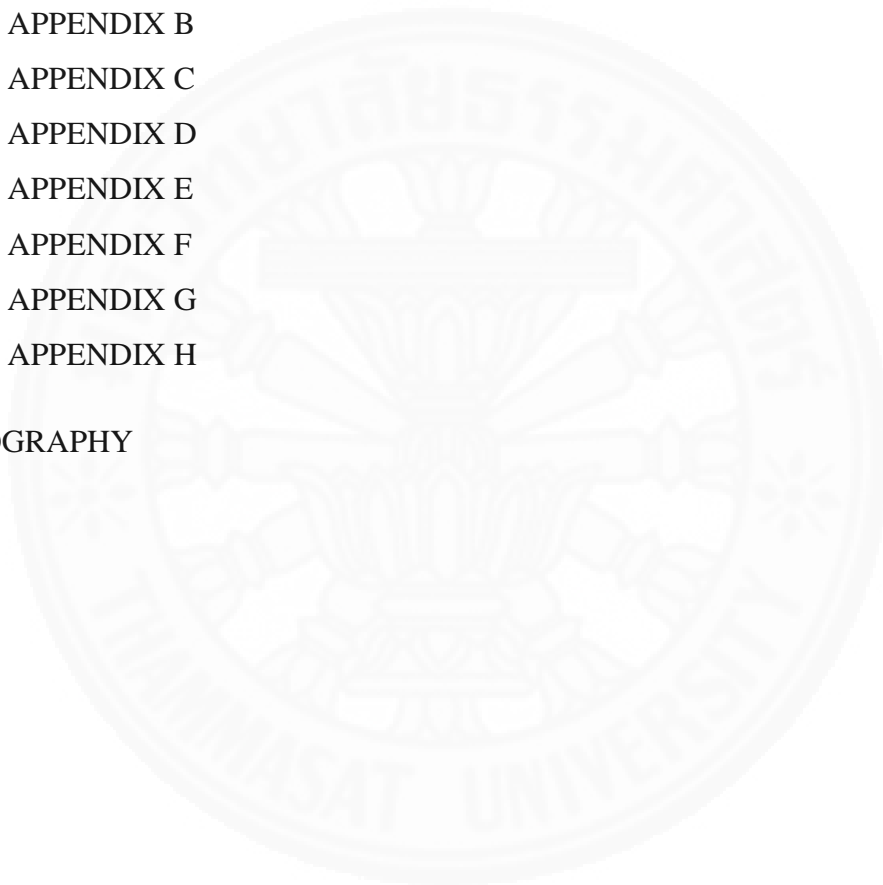
Last but not least, I would like to thank my family for their unconditional love, understanding, and support during the last two years. I would not have been able to complete this study without their endless love and encouragement.

Mr. Natthapong Inpo

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## **CHAPTER 1**

### **INTRODUCTION**

Digital video piracy is not a stranger to Thailand. Dated back to the age of video tape cassette 21 years ago, there were a lot of unlicensed video rental services available for Thai people everywhere. The piracy is always there, just changing its forms in different formats from making a copy of VCD to Blu-Ray. Today, there is a huge shift of digital video piracy. It changes from file sharing and downloading to streaming (Johnson, 2015.)

Thanks to the high-speed Internet and wider coverage, Illegal online video streaming become an immensely popular entertainment gateway in Thailand. There are a large number of illegal streaming websites offering free viewing of movies, TV series, animations, and documentary. These websites are increasing at a very rapid speed because owners can make a lot of money from advertising banners on their sites. Moreover, Thai laws lack effectiveness enforcement on copyright infringement, and the authorities do not actually focus on the punishment (Thairath Online, 2016.)

However, there is a number of Thai people subscribing to the legal streaming services operated by regional telecommunications and Internet companies, local telecommunications companies, and Thai tech startups Positioning Magazine (2015.) These companies firmly believe that there is an attractive business opportunity despite the digital video piracy in Thailand. Attractive price point, wider breadth of content, higher quality of video and audio, availability of Thai dubbing and subtitles, and offline watching mode are used as strong, competitive points by these authorized companies to fight with the unauthorized services (Thongtep, 2015.) Therefore, this is a fascinating angle about what and why some Thai people purchase the legal video streaming services despite the fact that they can choose to watch videos for free from the illegal services.

A Study of Factors Associated with Thai Customer Purchase Decision in Legal Video Streaming Services is chosen as an independent study in academic marketing in the area of societal issues. It was conducted to address the factors

associated with purchase decision of Thai customers in legal video streaming services. The findings and implications will be beneficial to those businesses in the online video streaming market to investigate systematically and develop marketing strategies to suit their target customers. They should also bring attention to marketing academic researchers in future studies of social marketing issues regarding online video streaming.

### **1.1. Research Objectives**

The objectives of this study focused on the three following topics which include:

**1.1.1.** To study online video streaming industry in Thailand.

**1.1.2.** To understand consumer's attitudes and perception toward using legal online video streaming services in Thailand.

**1.1.3.** To determine the factors that influence customer's purchase decision on legal online video streaming services.

**1.1.4.** To study consumer's ethics and moral toward purchase decision of legal online video streaming services.

## CHAPTER 2

### REVIEW OF LITERATURE

#### 2.1. What is Online Video Streaming or Video on Demand (Online VOD)?

A report (2014) conducted by KPMG provided a definition of online video on demand that it is a service that allows consumers to view video content at their convenience. Unlike traditional linear programming, users can pause, rewind and fast-forward content to suit their preferences. The report also provides information that online VOD services can be accessed through the Internet for viewing on a wide array of connected devices. It can be divided into four diverse platforms which include electronic-sell-through (purchase), paid online VOD (rental), and free online VOD (advertising-supported), subscription online VOD (SVOD) (see *Appendix A*.)

There are eight windows of US movies and television shows release windowing in a sort of chronological order according to Kanji (2013.) Online video on demand covers Pay-Per-View Window (TVOD) and First Pay Window (SVOD) as follows.

**2.1.1. Theatrical Window:** A movie shows in a theater for 4-8 weeks.

**2.1.2. Airplane/Hotel Window:** Within a week of the theatrical release, it is the time that airlines and hotel chains can broadcast movies and television shows (depending on the distribution deal.)

**2.1.3. DVD Buy Window:** DVD are available to buy 3-6 months after the theatrical release. There are also some movies bypassing the cinema to the DVD release.

**2.1.4. Rental Window:** 1-4 weeks after the DVD Buy Window, DVDs become available for rent.

**2.1.5. Pay-per-View Window (TVOD):** Within weeks of the rental window, people can rent a movie and television show to view online or via IPTV instead of renting a physical asset like a DVD or Blu-ray disc.

**2.1.6. First Pay Window (SVOD):** Around six months after the theatrical release, it is the first time when people can subscribe to a service to watch a movie or television show a consumer platform (television, computer, tablet, and mobile device.)

**2.1.7. Second Pay Window:** It is the time when people can watch a movie and a television show on demand, online, and on a platform of their preference.

**2.1.8. Terrestrial Window:** Two years after the theatrical release, it is the time when a movie shows on regular television.

## **2.2. The Emergence of Online Video Streaming Business in Thailand**

Thailand has 33 million fixed Internet subscribers, 44.6 million mobile Internet users out of 94.3 million mobile subscribers, and 26 million online video watchers thanks to wider mobile and cable broadband Internet coverage, higher Internet speed, and more affordable Internet fees (Leesa-nguansuk, 2015.)

Binge viewing is a new behavior of continuous watching several episodes of TV and video content. It has rapidly become an essential part of the TV and media experience in Thailand (Pornwasin, 2015.) Thai people streaming videos at least once per day. The highest online video consumption rate is found in a group of teenagers aged 16-24 at 77% while lower consumption rates are in people aged 25-34, 35-44, and 45-54 at 68%, 57%, and 44% respectively (Prajongsaengsri, 2015.) They stream movies online from their smart devices and computers at 42.3% and 38.9% respectively. In 2015, the value projection of film market in Thailand is 5,000 billion baht and pay television has only 10% share of the pie (Manager Online, 2015.) Therefore, there is a tremendous opportunity for online video streaming services, as it appears to be a new offer for consumers amid the rise of mobile Internet users and increasing consumption of online video content (Thongtep, 2015.)

Additionally, Netflix, the world's biggest legal online video streaming service company, is remarkably successful in all of North and South America, Australia, New Zealand, Japan, and parts of Europe, yet it has not come to Thailand including other countries in the Southeast Asia region (Jain, 2015.)

Therefore, there is an attractive market opportunity for those online video streaming businesses in Thailand. Such opportunity invites some legal video streaming services to enter the market. These services, according to *Positioning Magazine* (2015), include those regional leading telecommunications and Internet companies (iflix and HOOQ), local telecommunications companies (AIS Movie

Store, True Movie) and Thai tech startups (Hollywood HDTV, PrimeTime, Doonee) (see *Appendix B*.)

### **2.3. A Chronic Issue of Movie Piracy in Thailand**

The Land of Smiles is notorious for the one of world's highest movie piracy countries and remains on Priority Watch List for intellectual-property violations for nine consecutive years (International Intellectual Property Alliance, 2015.) Thai people are used to consuming illegal movies in both physical and digital formats in forms of counterfeit DVDs, unauthorized camcording, illegal movie download websites, peer-to-peer sharing, and the emerging illegal video streaming sites. This reflects the fact that Thailand has the world's third-highest movie piracy rate at 79% with a motion picture consumer spending loss of \$442 billion dollars (L.E.K. Consulting, 2005.)

### **2.4. The Rise of Piracy in Online Video Streaming**

Digital piracy of movies includes illegal copying, videos sharing, downloading of movies across peer-to-peer networks, and illegal streaming of movies from websites (MPAA, 2011.) Illegal online video streaming is regarded as the most convenient and popular channel for entertainment in Thailand because it only needs an Internet-connected device and, of course, it is free. This is a significant shift of piracy from file sharing and downloading to streaming (Johnson, 2015.) There are 500,000 illegal online video streaming websites in Thailand that offer free online video streaming service as found by googling “free online movie” or “ดูหนัง ออนไลน์ ฟรี” in Thai (Thairath Online, 2016.) These websites create high web traffic from free online video content seekers and earn money from online advertising such as web banners and affiliate referral links (Watters, 2015.)

Illegal video streaming sites have been mushrooming over the past years because of the facilitation of the increase in high-speed broadband Internet access and large storage media at low cost (Phau, I., Lim, A., Liang, J., & Lwin, M., 2015.) Moreover, Thai law lacks the means to efficiently address copyright infringements happening on the Internet and fails to provide intellectual property rights owners with

a defined provision allowing them to protect their assets online as well as weak enforcement (Chartisathian, 2015.) One of the most shocking cases is FreeMovie-HD.com, a well-known illegal online streaming website with 1,071 pirated movies and 546,457 followers on its Facebook fan page, announced to sell the site for 790,000 baht in September 2013 according to Isranews Agency (2013.)

## **2.5. The Battle of Legal Vs Illegal Online Video Streaming Services**

According to Thairath Online (2016), currently there are seven million Thai people use illegal video streaming services while only a small number of them subscribes to legal video streaming services. The licensed content companies have put tremendous efforts on sales and marketing aiming to make their businesses a success by implementing the four main strategies and approaches to fight with movie piracy in Thai market: attractive price point, wider breadth of content, higher quality of video and audio, availability of Thai dubbing and subtitles, and offline watching mode.

First, they provide an extremely low and alluring buffet price point starting from 100 baht per month to be a more attractive choice for prospective customers and those people who are currently consuming pirated media (Srimaneekulroj, 2015.) Customers have unlimited access to more than 10,000 hours of content at this buffet price, which is cheaper than the price of two counterfeit DVDs or a glass of Starbucks. They, furthermore, offer an a la carte rental service for new movies that are out of cinemas for three months or at the same time of an official launch of DVD, starting from 89 baht per title (Fairfield, 2015.) Illegal streaming services are different. Although their service is free, advertising on these pirated websites is a primary or secondary source of the income stream. They can make money from online banner advertising and deep linking referrals of Internet advertising networks such as Linkbucks.com and AdFly.com which can be seen on the sites (Watters, 2015.)

Second, breadth of content of the licensed online video streaming services is greater than the pirated ones. They have 10,000-30,000 hours of classic and exclusive content from major Hollywood, Bollywood, Asian, and Thai local studios



ready for streaming in the library. Moreover, the content is well-organized into different, easy-to-explore categories to provide the best user experience and increase viewership from the customers. In contrast, the infringing content streaming services have a much smaller number of hours in the catalog. However, they offer fresher movies, and some are available on their websites at the same time as in cinemas (Blitz, 2015.)

Third, the legal online video streaming services offer a superior, full high definition quality video and audio. They incorporate a new cutting-edge streaming technology called “adaptiveness bitrate streaming” to ensure high quality streaming across devices on different Internet connection speed while the illegal services do not have this technology and some of their content such as camcording videos have much lower video and audio quality (Positioning Magazine, 2015.) Therefore, the legal online streaming services deliver the better watching experience.

In addition, Thai people have different preferences of language when watching movies. In Bangkok and major cities, people prefer original soundtrack with Thai subtitle while people in the countryside generally watch Thai-dubbed films (Holland, 2015.) The legal streaming services, therefore, offer choices of the original soundtrack, Thai-dubbed, Thai subtitled, and English subtitled programming that can be set during playing to the subscribers. On the contrary, the illegal services mostly offer Thai-dubbed content and users cannot change their preferences.

Finally, download and play rights are a game-changer for the licensed streaming services. With one user account, the subscribers can stream video online on five different Internet-connected devices and more importantly download two titles of content to their devices to watch in the offline mode thanks to digital rights management (DRM) in the video files (Bland, 2015.) This enables a family of five members to use the service legally for approximately 20 baht per user per month.

All in all, legal online streaming companies in Thailand put their best efforts in product quality, sales and marketing, and offerings to deliver the best price and ensure better service than the illegal online streaming services to the customers with hope to recruit more and more people to consume licensed content online in order to make their businesses a success in a long run.

## 2.6. Limited Research about Online Video Streaming Piracy

There is some research on digital piracy concerning music, software, e-book, and movie in general that examine and identify ethics, moral and judgment toward piracy. An interview study (Halttunen, Makkonen, & Frank, 2010) of 14 interviews with 14 young adults ages 19-31 years about the ethics of young digital content consumer behavior and possible consequences on actual behavior toward digital piracy. The study revealed that there was incoherence in ethical thinking and indifference in their actual behavior. Although they were assumed to be correlated, the study argued that consumer's ethical behavior could be improved by increasing their ethical consciousness with the help of long-term strategy that should be imbedded in all parts of the societal development.

Although digital piracy is well-documented, academic research on topic of digital movie piracy is limited. A study (Jacobs, 2012) of 436 respondent of college students and people form technological lifestyle forum in the Netherlands about a perspective on downloading behavior through developing Social Cognitive Theory, which was originally proposed by Bandura also investigated digital movie piracy. The researcher proposed a new model to explain why certain users download more than others (See Figure 1.)

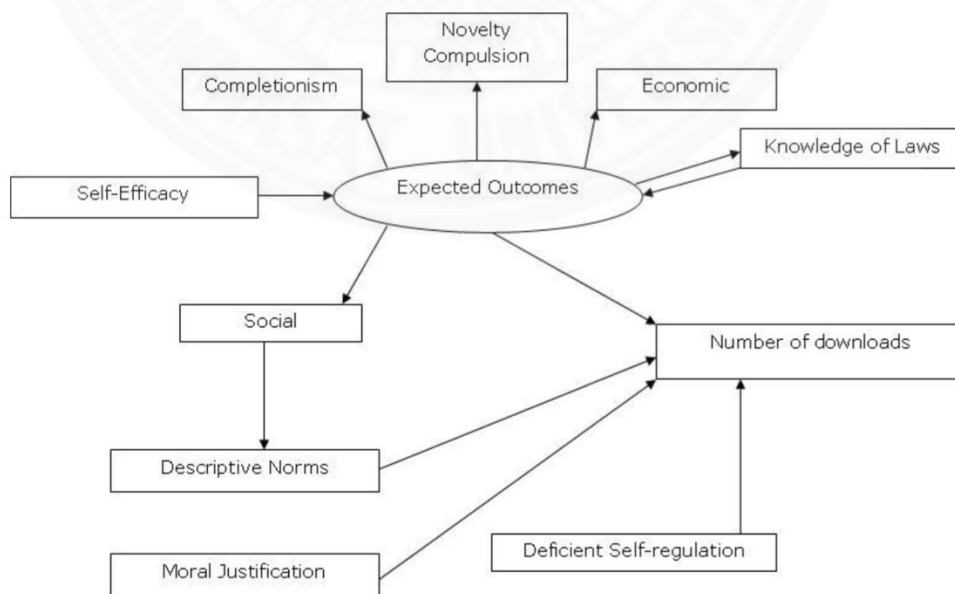


Figure 1: Conceptual Social Cognitive Theory Model of Downloading Behavior (Jacobs, 2012)

The model showed that expected outcomes, deficient self-regulation, descriptive norms and moral justification influenced the number of downloads directly while knowledge of laws, self-efficacy, and the social environment employed their influence indirectly through expected outcomes and descriptive norms respectively. The latent variable was Expected Outcomes while Completionism, Novelty Compulsion, Economic, Knowledge of Laws, and Social Expected Outcomes were results of the variable.

The results of the study showed that Moral Justification did not correlate significantly with changes in the number of downloads. Descriptive Norms did have a significant influence on Expected Outcome. Completionism and Novelty Compulsion comprise the majority of Expected Outcomes. The fact that these effects are greater than that of Economic expected outcomes might indicate that while downloading movies is cheaper than renting or purchasing them. Downloaders downloaded pirated movies because they wanted to see a lot of movies, not because they did not want to pay for them. Knowledge of Laws' direct effect on Expected Outcomes was somewhat useful. The more definite legal constrictions affected downloading behavior. Social circles led to a higher number of them believing their peers download more than they do. Lastly, Self-efficacy did not play a significant role in estimating downloading behavior because downloading movies might not require a high amount of skill and Internet users have access to and can participate in the torrent communities.

In summary, the factors that influenced people to turn to digital movie piracy were the drives to see many different, rare, and new movies, the social environment that might affect an influence over the way the behavior is perceived and a perceived attitudes toward the behavior, and the number of downloaded movies that were heavily influenced by how that behavior were deeply embedded in the daily routine. The researcher posed an interesting observation that the community is undergoing a major shift. The faster and easy-to-access Internet caused social changes because self-efficacy and moral justification fade. Downloading became second nature and an activity of today's individuals while it was not considered a criminal pursuit at all in their thoughts.

A study entitled *Engaging in Digital Piracy of Movies: A Theory of Planned Behavior Approach* (Phau, Lim, Liang, and Lwin, 2013) of 453 students at Western Australian University in Australia about the factors of social habit, self-efficacy and attitudes toward digital piracy particularly focuses on digital movie piracy. The results of the study showed that these factors had a positive effect on individual intentions to engage in digital piracy of movies. Moreover, affect was an antecedent factor to attitudes toward digital piracy and it directly influenced intention of individual to engage in digital piracy. Moral judgment and social habits were also found to have negative and positive influences on an individual's engagement in digital piracy of movies. The researcher developed a proposed conceptual model depicting that behavior was strongly influenced by confidence in ability to perform in the study as showed in Figure 2.

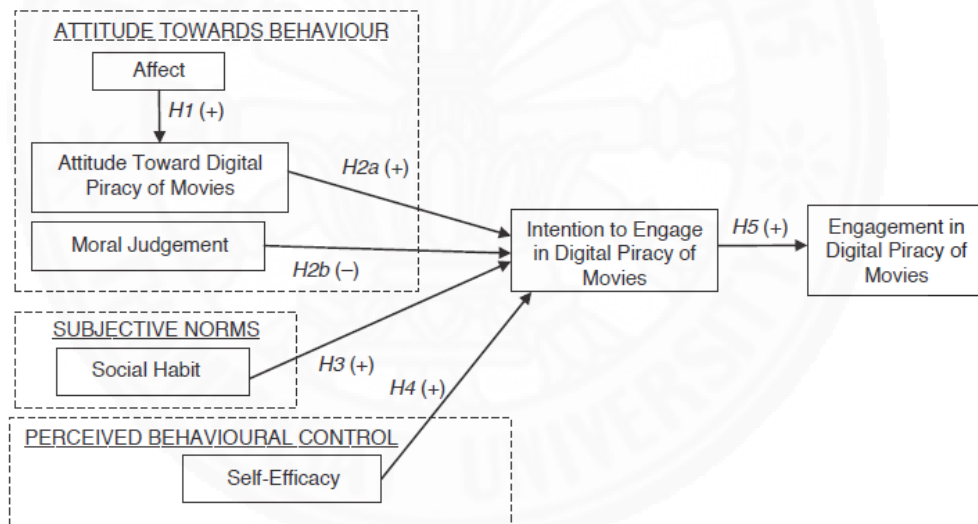


Figure 2: Proposed Conceptual Model (Phau, Lim, Liang, and Lwin, 2013)

From the findings and the above conceptual model, it could be concluded according to hypotheses tested on these factors: attitudes toward behavior, subjective norms, and perceived behavioral control as follows:

**2.6.1. Attitudes toward behavior:** The feelings toward digital piracy will affect their attitudes toward digital piracy of movies digital piracy of movies has a positive influence on intention to engage in digital piracy of movies. This may be

due to the influence of an individual's moral judgment, which had a positive impact on attitudes toward digital piracy of movies suggesting that if a person views digital piracy of movies as morally wrong, he would have a negative attitude toward digital piracy of films and thus could affect his intentions to engage in digital piracy of movies. An individual's moral judgment toward digital piracy of movies plays a key role in their participation in digital piracy of movies.

**2.6.2. Subjective norms:** People tend to want to engage in digital movie piracy if they are influenced by social factors like peer pressure. Moreover, it is likely that their social habits have a significant influence on engagement in digital movie piracy when they can and are willing to justify their actions of the piracy.

**2.6.3. Perceived behavioral control:** Self-efficacy has a positive influence on intention to engage in digital movie piracy. It shows that the higher rate of self-efficacy, the greater tendency of them to engage in digital movie piracy.

In conclusion, all the three factors lead to influence on people's intention to engage in digital movie piracy. The intention to engage in such behavior is considered an accurate predictor of the actual behavior.

There is some research on digital piracy in Thailand. Most of them do not discuss digital movie piracy specifically. One measurement research (Arli, Tjiptono, & Winit, 2015) about personal moral philosophies and consumer ethics was conducted with 200 respondents who were large public university students in Chiang Mai, Thailand. The results were impressive that the young consumers were more willing to support companies that could demonstrate their pro-social activities and provide superior after-sales services. They perceived an unethical behavior as illegal if there is a clear law from the government and suggested stricter policies to combat piracy and counterfeit products.

Another related research of Thongmak (2013) investigated the influence of morals, ethics, and excuses of Thai young people regarding neutralization on their digital piracy behavior with 223 respondents. The researcher proposed a research model, testing on two main independent factors are neutralizing digital piracy and moral/ ethics. Eight dependent factors related to piracy behavior were studied, but for this study only piracy behavior of downloading or buying and sharing digital movies would be discussed.

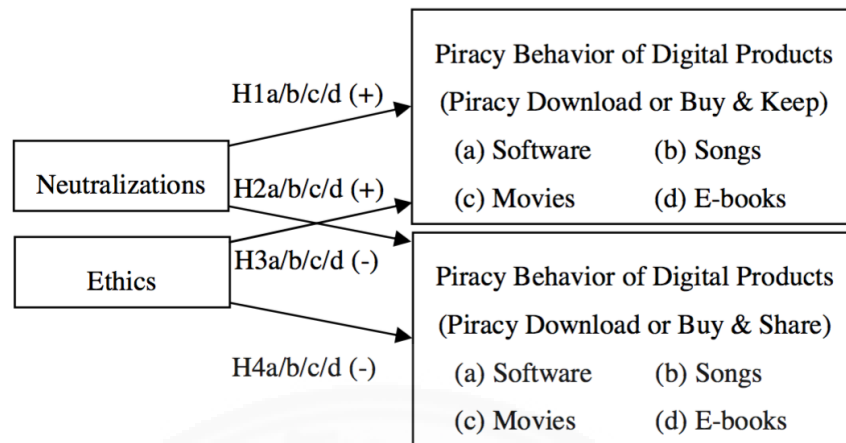


Figure 3: Proposed Research Model (Thongmak, 2013)

The model revealed that neutralization techniques had a positive effect on downloading or buying and sharing of movies in digital formats, stronger than ethics. Ethics also had an influence on illegal downloading or buying and sharing movies, higher than neutralization. The results showed that ethics could restrain youth's behavior in the first phase of their piracy behavior at a lower level, but in the second phase some neutralization techniques strongly support them in digital piracy and making some excuses for performing such behavior download/ buy and share; for example, not having sufficient money to purchase movies and saving money for other more important things. Therefore, neutralization and ethics were not the primary drivers of reducing such aberrant digital piracy behavior.

In addition, the researcher made an interesting suggestion that movie copyright owners should offer a new delivery option for their digital products as a service such as online streaming videos to decrease the ease of pirating digital products.

As a summary of the literature, (1) research on legal and illegal online video streaming and Thai consumers has not been conducted as yet, (2) research on legal and illegal online video streaming in other countries has not been carried out as yet (only few research is related to digital movies piracy but never specific to the streaming aspect), and (3) research on online video streaming and customers regarding customer behavior, purchase decision, and ethics has not been conducted.

## 2.7. Research Questions and Hypotheses

Based on the frameworks and evidence of past research on digital piracy, it is possible to address the following research issues: what are the factors that influence purchase decision on legal online video streaming services? Which of the factors has a relationship to purchase decision on legal online video streaming services? The hypotheses were developed based on the theory and past empirical evidence found in the research of Phau, Lim, Liang, and Lwin (2013), focusing on attributes of legal online video streaming services, attitudes toward behavior, subjective norms, and perceived behavioral control as follows:

H1. Attributes of legal online video streaming services have a positive relationship with intention to purchase legal online video streaming services.

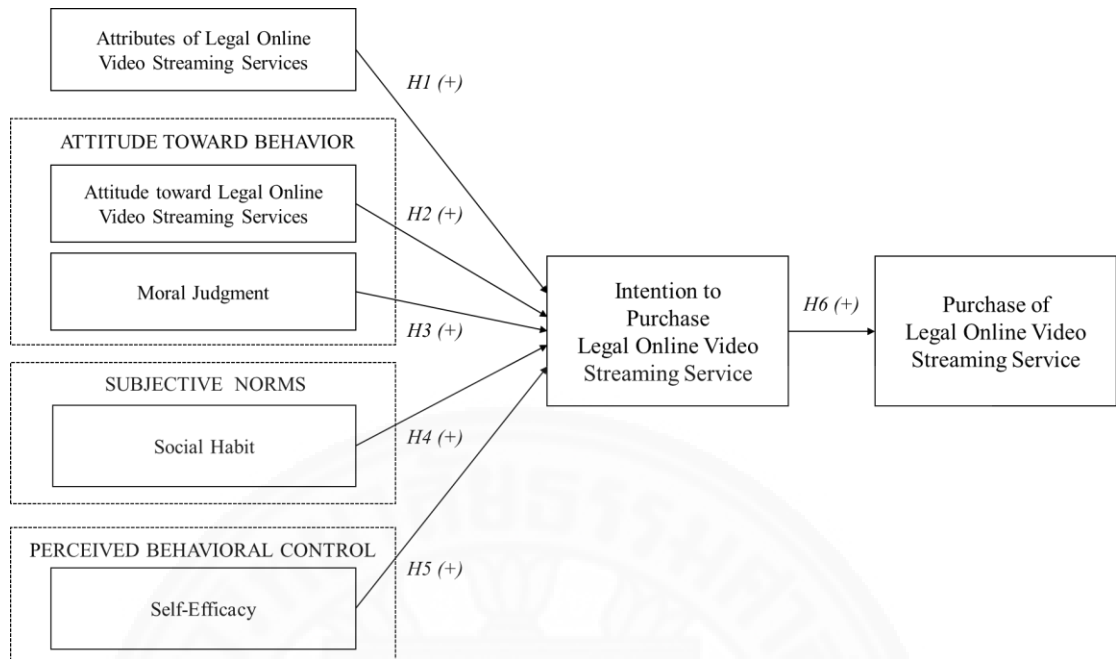
H2. Attitudes toward legal online video streaming services have a positive relationship with intention to purchase legal online video streaming services.

H3. Moral judgment has a positive relationship with intention to purchase legal online video streaming services.

H4. Social habit has a positive relationship with intention to purchase legal online video streaming services.

H5. Self-efficacy has a positive relationship with intention to purchase legal online video streaming services.

H6. Intention to purchase legal online video streaming services has a positive relationship with purchase decision on legal online video streaming services.



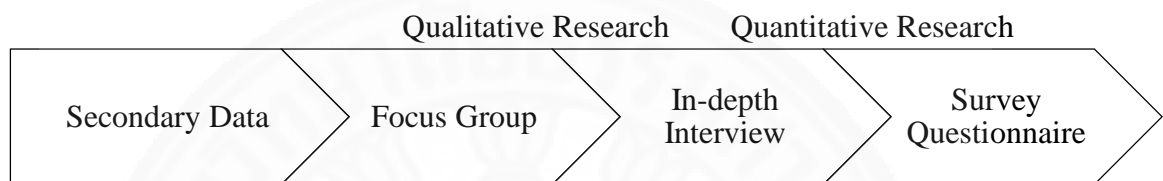
*Figure 4: Structural Model of Factors Associated with Purchase Decision on Legal Online Video Streaming Service*



## CHAPTER 3

### RESEARCH METHODOLOGY

To achieve the research objectives, the study was carried out first through the exploratory research consisting of secondary research and qualitative research (focus groups, in-depth interviews) followed by descriptive research (survey questionnaire) as sequenced in Figure 5 below.



*Figure 5: Research Framework*

### 3.1. Exploratory Research

The purpose of this research was to define the in-depth details of the legal and illegal online video streaming services in Thailand by exploring consumer decision-making process, purchasing level, product positioning, attitudes toward the services, and consumer perception toward services. The results obtained from this research method was a guideline for the descriptive research design.

Key variables studied included (1) the video streaming service characteristics such as breadth of content, video bitrate quality, offline watching feature, and language support availability (2) consumer characteristics such as experience of using video streaming services, Internet data and speed, and language preference, and (3) aspects of the purchasing decision such as intention to buy, ethics, and moral judgment toward digital movie piracy.

**3.1.1. Secondary Data:** Information and data obtained from academic journals, published papers, printed marketing magazines, newspapers, websites, and blogger articles; for example, *Journal of Consumer Marketing*, *The Nation*, *Positioning Magazine*, *Isranews Agency*, *Bangkok Post*, and *Financial Times* were partially used to aid in setting up research objectives and creating survey questionnaires. Types of data included an overview of the market size, broad

demographics, industry information, competition analysis, and other relevant information.

Relevant research objectives include:

**3.1.1.1.** To study online video streaming industry in Thailand [*Objective 1*]

**3.1.1.2.** To determine the factors that influence customer's purchase decision on legal online video streaming services. [*Objective 3*]

### **3.1.2. Primary Data:**

**3.1.2.1. Focus groups** were conducted to collect information about perception, attitudes and consumer behavior toward legal online video streaming services. The focus group participants were recruited by finding eight people who matched the target respondent profile (*see Appendix C.*) The details of research representative contact information were provided for the arrangement and setup. There were two focus groups of ten respondents in each group. The first group consisted of five respondents (three illegal online video streaming service users and two legal online video streaming service and/or both services users.) The second group consisted of five respondents (two online video streaming service users and three legal online video streaming and/or both services users.) Each session took 60 minutes to finish and was conducted by a moderator. The moderator was provided a list of questions and allowed to probe when necessary (*see Appendix D.*) He recorded the answers that were later used as part of research. The participants were non-rejecters of legal online video streaming service. Both groups consisted of users or potential users who were filtered through the recruitment process.

Relevant research objectives include:

- To understand consumer's attitudes and perception toward using legal online video streaming services in Thailand. [*Objective 2*]
- To determine the factors that influence customer's purchase decision on legal online video streaming services. [*Objective 3*]

**3.1.2.2. In-depth interview** After the focus group was finished, six in-depth interviews were conducted with six people to gain deeper insight into consumers (*see Appendix E.*) These included two people each for legal and illegal

online video streaming services and a combination of both services. The respondents were recruited from our target group of legal and illegal online video streaming services users. The length of time to complete each interview was 30 minutes with a list of questions (*see Appendix F.*) The data of the respondents' answers and discussion was compared, contrasted, and transcribed to look for linkage and relationship of the fundamental commonalities that made senses, and later summarized to draw a conclusion.

Relevant research objectives include:

- To understand consumer's attitudes and perception toward using legal online video streaming services in Thailand. [*Objective 2*]
- To determine the factors that influence customer's purchase decision on legal online video streaming services. [*Objective 3*]

### **3.2. Descriptive Research**

The purpose of this method was to identify and describe the current market situation, characteristics of the population of interest, consumer behavior, consumer decision making, and consumer perception of service attributes of legal and illegal online video streaming services in Thailand.

The research was conducted by using a self-administer survey questionnaire in a form of an online questionnaire to collect data from at least 200 respondents. The questionnaires was pre-tested in a small group of ten respondents to avoid pitfalls of poorly designed surveys such as complex, loaded, and leading questions. The feedback from the pre-test was taken into consideration in the adjustment of the questionnaire design.

**3.2.1. Survey Questionnaire:** The survey questionnaires consisted of two parts: Respondent Manual (*see Appendix G.*) and screening questionnaire and survey questionnaire (*see Appendix H.*) The questionnaire was incorporated with multiple choices questions and scales in Thai and English to measure consumers' behavior, ethical belief, as well as demographic classification questions. The questions were

based on the objectives of this study and the results from focus group and in-depth interview. The questionnaires were distributed to the selected target groups of both legal and illegal online video streaming services users to collect data from at least 200 respondents. Each questionnaire contained and took approximately 15-20 minutes to complete. The channel for distribution was online via a web link.

Details of actions are as follow:

**3.2.1.1.** The seven-question screening questionnaire was created along with the survey questionnaire. Respondents were required to pass the screening first; then they could do the survey questionnaire.

**3.2.1.2.** The online survey questionnaires were designed by using SurveyMonkey, an online survey cloud-based service. Then the link for the questionnaire was generated.

**3.2.1.3.** The pilot test of the survey questionnaire was conducted with ten respondents to make sure that the questionnaire contained no pitfalls such as complex, loaded, and leading questions.

**3.2.1.4.** The questionnaire was revised following the feedback from the pilot test.

**3.2.1.5.** The link to the revised questionnaire was distributed to respondents in online video communities on Facebook fan pages such as Nang Prod Khong Kha Pra Chao or My Favorite Movies in English and films, TV Series, animations lover web forums and websites such as Chalermthai Forum on Pantip.com, Thailand's largest community web board.

The survey questionnaire consists of five parts as follows:

Part 1	Online Video Streaming Consumption
Part 2	Attitudes toward Behavior
Part 3	Subjective Norms
Part 4	Perceived Behavioral Control
Part 5	Intention to Purchase Legal Online Video Streaming Services
Part 6	Personal Information

Relevant research objectives include:

- To understand consumer's attitudes and perception toward using legal online video streaming services in Thailand. [*Objective 2*]
- To determine the factors that influence customer's purchase decision on legal online video streaming services. [*Objective 3*]
- To study consumer's ethics and moral toward purchase decision of legal online video streaming services. [*Objective 4*]

### **3.3. Sample Selection**

The process of sample selection was non-probability sampling (e.g., convenient sampling.) Respondents for focus group and in-depth interview were selected by the demographic, attitudes, behavior to represent the opinion and role of each particular group. The approach emphasized on participants who tended to have valuable views and ability to participate actively, positively, and respectively.

Respondent profile for all research:

**3.3.1.** Must be Thai nationality

**3.3.2.** Male and female aged 15 years old and above

**3.3.3.** Own at least one Internet-connected device and have access to the Internet to stream videos online

**3.3.4.** Live in Bangkok and vicinity and major cities such as Chiang Mai, Hat Yai, and Khon Khan (note that the target group is not limited to the people in these cities; however, the respondent profile for an in-depth interview and focus group must be based in Bangkok due to limited time and resources. They should be able to represent overall online streaming service target group in Thailand.

**3.3.5.** All participants must be non-rejecters of legal online video streaming services.

## **CHAPTER 4**

### **RESULTS AND DISCUSSION**

#### **4.1. Data Analysis**

The insights gathered from the focus group interview, in-depth interview, and the data obtained from the questionnaire results were used in the analysis process. For the qualitative research, the respondents' answers and discussion were compared, contrasted, and transcribed to look for link and relationship of the basic commonalities that making senses, and later the summary of conclusion was drawn. For the quantitative research, SPSS (Statistical Package for the Social Sciences) was utilized to find frequencies and means, differences between groups, associations between variables, and other statistical analyses as deemed appropriate.

##### **4.1.1. Qualitative Research: Focus Group**

Two rounds of the focus group were conducted with two groups of ten respondents in a face-to-face manner at Thammasat University (Tha Prachan Campus) on November 21, 2015. The first group consisted of five respondents (three illegal video streaming service users and two legal video streaming services users) while the second group consisted of five respondents (two illegal video streaming service users and three legal video streaming services users.) Each focus group took 60 minutes to finish.

##### **4.1.2. Qualitative Research: In-depth Interview**

There were two rounds of in-depth interview. The first in-depth interview was conducted on October 17, 2015 with two respondents—one male business owner aged 25 and one female marketing executive aged 28 living in Bangkok and streaming movies online. The objective was to set as a trial interview to test all questions and tone in order to ensure a smooth success of the future interview with the rest respondents and to explore general video streaming behavior, purchasing decision criteria in video streaming services, and ethics behind selecting legal or illegal services after interview all the respondents before designing a questionnaire.

The second in-depth interview was conducted on November 6 and 7, 2015. Two respondents who used illegal video streaming services (one male credit analyst aged 26 and one female sales representative aged 34) were interviewed over the phone and two respondents who used both legal and illegal video streaming services (one female UX/UI developer aged 32 and one male business owner aged 25) were interviewed in a face-to-face manner. Each interview took 30 minutes to finish.

#### **4.1.3. Quantitative Research: Survey Questionnaire**

The survey questionnaires were collected during January 25, 2016 to February 29, 2016. There were 254 survey questionnaires collected online in *SurveyMonkey*. The responses from respondents who did not fall into the target criteria were eliminated. The incomplete, extreme bias or missing data were removed. Of the total 254 questionnaires, 54 questionnaires were not qualified. Therefore, the total number of valid respondents for analysis were 200 respondents. Multiple choices and rating scales were used in the questionnaire. Results from the questionnaire were collected and then analyzed by a statistical tool SPSS (Statistical Package for the Social Sciences) version 21. The data were analyzed by different methods such as frequency analysis, mean analysis, cross-tabs, ANOVA, correlation analysis, and other required statistics method. The results from the analysis were interpreted as evidence supporting the study and show the confidence in the study to marketing professionals in the field of online video streaming services.

## **4.2. Key Findings from Exploratory Research**

### **4.2.1. Key Findings from Focus Group**

The key findings of two round of focus group were based on the opinions and attitudes of the ten respondents comprising of users of legal, illegal, and both legal and illegal online video streaming services toward legal online video streaming services. They could be divided into five main groups: product/service and brand awareness, consumption pattern, customer expectation, influencers on the purchase decision, and moral judgment and ethics as follows.

**4.2.1.1. Product/Service and Brand Awareness:** Interestingly, the respondents knew about online video streaming services from different sources based on the types of services they use. Online video streaming service users learned about the legal streaming services from television advertisements, out of home media, print ads, and display network advertisements on websites and social media such as Hollywood HDTV, iflix, and HOOQ. Some of them heard from friends, family, and bloggers such as Netflix, Hulu, and Amazon Prime Video. They also knew about the services from stores of mobile operators like AIS, TRUE, and DTAC. When it comes to the three top of mind legal online video streaming services, Netflix, Hollywood HDTV, and iflix came up to the respondents' mind as the first, second, and third brands, respectively. In contrast, the respondents learned about the illegal online video streaming services differently from the legal ones. They knew about the services mostly from friends, movie community websites, and shared posts of friends on social media. The top three brands of illegal streaming services they thought about were NewMovie-HD, NungMovie-HD, and Seriesubthai.

**4.2.2.2. Consumption Pattern:** Seven of ten respondents from the focus groups streamed videos online every day while the rest watched videos online five to six times per week. They used online video streaming services mostly from mobile devices (mobile phones and tablets) while they rarely used the services on their desktop computers. A majority of the respondents streamed video over Wi-Fi or LAN instead of mobile Internet (3G/4G) to save the Internet data. What it comes to their streaming behavior, most of them used the streaming services at home after work and on weekends while some of them used the services during the lunch break and free time while waiting to do something.

**4.2.2.3 Customers Expectation:** In the focus group, the respondents expected the best watching experience from using the legal online video streaming services to which they were required to pay over a hundred baht per month. This included high-definition quality of video and audio of the content as the number one factor, followed by availability of best Thai and English subtitles. The freshness of content was highly expected from all respondent because they wanted to see newest



videos available as soon as possible. Illegal online video streaming services users raised an interesting point that reasonable price plans starting from 89 baht per month were the price points that significantly affected their purchase decision. They also stated that breadth of content triggered their intent to purchase because they could watch thousand hours of videos and various genres. In addition, two respondents mentioned that viewing history and resume at the last played position were two influential functions that were not found on the illegal streaming services.

**4.2.2.4. Influencers on Purchase Decision:** All of the respondents agreed that the number one key influencer who affected their decision to use and purchase online video streaming services as “themselves,” especially the users of illegal services who looked for the services by following Google search results. Friends were the second most powerful influencers to the respondents. They recommended the services to their friends in a face-to-face and online manner. Interestingly, they admitted that their family almost had no influences on their purchase decision because everyone had their preferences.

**4.2.2.5 Moral Judgment and Ethics:** Legal online video streaming service users placed ethicality as an important factor that influenced their purchase decision. They thought that illegal online video streaming was stealing. They would feel ashamed of using those services. Furthermore, these respondents thought great work deserved great support, and they would encourage other people to subscribe to the legal online video streaming services. On the contrary, users of illegal online video streaming services gave a different point of view. They admitted that they knew using illegal services was unethical; however, they did not feel guilty to use illegal streaming services because the legal services could not provide fresh content and free viewing. Despite being non-rejecters of legal video streaming services, these users would recommend the illegal video streaming services to other people because they thought it was good and those people could make their choices.

### 4.2.3 Key Findings from In-depth Interview

The key findings of six in-depth interviews were based on opinions and attitudes of legal, illegal, and both legal and illegal online video streaming service users. They could be categorized into five important which include factors product/service and brand awareness, consumption pattern, customer expectation, influencers on the purchase decision, and moral judgment and ethics. Each factor was discussed in different groups of users.

**4.2.3.1. Product/Service and Brand Awareness:** The interviewees who are users of legal online video streaming services first knew about online streaming services from news about Netflix. They also found online advertising on their Facebook accounts very often, especially iflix. One interviewee saw Hollywood HDTV advertisement in forms of BTS sky train wraps and digital LCD displays while catching the sky train home. Another learned about HOOQ streaming service on television. When it comes to the top-of-mind brands in mind, Netflix, iflix, and LINE TV were the top three services they mentioned.

The findings from two interviewees who are users of illegal online video services were different. Both of them learned about illegal streaming services from googling keywords related to the videos that they wanted to watch unlike those respondents in the focus group. They also revealed that friends were influential to their awareness of illegal streaming services when they saw friends watch videos they had never seen before on their services. The top three services that came first up to the interviewees' mind were NewMovie-HD, NungMovie-HD, and Kodhit.

*“I just google “free movie” or a title of the video I want to see. Then, there come hundreds of free streaming websites in front of me.”*

—Ms. Sirinapha Karnsomwan,

Users of both legal and illegal online video streaming services were a combination of the first two groups. Therefore, the findings of this group were quite similar to the other groups regarding sources of awareness of online video streaming services and the top of mind awareness.

**4.2.3.2 Consumption Pattern:** Interviewees from three groups were heavy users as they streamed video online about one to three hours every day, especially the peak time from 8 p.m. to midnight. Users of legal and both legal and illegal online video streaming services similarly used the services mostly from mobile devices while users of illegal video streaming services watched videos mostly from their laptops and desktop computers because these services were not mobile-friendly and contained advertising banners that caused inconvenience and unsmooth watching experience. Like the respondents in the focus group, a majority of the interviewees watched video online over Wi-Fi or LAN instead of mobile Internet (3G/4G) to save the Internet data. However, some of them did not concern about the data usage because they subscribed to a big Internet data plan.

*“Normally, I stream videos over Wi-Fi at home after work and from my mobile operator’s hot spots in public places when I go out on weekends. Mobile Internet price plans are still expensive to me considering the data usage per video.”*

— Ms. Supasinan Pisanuwongrak

**4.2.3.3 Customers Expectation:** Apart from the high quality of streaming experience, the interviewees who used legal online video streaming services expected the breadth of content coverage because the illegal streaming services could not offer. They disliked advertising banners found in illegal streaming service websites because of the interruption, resulting in a bad watching experience. Additionally, the compelling reasons they picked legal over illegal streaming services was video suggestion that enabled them to discover interesting, unseen videos and adaptive bitrate technology that automatically adjust the quality of videos to Internet connection speed.

Illegal online video streaming service users ranked price as the ultimate key factor to their purchase decision. They did not need to pay 100-300 baht per month to watch videos for legal streaming services. However, they preferred to buy a service start from 75 baht per month with a hassle-free, easy-to-play subscription method. The freshness of content was also crucial because they wanted

to watch new videos—the newest, the best. This stemmed from the fact that they were familiar with unconventional video windowing on illegal streaming services.

*“Licensed online video streaming services are superior to unlicensed streaming services in many ways, except being free. And that’s the case to consider.”*

—Mr. Surapol Jaruraksa

The two interviewees as the users of both legal and illegal online video streaming service regarded the content as the most important factor. They could switch from legal to illegal streaming services, and vice versa. For new videos, they would use the illegal video streaming services; on the contrary; they would use the legal streaming services for a bigger video catalog and a smooth streaming experience with superior service quality.

**4.2.3.4 Influencers on Purchase Decision:** Similar to the key findings of the focus groups, all interviewees thought that “themselves” were the one who made a decision to purchase legal online video streaming services. Users of legal streaming services read reviews from blogs and websites and used free trials to experience the services first, and then make a purchase. Users of illegal online video streaming services used search engines such as Google to find streaming services and try them. Advertising about legal streaming services almost had no influence on them because it just created an awareness but did not trigger an interest to buy in their opinion. Friends, however, played a significant role in making them interested to learn more about the legal video streaming services. Users of both legal and illegal streaming services thought the same as the first two groups.

*“I rarely hear any friends of mine talk about using legal online video streaming services. I usually read blogger reviews to see whether the service is interesting enough to try. Then I try and purchase if I like it.”*

— Ms. Praewphan Premwongsa

**4.2.3.5 Moral Judgment and Ethics:** Very different from other groups of interviewees, users of legal online video streaming services regarded morals and ethics as the most important. They did not support any activities relating to illegal streaming services such as sharing web links and recommend the service to others because they thought that it was not fair to those who involved with production and distribution and it damaged film and television industry. They were willing to recommend legal streaming services to anyone by emphasizing the superior quality and reasonable pricing.

*“There is no reason not to purchase legal online video streaming services if you can pay 160 baht for one glass of Starbucks green tea frappe because you can watch unlimited videos of movies and television shows with that amount of money.”*

—Mr. Thanaphat Suetrong

All two users of illegal online video streaming services admitted that it was unethical to use illegal online video streaming services. However, both of them did not feel guilty to use the illegal streaming services and would continue to do so thanks to zero price and content freshness even though the video and sound quality is poorer than legal streaming services. They felt that it was normal because everyone around them also used unlicensed streaming services. Moreover, one interviewee would recommend illegal streaming sites to anyone who asked about them.

The interviewees who used both legal and illegal online video streaming services realized that using illegal streaming services was morally wrong and unethical; however, they would keep using the services because they wanted the freshest videos, which the legal streaming services could not offer. They felt slightly guilty in doing so, but as users of both services, they thought that their purchase on the legal services compensated that guilt. When it comes to the recommendation, they would consider other people’s needs first before making any suggestion.

*“I think it is fine to use both legal and illegal online video streaming services because I pay 119 baht for one legal streaming service and*

*pay zero to the illegal one. This does not mean I am unethical. I just choose the best for myself.”*

—Ms. Pattraporn Insasitra

### **4.3. Key Findings from Descriptive Research**

#### **4.3.1. Key Findings from Survey Questionnaire**

The qualified survey questionnaires were from 200 of 254 respondents. All respondents watched videos online in the past three months and were not rejecters of online video streaming. The key findings could be divided into three main parts: 1) general profile of respondents, 2) analysis of variance, attitudes and behavior among groups, and 3) hypotheses testing.

**4.3.1.1 General Profile of Respondents:** According to Appendix I, from total 200 respondents the overall demographics, the majority of the respondents were male (102 persons, 51%) aged between 25-34 years old (132 persons, 66%), single (162 persons, 81%), lived in Bangkok and vicinity (168 persons, 84%). Most of the respondents held a Bachelor’s degree (126 persons, 63%), worked as an Employee (111 persons, 55.5%) and made a monthly income of between THB15,000-30,000 (81 persons, 40.5%), used both legal and illegal online video streaming services (132 persons, 66%), and streamed videos online every day (66 persons, 33%).

The overall top five legal online video streaming services that the respondents were interesting in purchasing according to Appendix J were Netflix, iflix, LINE TV, Hollywood HDTV, and Primetime at the frequency of 156, 102, 96, 87, and 65 times, respectively.

**4.3.1.2 Analysis of Variance, Attitudes and Behavior between Groups:** This part compares five main factors regarding legal online video streaming services among the three groups of users, which include legal, illegal, and both legal and illegal online video streaming service users.

**4.3.1.2.1 Attributes of legal online video streaming services:** Table 4.1 shows the importance of twenty-two attributes toward intention to purchase legal online video services. These factors were analyzed based

on mean values of 1-7 Likert scale (1 = strongly disagree and 7 = strongly agree.)

Attributes	Mean				F Statistic	P- Value
	Legal (n=42)	Illegal (n=26)	Both (n=132)	Total (n=200)		
Freshness of content	5.6	6.15	5.11	5.62	7.274	0.001
Video quality	6.5	6.27	5.63	6.13	7.585	0.001
Audio quality	6.24	5.92	5.49	5.88	4.903	0.008
Price	5.69	5.86	5.36	5.64	6.534	0.002
Number of videos	5.69	4.46	4.71	4.95	1.12	0.328
Content categorization	4.86	4.27	4.55	4.56	18.367	0.000
Thai audio	5.07	3.08	3.2	3.78	14.164	0.000
Thai subtitle	6.26	5.12	4.58	5.32	1.765	0.174
Instant play	5.69	5.92	5.33	5.65	5.931	0.003
Resume at last played	5.9	5.04	4.84	5.26	3.049	0.050
Watching history	4.86	3.96	4.14	4.32	0.672	0.512
Multi-devices support	5.62	5.46	5.29	5.46	5.618	0.004
Video suggestion	5.45	6.23	5.06	5.58	1.218	0.298
Download to watch offline	4.9	4.23	4.71	4.61	7.274	0.001
Price	5.86	5.69	5.36	5.64	2.238	0.109
Account sharing among family members	5.60	5.31	4.98	5.30	2.439	0.09
Purchase via offline channel	4.74	4.65	4.76	4.72	0.039	0.962
Purchase via online channel	5.98	5.58	5.35	5.64	3.114	0.047
Special Discounts	5.6	5.81	5.13	5.51	2.846	0.06
Free trial period	5.9	5.42	5.32	5.55	2.291	0.104
Bundle with other products	5.14	4.81	4.6	4.85	1.719	0.182
Bundling plan with free Internet from mobile operators	5.5	5.31	4.91	5.24	2.123	0.122
Continuous service advertising	4.74	4.23	4.24	4.40	1.398	0.249

*Table 1: Result of One-Way ANOVA for measuring attributes toward legal online video streaming services*

According to Table 4.1, the top five key attributes that the respondents regarded as most influential to their intention to purchase legal online video streaming services are video quality (mean = 5.9), audio quality (mean = 5.71), price (mean =

5.51, purchase via online channel (mean = 5.51), instant play without complete download (mean = 5.48). This implies that all the five attributes affected all groups of streaming services users' intention. When research investigated differences of mean values of factors among the three groups of users, there were ten attributes found interesting as follows.

1) The freshness of content: Illegal streaming service users has the highest mean value at 6.15 while the mean values of legal and both legal and illegal streaming service users are 5.6 and 5.11, respectively. The difference between means among the three groups of users is significant because as One-Way ANOVA statistics testing ( $F = 7.274$ ) shows  $p$ -value = 0.001, which is less than the alpha level of significant, 0.05 at 95% confidence interval.

2) Video quality: Legal streaming service users has the highest mean value at 6.5 while the mean values of illegal and both legal and illegal streaming service users are 6.27 and 5.63, respectively. The difference between means among the three groups of users is significant because as One-Way ANOVA statistics testing ( $F = 7.585$ ) shows  $p$ -value = 0.001, which is less than the alpha level of significant, 0.05 at 95% confidence interval.

3) Audio quality: Legal streaming service users has the highest mean value at 6.24 while the mean values of illegal and both legal and illegal streaming service users are 5.92 and 5.49, respectively. The difference between means among the three groups of users is significant because as One-Way ANOVA statistics testing ( $F = 4.903$ ) shows  $p$ -value = 0.008, which is less than the alpha level of significant, 0.05 at 95% confidence interval.

4) Price: Illegal streaming service users has the highest mean value at 5.86 while the mean values of legal and both legal and illegal streaming service users are 5.69 and 5.36, respectively. The difference between means among the three groups of users is significant because as One-Way ANOVA statistics testing ( $F = 6.534$ ) shows  $p$ -value = 0.002, which is less than the alpha level of significant, 0.05 at 95% confidence interval.

5) Content categorization: Legal streaming service users has the highest mean value at 4.86 while the mean values of illegal and both legal and illegal



streaming service users are 4.46 and 4.71, respectively. The difference between means among the three groups of users is significant because as One-Way ANOVA statistics testing ( $F = 18.367$ ) shows  $p\text{-value} = 0.001$ , which is less than the alpha level of significant, 0.05 at 95% confidence interval.

6) Thai audio: Legal streaming service users has the highest mean value at 5.07 while the mean values of legal and both illegal and illegal streaming service users are 3.08 and 3.02, respectively. The difference between means among the three groups of users is significant because as One-Way ANOVA statistics testing ( $F = 14.164$ ) shows  $p\text{-value} = 0.000$ , which is less than the alpha level of significant, 0.05 at 95% confidence interval.

7) Instant play: Illegal streaming service users has the highest mean value at 5.92 while the mean values of legal and both legal and illegal streaming service users are 5.90 and 4.84, respectively. The difference between means among the three groups of users is significant because as One-Way ANOVA statistics testing ( $F = 5.931$ ) shows  $p\text{-value} = 0.003$ , which is less than the alpha level of significant, 0.05 at 95% confidence interval.

8) Resume at last played: Legal streaming service users has the highest mean value at 5.9 while the mean values of illegal and both legal and illegal streaming service users are 5.04 and 4.84, respectively. The difference between means among the three groups of users is significant because as One-Way ANOVA statistics testing ( $F = 3.049$ ) shows  $p\text{-value} = 0.05$ , which is equal to the alpha level of significant, 0.05 at 95% confidence interval.

9) Multi-devices support: Legal streaming service users has the highest mean value at 5.62 while the mean values of illegal and both legal and illegal streaming service users are 5.46 and 5.29, respectively. The difference between means among the three groups of users is significant because as One-Way ANOVA statistics testing ( $F = 5.618$ ) shows  $p\text{-value} = 0.004$ , which is less than the alpha level of significant, 0.05 at 95% confidence interval.

10) Download to watch offline: Legal streaming service users has the highest mean value at 4.9 while the mean values of illegal and both legal and illegal streaming service users are 4.23 and 4.71, respectively. The difference between means among the three groups of users is significant because as One-Way ANOVA statistics

testing ( $F = 7.274$ ) shows  $p$ -value = 0.001, which is less than the alpha level of significant, 0.05 at 95% confidence interval.

From the above analysis, it can be interpreted that users of legal online video services are more influenced than the other two groups by video quality, audio quality, content categorization, Thai audio, resume function, multi-devices support, and download to watch offline. Users of illegal online streaming services are more influenced than the other two groups by the freshness of content, price, and instant play.

#### 4.3.1.2.2 Attitudes toward legal online video streaming services:

Table 4.2 shows attitudes toward intention to purchase legal online video services. These factors were analyzed based on mean values of 1-7 Likert scale (1 = strongly disagree and 7 = strongly agree.)

Statement	Mean				F Statistic	P- Value
	Legal (n=42)	Illegal (n=26)	Both (n=132)	Total (n=200)		
I think legal video streaming services provide the best streaming experience.	5.76	4.15	4.83	4.91	8.647	0.000
I like legal video streaming services because there are many videos to watch.	5.4	4	4.42	4.61	8.706	0.000
It is value for money to use legal online video streaming services.	5.76	3.69	4.11	4.52	21.927	0.000
It is good that there are no annoying adverting banners in legal online video streaming services.	5.9	4.88	5.3	5.36	3.389	0.036
I like bitrate adaptiveness technology that suits my Internet speed.	5.95	5.12	4.86	5.31	7.847	0.001

Statement	Mean				F Statistic	P- Value
I like that legal video streaming services provide good customer service support.	5.1	4.04	4.69	4.61	3.291	0.039

*Table 2: Result of One-Way ANOVA for measuring attitudes toward legal online video streaming services*

**Statement: “I think legal video streaming services provide the best streaming experience.”**

Legal video streaming service users have the highest mean value at 5.76 while the mean values of illegal and both legal and illegal streaming service users are 4.15 and 4.83, respectively. The difference between means among the three groups of users is significant because as One-Way ANOVA statistics testing ( $F = 8.647$ ) shows  $p\text{-value} = 0.000$ , which is less than the alpha level of significant, 0.05 at 95% confidence interval. This implies that users of legal streaming services agreed while users of both services somewhat agreed about the best streaming experience from the legal streaming services. However, users of illegal streaming tended to neither agree nor disagree with that.

**Statement: “I like legal video streaming services because there are many videos to watch.”**

Legal video streaming service users have the highest mean value at 5.4 while the mean values of illegal and both legal and illegal streaming service users are 4 and 4.42, respectively. The difference between means among the three groups of users is significant because as One-Way ANOVA statistics testing ( $F = 8.706$ ) shows  $p\text{-value} = 0.000$ , which is less than the alpha level of significant, 0.05 at 95% confidence interval. This implies that users of legal streaming services liked while users of both services somewhat liked about a high number of videos on legal streaming services. However, users of illegal streaming neither agreed nor disagreed with the statement.

**Statement: “It is value for money to use legal online video streaming services.”**

Legal video streaming service users have the highest mean value at 5.76 while the mean values of illegal and both legal and illegal streaming service users are 3.69 and 4.11, respectively. The difference between means among the three groups of users is significant because as One-Way ANOVA statistics testing ( $F = 21.927$ ) shows  $p\text{-value} = 0.000$ , which is less than the alpha level of significant, 0.05 at 95% confidence interval. This implies that users of legal streaming services agreed while users of both services neither agreed nor disagreed that legal streaming services are value for money. In contrast, users of illegal streaming somewhat did not agree with that.

**Statement: “It is good that there are no annoying adverting banners in legal online video streaming services.”**

Legal video streaming service users have the highest mean value at 5.9 while the mean values of illegal and both legal and illegal streaming service users are 4.88 and 5.3, respectively. The difference between means among the three groups of users is significant because as One-Way ANOVA statistics testing ( $F = 3.389$ ) shows  $p\text{-value} = 0.036$ , which is less than the alpha level of significant, 0.05 at 95% confidence interval. This implies that users of legal streaming services and users of both services like no advertisement banners on legal streaming services while users of illegal streaming somewhat liked it.

**Statement: “I like bitrate adaptiveness technology that suits my Internet speed.”**

Legal video streaming service users have the highest mean value at 5.95 while the mean values of illegal and both legal and illegal streaming service users are 5.12 and 4.86, respectively. The difference between means among the three groups of users is significant because as One-Way ANOVA statistics testing ( $F = 7.847$ ) shows  $p\text{-value} = 0.001$ , which is less than the alpha level of significant, 0.05 at 95% confidence interval. This suggests that users of legal streaming services and users of

illegal streaming liked the bitrate adaptiveness and users of both services tended to like it as well.

**Statement: “I like that legal video streaming services provide good customer service support.”**

Legal video streaming service users have the highest mean value at 5.1 while the mean values of illegal and both legal and illegal streaming service users are 4.04 and 4.69, respectively. The difference between means among the three groups of users is significant because as One-Way ANOVA statistics testing ( $F = 3.291$ ) shows  $p\text{-value} = 0.039$ , which is less than the alpha level of significant, 0.05 at 95% confidence interval. This suggests that users of legal streaming services like good customer service of legal streaming services while users of illegal streaming services and users of both services neither agreed nor disagreed with that.

**4.3.1.2.3** Moral judgment toward legal online video streaming services: Table 4.3 shows moral judgment toward intention to purchase legal online video services. These factors were analyzed based on mean values of 1-7 Likert scale (1 = strongly disagree and 7 = strongly agree.)

Statement	Mean				F Statistic	P- Value
	Legal (n=42)	Illegal (n=26)	Both (n=132)	Total (n=200)		
It is wrong to use illegal online video streaming services.	6.31	4.54	4.9	5.25	39.549	0.000
I think using legal online video streaming services is ethical.	6.31	6.15	5.85	6.10	2.001	0.138
Using legal online video streaming services is fair to the content, providers, cast, and everyone involved.	6.29	5.77	5.64	5.90	3.141	0.045
I feel guilty to using illegal online video streaming services.	6.07	3.42	4.08	4.52	32.122	0.000
I support people to use legal online video streaming services.	6.12	4.85	5.1	5.36	9.113	0.000

*Table 3: Result of One-Way ANOVA for measuring moral judgment toward legal online video streaming services*

**Statement: “It is wrong to use illegal online video streaming services.”**

Legal video streaming service users have the highest mean value at 6.31 while the mean values of illegal and both legal and illegal streaming service users are 4.54 and 4.9, respectively. The difference between means among the three groups of users is significant because as One-Way ANOVA statistics testing ( $F = 39.549$ ) shows  $p\text{-value} = 0.000$ , which is less than the alpha level of significant, 0.05 at 95% confidence interval. This implies that users of legal streaming services like good customer service of legal streaming services while users of illegal streaming services neither agreed nor disagreed with that and users of both services tended to agree that it is wrong.

**Statement: “Using legal online video streaming services is fair to the content, providers, cast, and everyone involved.”**

Legal video streaming service users have the highest mean value at 6.29 while the mean values of illegal and both legal and illegal streaming service users are 5.77 and 5.64, respectively. The difference between means among the three groups of users is significant because as One-Way ANOVA statistics testing ( $F = 3.141$ ) shows  $p\text{-value} = 0.045$ , which is less than the alpha level of significant, 0.05 at 95% confidence interval. This suggests that all users of legal streaming services agreed with the statement about the fairness.

**Statement: “I feel guilty to using illegal online video streaming services.”**

Legal video streaming service users have the highest mean value at 6.07 while the mean values of illegal and both legal and illegal streaming service users are 3.42 and 4.08, respectively. The difference between means among the three groups of users is significant because as One-Way ANOVA statistics testing ( $F = 32.122$ ) shows  $p\text{-value} = 0.000$ , which is less than the alpha level of significant, 0.05 at 95% confidence interval. This implies that users of legal streaming services feel guilty of using illegal streaming services while users of illegal streaming services disagreed and users of both services were neutral to that.

**Statement: “I support people to use legal online video streaming services.”**

Legal video streaming service users have the highest mean value at 6.12 while the mean values of illegal and both legal and illegal streaming service users are 4.05 and 5.1, respectively. The difference between means among the three groups of users is significant because as One-Way ANOVA statistics testing ( $F = 9.113$ ) shows  $p\text{-value} = 0.000$ , which is less than the alpha level of significant, 0.05 at 95% confidence interval. This indicates that users of legal streaming services and users of both services were supporters of legal streaming services while users of illegal streaming services were likely to be the supporters as well.

**4.3.1.2.4 Subjective norms:** Table 4 shows social habit toward intention to purchase legal online video services. These factors were analyzed based on mean values of 1-7 Likert scale (1 = strongly disagree and 7 = strongly agree.)

Statement	Mean				F Statistic	P- Value
	Legal (n=42)	Illegal (n=26)	Both (n=132)	Total (n=200)		
My family encourages me to purchase legal online video streaming services.	3.31	3.5	3.42	3.41	0.202	0.817
My colleagues encourage me to purchase legal online video streaming services.	3.81	3.54	3.29	3.55	2.777	0.065
My friends encourage me to purchase legal online video streaming services.	5.79	4.19	5.78	5.25	50.367	0.00

*Table 4: Result of One-Way ANOVA for measuring social habit toward legal online video streaming services*

**Statement: “My friends encourage me to purchase legal online video streaming services.”**

Legal video streaming service users have the highest mean value at 5.70 while the mean values of illegal and both legal and illegal streaming service users are 4.19 and 5.78, respectively. The difference between means among the three groups of users is significant because as One-Way ANOVA statistics testing ( $F = 50.367$ ) shows  $p\text{-value} = 0.000$ , which is less than the alpha level of significant, 0.05 at 95% confidence interval. This shows that users of legal streaming services and users of

both services were more influenced by friends on intention to purchase legal online video streaming services than users of illegal streaming services.

**4.3.1.2.5 Perceived Behavioral Control:** Table 5 shows self-efficacy toward intention to purchase legal online video services. These factors were analyzed based on mean values of 1-7 Likert scale (1 = strongly disagree and 7 = strongly agree.)

Statement	Mean				F Statistic	P- Value
	Legal (n=42)	Illegal (n=26)	Both (n=132)	Total (n=200)		
It is easy to select the quality of the video by myself.	5.57	5.23	5.05	5.28	1.702	0.185
It is easy to watch videos across my devices.	6.12	5.31	5.08	5.50	7.191	0.001
It is easy to resume the video at where I left.	5.88	5.08	4.95	5.30	5.907	0.003
It is easy to select Thai audio and the original soundtrack.	5.57	4.65	4.95	5.06	3.36	0.037
It is easy to select Thai subtitle and the original language.	5.62	5.27	4.98	5.29	2.566	0.079
It is easy to purchase the legal video streaming services.	6.05	4.54	4.68	5.09	13.781	0.000

*Table 5: Result of One-Way ANOVA for measuring self-efficacy toward legal online video streaming services*

**Statement: “It is easy to watch videos across my devices.”**

Legal video streaming service users have the highest mean value at 6.12 while the mean values of illegal and both legal and illegal streaming service users are 5.31 and 5.08, respectively. The difference between means among the three groups of users is significant because as One-Way ANOVA statistics testing ( $F = 7.191$ ) shows  $p\text{-value} = 0.001$ , which is less than the alpha level of significant, 0.05 at 95% confidence interval. This shows that users of legal streaming services and users of both services felt that watching video across devices was easy while the users of



illegal streaming services and users both services somewhat thought that it was easy to do so.

**Statement: “It is easy to resume the video at where I left.”**

Legal video streaming service users have the highest mean value at 5.88 while the mean values of illegal and both legal and illegal streaming service users are 5.08 and 4.95, respectively. The difference between means among the three groups of users is significant because as One-Way ANOVA statistics testing ( $F = 5.907$ ) shows  $p\text{-value} = 0.003$ , which is less than the alpha level of significant, 0.05 at 95% confidence interval. This implies that the users of legal streaming services felt that it was easy to resume playing videos while the users of illegal streaming services and users both services somewhat agreed that it was easy to do so.

**Statement: “It is easy to select Thai audio and the original soundtrack.”**

Legal video streaming service users have the highest mean value at 5.57 while the mean values of illegal and both legal and illegal streaming service users are 4.65 and 4.95, respectively. The difference between means among the three groups of users is significant because as One-Way ANOVA statistics testing ( $F = 3.36$ ) shows  $p\text{-value} = 0.037$ , which is less than the alpha level of significant, 0.05 at 95% confidence interval. This suggests that the users of legal streaming services somewhat found it easy to select subtitles and the users of illegal streaming services and users both services tended to think the same.

**Statement: “It is easy to purchase the legal video streaming services.”**

Legal video streaming service users have the highest mean value at 6.05 while the mean values of illegal and both legal and illegal streaming service users are 4.54 and 4.68, respectively. The difference between means among the three groups of users is significant because as One-Way ANOVA statistics testing ( $F = 13.781$ ) shows  $p\text{-value} = 0.000$ , which is less than the alpha level of significant, 0.05 at 95% confidence interval. This implies that the users of legal streaming services agreed that it easy to subscribe to legal streaming services; however, the users of illegal streaming services and users both services tended to agree with the statement.

**4.3.1.3 Hypotheses Testing:** All six hypotheses were tested by use of the “Pearson Product Moment Correlation Coefficient” to analyze the relationship between each independent variable (attributes of legal online video streaming services, attitudes, moral judgment, social habit, and self-efficacy) and intention to purchase legal online video streaming services.

**4.3.1.3.1 Attributes of legal online video streaming services: *H1*.** Attributes of legal online video streaming services have a positive relationship with intention to purchase legal online video streaming services.

From Table 4.6, the online freshness of content and video suggestion are the only two of all twenty-two attributes that similarly correlate with the intention to purchase at p-value of 0.021 which is less than the significant level at 0.05. Moreover, the strength of relationship is positively weak ( $r = 0.164$  and  $0.163$ , respectively.) This means the fresh content and video suggestion encourages intention to buy legal online video streaming services. Therefore, it can be concluded that *H1* is supported.

Product/Service	Pearson Correlation	Sig. (2-tailed)	Strength of Relation
Freshness of content	.164*	0.021	Weak
Video quality	0.002	0.977	-
Audio quality	0.027	0.699	-
Number of videos	0.066	0.355	-
Content categorization	0.075	0.290	-
Thai audio	0.094	0.184	-
Thai subtitle	0.127	0.073	-
Instant play without complete download	-0.116	0.101	-
Resume at last played	0.084	0.235	-
Watching history	0.006	0.932	-
Multi-devices support	-0.015	0.834	-

Product/Service	Pearson Correlation	Sig. (2-tailed)	Strength of Relation
Video suggestion	.163*	0.021	Weak
Download to watch offline	0.099	0.163	-
Price	-0.006	0.931	-
Account sharing among family members	0.030	0.669	-
Purchase via offline channel	0.006	0.928	-
Purchase via online channel	0.070	0.324	-
Special Discounts	-0.032	0.648	-
Free trial period	-0.032	0.657	-
Bundle with other products	-0.013	0.851	-
Bundling plan with free Internet from mobile operators	0.039	0.587	-
Continuous service advertising	0.058	0.418	-

\* Sample  $n = 200$ . Correlation is significant at the 0.05 level (2-tailed).

Table 6: Correlations between attributes and intention to purchase legal online video streaming services

**4.3.1.3.2** Attitudes toward behavior: *H1*. Attitudes toward behavior are measured by individual's attitudes toward legal online video streaming services and their moral judgment as illustrated in the Structural Model (Figure 4.)

*H2*. Attitudes toward legal online video streaming services have a positive relationship with intention to purchase legal online video streaming services.

According to Table 4.7, only the best streaming experience that legal streaming services provides correlates with the intention to purchase at p-value of 0.001, which is less than the significant level at 0.05. The strength of the relationship is positively weak ( $r = 0.204$ ) which means best streaming experience influences intention to buy legal online video streaming services. With such weak evidence, *H2* is supported because one of five factors is positively significant.

Attitudes	Pearson Correlation	Sig. (2-tailed)	Strength of Relation
I think legal video streaming services provide the best streaming experience.	.240*	0.001	Weak
I like legal video streaming services because there are many videos to watch.	0.117	0.098	-
It is value for money to use legal online video streaming services.	0.134	0.058	-
It is good that there are no annoying adverting banners in legal online video streaming services.	0.126	0.076	-
I like bitrate adaptiveness technology that suits my Internet speed.	0.035	0.623	-

\* Sample  $n = 200$ . Correlation is significant at the 0.05 level (2-tailed).

Table 7: Correlations between attitudes toward legal online video streaming services and intention to purchase legal online video streaming services

**4.3.1.3.3 Moral Judgment:  $H3$ .** Moral judgment has a positive relationship with intention to purchase legal online video streaming services.

Table 8 shows that only “It is wrong to use illegal online video streaming services.” “I do not support digital video streaming piracy.” and “I support people to use legal video streaming services.” correlate with the intention to purchase at p-values of 0.002, 0.015, and 0.029, respectively, which are less than the significant level at 0.05. The Pearson correlation of these three factors are 0.216, 0.172, and 0.154, respectively, which implies a weak relationship between moral judgment and intention to buy legal online video streaming services.  $H3$  is supported since there are two insignificant factors in the group.

Moral Judgment	Pearson Correlation	Sig. (2-tailed)	Strength of Relation
It is wrong to use illegal online video streaming services.	.216*	0.002	Weak
I think using legal online video streaming services is ethical.	0.021	0.763	-
Using legal online video streaming services is fair to the content, providers, cast, and everyone involved.	0.052	0.461	-
I feel guilty to using illegal online video streaming services.	.172*	0.015	Weak
I support people to use legal online video streaming services.	.154*	0.029	Weak

\* Sample  $n = 200$ . Correlation is significant at the 0.05 level (2-tailed).

Table 8: Correlations between moral judgment and intention to purchase legal online video streaming services

**4.3.1.3.4 Subjective Norms:  $H4$ .** Social habit has a positively relationship with intention to purchase legal online video streaming services.

According to Table 4.9, friends correlate with the intention to purchase at p-value of 0.000, which is less than the significant level at 0.05. Moreover, the strength of the relationship is moderate as  $r = 0.326$ . This implies a moderate relationship between an influence of friends (social habit) and intention to buy legal online video streaming services.  $H4$  is supported since there are two insignificant factors in the group.

Social Habit	Pearson Correlation	Sig. (2-tailed)	Strength of Relation
My family encourages me to purchase legal online video streaming services.	-0.035	0.620	-
My colleagues encourage me to purchase legal online video streaming services.	-0.001	0.989	-

Social Habit	Pearson Correlation	Sig. (2-tailed)	Strength of Relation
My friends encourage me to purchase legal online video streaming services.	.326*	0.000	Moderate

\* Sample  $n = 200$ . Correlation is significant at the 0.05 level (2-tailed).

Table 9: Correlations between social habit and intention to purchase legal online video streaming services

**4.3.1.3.5 Perceived Behavioral Control: H5.** Self-efficacy has a positive relationship with intention to purchase legal online video streaming services.

According to Table 10, of six factors in this part, “Easy to download to watch offline” is the only one factor that correlates with the intention to purchase at p-value of 0.03, which is less than the significant level at 0.05. The strength of the relationship, while significant, is weak with  $r = 0.154$ . This implies download for offline watching influences intention to buy legal online video streaming services. Therefore, it can be concluded that H5 is supported although not all factors are significant.

Self-Efficacy	Pearson Correlation	Sig. (2-tailed)	Strength of Relation
It is easy to select the quality of the video by myself.	0.042	0.556	-
It is easy to watch videos across my devices.	0.031	0.664	-
It is easy to resume the video at where I left.	0.036	0.613	-
It is easy to select Thai audio and the original soundtrack.	0.094	0.183	-
It is easy to select Thai subtitle and the original language.	-0.008	0.910	-
It is easy to purchase the legal video streaming services.	0.097	0.171	-
It is easy to download videos to watch offline.	.154*	0.030	Weak

\* Sample  $n = 200$ . Correlation is significant at the 0.05 level (2-tailed).

Table 10: Correlations between self-efficacy and intention to purchase legal online video streaming services

**4.3.1.3.6** Intention to purchase legal online video streaming services: *H6*. Intention to purchase legal online video streaming services has a positive relationship with purchase decision on legal online video streaming services.

<b>Intention to Purchase</b>	<b>Pearson Correlation</b>	<b>Sig. (2-tailed)</b>	<b>Strength of Relation</b>
I decide to purchase legal streaming services.	.550*	0.00	Strong

\* Sample  $n = 200$ . Correlation is significant at the 0.05 level (2-tailed).

*Table 11: Correlations between intention to purchase and purchase decision on legal online video streaming services*

The hypothesis is supported because the p-value is 0.00, which is less than the significant level of 0.05 according to Table 4.11. This suggests that there is a significant relationship between intention to purchase and purchase decision on legal online video streaming services. The correlation coefficient of  $r = 0.550$  implies that the relationship is strong. Therefore, *H6* is supported by such strong evidence.

## **CHAPTER 5**

### **CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1. Summary**

From the key findings from qualitative and quantitative analyses, it can be summarized that attributes of legal streaming services, attitudes toward legal video streaming services, moral judgment, social habit, and self-efficacy have a positive influence on purchase decision in legal online video streaming services.

For attributes of legal online video streaming services, the freshness of content and video suggestion are the two key factors that significantly influence that purchase decision in a weak relation. Although the rest twenty factors are somewhat important, they do not have any relationship with the purchase decision. Best streaming experience is the significant factor from attitudes toward legal video streaming services that influences purchase decision in a weak relationship. When it comes to moral judgment, there are weak, positive relationships between feeling wrong, feeling guilty of using illegal online video streaming services and purchase decision. For social habit, friends have a significant, positive relationship with purchase decision of individuals. In addition, download videos to watch offline is the only one in self-efficacy part that affects the purchase decision in a weak, positive relationship.

In summary, there is a positive relationship between purchase decision in legal streaming services and attributes of the services, attitudes toward the services, moral judgment, social habit, and self-efficacy.

#### **5.2. Managerial Implications**

According to data analysis results and the summary, online video streaming businesses in Thailand should focus on improving their services and leveraging social influence to stimulate purchase decision of Thai people better as follows.

First, legal online video streaming services should keep developing video suggestion and multi-device support because they are competitive features that illegal



video streaming services cannot offer. With business intelligence, legal video streaming services can leverage the big data to recommend videos to their customers. Moreover, streaming videos from illegal services is not a good experience because their platforms are not created to support different devices in the first place, and there are many advertising banners causing inconvenience. These features not only draw more customers but also helps increase retention rate as well.

Second, they should ensure the best quality of video streaming experience. Individuals expect the high-definition quality of video and audio. When they decide whether to purchase a subscription to a legal video streaming service, they will compare the quality of the service with illegal online video streaming services. If the quality is inferior, then the service will certainly lose that customer. Current customers might stop using the service as well.

Also, positive word of mouth of friends is a power social influence that can lead to a purchase. The legal streaming businesses should consider a referral program that consists of incentives tied with testimonials about their services. With a good reputation based on the friend's recommendation, it will influence purchase decision significantly.

Finally, it is evident that price is a significant factor that influences the decision to buy. While illegal online video streaming services offer zero price, legal video streaming services can creatively create different, reasonable price plans based on the needs of customers and communicate with a strong message that the subscription prices are truly value for money.

All in all, online video streaming services in Thailand can have their competitive advantage over illegal video streaming services by developing their services and marketing efforts to meet their customer's needs. Video suggestion, multi-device support, best quality of service, social influence by friends, and compelling price plans are the five key points to achieve that goal.

### **5.3. Limitations**

Although online video streaming or online video on demand is now common in Thailand, it was surprising that a lot of the respondents were not familiar with the terms "streaming" and "video on demand." Also, they did not fully

understand that not only video streaming services offer movies, but also TV series, and animations. These two incidents caused difficulty of finishing the data collection and delay in the overall project timeline.

Moreover, it was difficult to recruit respondents who are legal online video streaming users. Plenty of Thai people normally use illegal online video streaming services. Therefore, to recruit the pre-determined number of respondents for the focus group and in-depth interview, it took time for the researcher to seek the right respondents to deliver the most accurate results.

Another limitation is the incompleteness of the questionnaire results and the reliability of the collected data. A lot of respondents completed only some parts of the questionnaire and quit due to the length of the questionnaire. In addition, since the group of respondents were recruited using convenience sampling method, the reliability of the data and findings might be questionable and had selection bias with sampling errors.

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The image shows a large, faint watermark of the Thammasat University seal in the background. The seal is circular and contains the university's name in Thai script at the top and "THAMMASAT UNIVERSITY" in English at the bottom. In the center of the seal is a five-tiered umbrella (parasol) supported by four elephants, with a crown on top.

**APPENDICES**

**APPENDIX A**  
**KEY TERM DEFINITIONS**

<b>Sector</b>	<b>Description</b>	<b>Examples</b>
Electronic sell through – EST (purchase)	Number of titles and transaction through EST platforms where consumers pay for a permanent ownership of a digital copy and/ or with unlimited access via a digital locker	iTunes, Amazon Vudu, Microsoft
Paid online VOD (rental)	Number of titles and transaction through pain online VOD platforms where consumers pay for a digital copy to watch within a certain time period on a temporary basis	iTunes, Amazon Vudu, Microsoft
Free Online VOD (Ad supported)	Number of titles and transaction through free online VOD platforms where consumers can watch content for free (with advertisements)	Hulu, Crackle, Popcornflix
Subscription online VOD (SVOD)	Number of titles and transaction through subscription online VOD platforms where consumers pay a subscription fee to access video content on an ongoing manner	Netflix, Redbox Instant, Hulu Plus

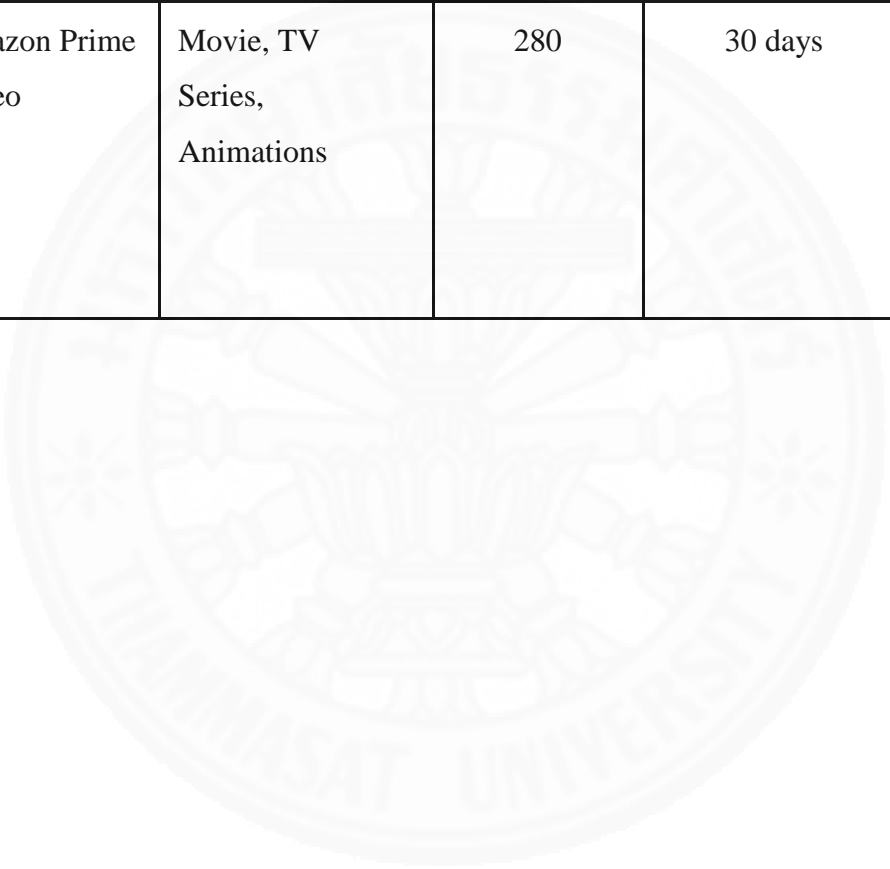
Source: KMPG (2014)

**APPENDIX B**  
**LEGAL ONLINE VIDEO STREAMING SERVICES IN THAILAND**

<b>Brand</b>	<b>Content</b>	<b>Price (baht/month)</b>	<b>Free Trial</b>	<b>Sector</b>
Hollywood HDTV	Movie, TV Series, Animations	199	30 days	EST, SVOD
PrimeTime	Movie, TV Series, Animations	119-299	4 titles or 30 days (DTAC customers only)	Paid online VDO, SVOD
HOOQ	Movie, TV Series, Animations	119	30 days	SVOD
iflix	Movie, TV Series, Animations	100	30 days or 60 days (TrueMove customers only)	SVOD
AIS Movie Store	Movie, TV Series, Animations	119	30 days (AIS customers only)	EST, SVOD
True Movie	Movie, TV Series, Animations	139	30 days (TRUE customers only)	SVOD
Doonee	TV Series	159	7 titles	SVOD



LINE TV	Movie, TV Series, Animations	Free	-	Free Online SVOD
Hulu Plus	Movie, TV Series, Animations	280	30 days	SVOD
Amazon Prime Video	Movie, TV Series, Animations	280	30 days	EST, Paid online VDO, SVOD



**APPENDIX C**  
**FOCUS GROUP RESPONDENT PROFILE**

<b>No.</b>	<b>Name</b>	<b>Age</b>	<b>Occupation</b>	<b>Type of Streaming Service</b>
1.	Mr. Watcharanon Pukesorn	36	Accountant	Legal
2.	Mrs. Piyamas Norkaew	32	Business Owner	Legal
3.	Ms. Sopida Morris	28	Finance Analyst	Legal
4.	Mr. Rattanin Cheewawat	19	Student	Legal
5.	Ms. Puncharee Poomchai	28	Marketing Specialist	Legal
6.	Mr. Kriengsak Sornsiri	31	Sales Representative	Illegal
7.	Mr. Apisak Thammathada	26	Engineer	Illegal
8.	Ms. Worawan Gnamwong	24	Translator	Illegal
9.	Ms. Pimchada Sasitorn	29	Business Development Executive	Illegal
10.	Mr. Chanon Thanuraksa	20	Student	Illegal

## **APPENDIX D**

### **FOCUS GROUP QUESTIONS**

The questions for focus group consists of 3 parts and 32 questions as follows:

#### **Part 1: Online Video Streaming Consumption**

1. How often do you stream videos online?
2. When do you stream videos online?
3. What device(s) do you use to stream video online?
4. What is your Internet connection speed do you use to stream video online?
5. What are the three factors that you look for in online video streaming service?
6. Who has an influence on your decision to stream video online?

#### **Part 2: Legal Online Video Streaming Consumption and Attitude**

7. What legal online video streaming service you are subscribing to?
8. How much do you pay for the service?
9. Why do you decide to purchase that legal online video streaming service?
10. Are you satisfied with service that you purchase? Why?
11. What do you think the service you are currently using should improve?
12. What do you think about the overall legal online video streaming service industry such product and service quality, price, promotion, and place?
13. Do you feel guilty about using illegal online streaming services? Why?
14. Do you think using illegal online streaming services is ethical? Why?
15. Do you think that using illegal online streaming services is unfair to video creators, casts, providers, or anyone involved? Why?
16. Are you against online video streaming piracy?
17. Would you recommend other people to purchase legal online video streaming services?
18. What do you think about illegal online streaming services?
19. What do you think about those who use illegal online streaming services?

**Part 3: Illegal Online Video Streaming Consumption and Attitude**

20. What Illegal online video streaming service you are using?
21. Why do you decide to use that illegal online video streaming service?
22. Are you satisfied with service that you are using? Why?
23. What do you think the service you are currently using should improve?
24. What do you think about the overall illegal online video streaming service industry such product and service quality?
25. Do you feel guilty about using illegal online streaming services? Why?
26. Do you think using illegal online streaming services is ethical? Why?
27. Do you think that using illegal online streaming services is unfair to video creators, casts, providers, or anyone involved? Why?
28. Do you support online video streaming piracy?
29. What do you think about legal online streaming services?
30. What do you think about those who use legal online streaming services?
31. Would you recommend other people to use illegal online video streaming services? How?
32. Would you be interested in purchasing a legal online streaming service?

**APPENDIX E**  
**IN-DEPTH INTERVIEW RESPONDENT PROFILE**

<b>No.</b>	<b>Name</b>	<b>Age</b>	<b>Occupation</b>	<b>Type of Streaming Service</b>
1.	Ms. Praewphan Premwongsa	25	Marketing Executive	Legal
2.	Mr. Thanaphat Suetrong	28	Business Owner	Legal
3.	Ms. Supasinan Pisanuwongrak	32	UX/UI Developer	Legal and illegal
4.	Ms. Patraporn Insasitra	21	Student	Legal and illegal
5.	Ms. Sirinapha Karnsomwan	34	Sales Representative	Illegal
6.	Mr. Surapol Jaruraksa	26	Credit Analyst	Illegal

## **APPENDIX F**

### **IN-DEPTH INTERVIEW QUESTIONS**

The questions for in-depth interview consists of 3 parts and 32 questions as follows:

#### **Part 1: Online Video Streaming Consumption**

1. How often do you stream videos online?
2. When do you stream videos online?
3. What device(s) do you use to stream video online?
4. What is your Internet connection speed do you use to stream video online?
5. What are the three factors that you look for in online video streaming service?
6. Who has an influence on your decision to stream video online?

#### **Part 2: Legal Online Video Streaming Consumption and Attitude**

7. What legal online video streaming service you are subscribing to?
8. How much do you pay for the service?
9. Why do you decide to purchase that legal online video streaming service?
10. Are you satisfied with service that you purchase? Why?
11. What do you think the service you are currently using should improve?
12. What do you think about the overall legal online video streaming service industry such product and service quality, price, promotion, and place?
13. Do you feel guilty about using illegal online streaming services? Why?
14. Do you think using illegal online streaming services is ethical? Why?
15. Do you think that using illegal online streaming services is unfair to video creators, casts, providers, or anyone involved? Why?
16. Are you against online video streaming piracy?
17. Would you recommend other people to purchase legal online video streaming services? How?
18. What do you think about illegal online streaming services?
19. What do you think about those who use illegal online streaming services?

**Part 3: Illegal Online Video Streaming Consumption and Attitude**

20. What Illegal online video streaming service you are using?
21. Why do you decide to use that illegal online video streaming service?
22. Are you satisfied with service that you are using? Why?
23. What do you think the service you are currently using should improve?
24. What do you think about the overall illegal online video streaming service industry such product and service quality?
25. Do you feel guilty about using illegal online streaming services? Why?
26. Do you think using illegal online streaming services is ethical? Why?
27. Do you think that using illegal online streaming services is unfair to video creators, casts, providers, or anyone involved? Why?
28. Do you support online video streaming piracy?
29. What do you think about legal online streaming services?
30. What do you think about those who use legal online streaming services?
31. Would you recommend other people to use illegal online video streaming services? How?
32. Would you be interested in purchasing a legal online streaming service?

## **APPENDIX G**

### **RESPONDENT MANUAL**

**Instruction:**

To ensure the quality of this research, please fill in the questionnaire as per instruction highlighted above each section. This questionnaire is arranged in certain format, so please complete the questionnaire in the orderly manner as well as ensuring all the questions have been answered before moving on to the next section.

**Terms & definitions:**

- Video on demand (n.) is the delivery of a movie, TV series, animation, or sport event that customers can request to watch instantly.
- Streaming (n.) is to begin viewing video clips stored on servers, without first downloading the entire file.
- Legal video on demand service is a service that provides viewing of "licensed content."
- Illegal video on demand service is a service that provides viewing of "unlicensed content."



**APPENDIX H**  
**SURVEY QUESTIONNAIRE**  
**Screening Questions**

This survey is conducted as part of Independent Study course requirement of Master's Degree Program in Marketing, Thammasat University. It is intended to study factors, attitudes, and perception associated with Thai customers' purchase decision in legal online video on demand services. The research conducted divided in to two main parts: 1) Screening Questions and 2) Survey Questionnaire. To ensure the right target's response, please answer the below screening questions prior to proceeding to the next step.

**Please select ONLY ONE CHOICE for each question. The instructions to proceed to the next questions or the end of screening questions are presented next to related answer.**

SQ 1: Is your age is equal to or more than 15 years old?

- Yes (Thank you for your time, end of screening questions.)
- No (Please proceed to SQ 2.)

SQ 2: Do you watch movies, TV Series, and animations on online video streaming services?

- Yes (Please proceed to SQ 3.)
- No (Thank you for your time, end of screening questions.)

SQ 3: Did you stream any video online in the past 3 month?

- Yes (Please proceed to SQ 4.)
- No (Thank you for your time, end of screening questions.)

SQ 4. Have you ever purchased any legal online video streaming services?

- Yes (Please proceed to Survey Questionnaire.)
- No. (Please proceed to SQ 5.)

SQ 5. Have you ever used a free trial from any legal online video streaming services?

- Yes (Please proceed to Survey Questionnaire.)
- No. (Thank you for your time, end of screening questions.)

SQ 6. Would you be interested in purchasing a legal online video streaming services?

- Yes (Please proceed to Survey Questionnaire.)
- No (Thank you for your time, end of screening questions.)

- End of Screening Questions –

Thank you very much for your time and cooperation.



## SURVEY QUESTIONNAIRE

Please check the box that best corresponds to your answer or write your answer in the provided space. Please follow each question down the survey. Most questions only require selecting ONE CHOICE unless otherwise indicated. This questionnaire will take 15-20 minutes. Please note that information disclosed in this questionnaire will be used for educational purposes only.

### Part 1: Online Video Streaming Consumption

1. How often do you normally stream videos via online video on demand services?

- |   |   |
|---|---|
| <input type="checkbox"/> Daily              | <input type="checkbox"/> 5-6 times per week     |
| <input type="checkbox"/> Once a week        | <input type="checkbox"/> Once a month           |
| <input type="checkbox"/> 2-4 times per week | <input type="checkbox"/> Less than once a month |

2. What kind of online video streaming services are you currently using?

- Legal online video streaming service
- Illegal online video streaming service
- Both legal and illegal online video streaming service

3. What are the three online video streaming services are you interested in purchasing?

- |  |  |
|--|--|
| <input type="checkbox"/> Netflix         | <input type="checkbox"/> True Movie                |
| <input type="checkbox"/> Hollywood HDTV  | <input type="checkbox"/> Hulu                      |
| <input type="checkbox"/> iFlix           | <input type="checkbox"/> LINE TV                   |
| <input type="checkbox"/> PrimeTime       | <input type="checkbox"/> Amazon Prime Video        |
| <input type="checkbox"/> Doonee          | <input type="checkbox"/> If other, please specify: |
| <input type="checkbox"/> AIS Movie Store | _____  |
| <input type="checkbox"/> HOOQ            | _____  |

### Part 2: Product/Service Attributes

4. To what extent do you agree or disagree with the following statements that each attribute makes you interested in purchasing legal online video online services?

Attributes	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
4.1 Freshness of content							
4.2 Video quality							
4.3 Audio quality							
4.4 Number of videos							
4.5 Content categorization							
4.6 Thai audio							
4.7 Thai subtitle							
4.8 Instant play							
4.9 Resume at last play							
4.10 Watching history							
4.11 Multi-devices support							
4.12 Video suggestion							
4.13 Download to watch offline							
4.14 Price							
4.15 Account sharing							
4.16 Purchase via offline channel							
4.17 Purchase via online channel							
4.18 Special discounts							

Attributes	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
4.19 Free trial period							
4.20 Bundling plan with free Internet from mobile operators							
4.21 Bundling plan with free Internet from mobile operators							
4.22 Continuous advertising of the service							

### Part 3: Attitude and Behavior

#### Attitude toward Legal Online Video Streaming Services

5. To what extent do you agree or disagree with the following statements regarding attitudes toward intention to purchase legal online video streaming services?

Statements	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
5.1 I think legal video streaming services provide the best streaming experience.							
5.2 I like legal video streaming services because there are many							

Statements	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
videos to watch.							
5.3 It is value for money to use legal online video streaming services.							
5.4 It is good that there are no annoying adverting banners in legal online video streaming services.							
5.5 I like bitrate adaptiveness technology that suits my Internet speed.							
5.6 I like that legal video streaming services provide good customer service support.							

Moral Judgment

6. To what extent do you agree or disagree with the following statements regarding moral judgment toward intention to purchase legal online video streaming services?

Statements	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
6.1 It is wrong to use illegal online video streaming services.							
6.2 I think using legal online video streaming services is ethical.							
6.3 Using legal online video streaming services is fair to the content, providers, cast, and everyone involved.							
6.4 I feel guilty to using illegal online video streaming services.							
6.5 I support people to use legal online video streaming services.							

### Part 3: Subjective Norms

6. To what extent do you agree or disagree with the following statements regarding social habit toward intention to purchase legal online video streaming services?

Statements	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
7.1 My family encourages me to purchase legal online video streaming services.							
7.2 My colleagues encourage me to purchase legal online video streaming services.							
7.3 My friends encourage me to purchase legal online video streaming services.							



#### Part 4: Perceived Behavioral Control

8. To what extent do you agree or disagree with the following statements regarding self-efficacy toward intention to purchase legal online video streaming services?

Statements	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)
8.1 It is easy to select the quality of the video by myself.						
8.2 It is easy to watch videos across my devices.						
8.3 It is easy to resume the video at where I left.						
8.4 It is easy to select Thai audio and the original soundtrack.						
8.5 It is easy to select Thai subtitle and the original language.						
8.6 It is easy to purchase the legal video streaming services.						
8.7 It is easy to download videos to watch offline.						

### Part 5: Intention to Purchase Legal Online Video Streaming Services

9. To what extent do you agree or disagree with the following statements?

Statements	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
9.1 After things considered, I <i>will</i> purchase legal online video streaming services in the future.							

### Part 6: Personal Information

10. What is your gender?

Male

Female

11. What is your age?

15-24

45-54

25-34

55-64

35-44

More than 65

12. What is your marital status?

Single

Widowed

Married or domestic  
partnership

Divorced

Separated

13. What is the highest level of education you have completed?

High school

Doctorate

Vocation/technical school

If other, please specify:

Undergraduate

Graduate

\_\_\_\_\_

14. What is the range of your individual income per month?

- |  |   |
|--|---|
| <input type="checkbox"/> < THB 15,000            | <input type="checkbox"/> THB 50,001- THB 70,000 |
| <input type="checkbox"/> THB 15,000 - THB 30,000 | <input type="checkbox"/> THB 70,001- THB 90,000 |
| <input type="checkbox"/> THB 30,001- THB 50,000  | <input type="checkbox"/> > THB 90,000           |

15. What is your occupation?

- |   |  |
|---|--|
| <input type="checkbox"/> Student            | <input type="checkbox"/> Self-employed             |
| <input type="checkbox"/> Government officer | <input type="checkbox"/> Homemaker                 |
| <input type="checkbox"/> Employee           | <input type="checkbox"/> If other, please specify: |
| <input type="checkbox"/> Freelancer         | _____  |

16. Do you live in Bangkok and vicinity?

- Yes
- If no, please specify: \_\_\_\_\_

**APPENDIX I**  
**RESPONDENT DEMOGRAPHIC**

Respondent Demographic	Frequency	Percentage
<b>Type of Online Video Streaming Services</b>		
Legal	42	21%
Illegal	26	13%
Both legal and illegal	132	66%
<b>Total</b>	<b>200</b>	<b>100%</b>
<b>Gender</b>		
Male	102	51%
Female	98	49%
<b>Total</b>	<b>200</b>	<b>100%</b>
<b>Age</b>		
15-24	29	14.5%
25-34	132	66%
34-44	38	19%
45-54	1	0.5%
<b>Total</b>	<b>200</b>	<b>100%</b>
<b>Marital Status</b>		
Single	162	81%
Married	23	11.5%
Domestic partnership	13	6.5%
Separated	2	1%
<b>Total</b>	<b>200</b>	<b>100%</b>
<b>Salary Range</b>		
<15,000	25	12.5%
15,000 - 30,000	81	40.5%
30,001 - 50,000	50	25%
50,001 - 70,000	24	12%
70,001 - 90,000	9	4.5%
>THB 90,000	11	5.5%
<b>Total</b>	<b>200</b>	<b>100%</b>
<b>Education Level</b>		
High school	5	3%
Vocation/technical school	2	1%
Undergraduate	126	63%
Graduate	63	32%

<b>Respondent Demographic</b>	<b>Frequency</b>	<b>Percentage</b>
Doctorate	4	2%
<b>Total</b>	<b>200</b>	<b>100%</b>
<b>Occupation</b>		
Student	26	13%
Government officer	27	13.5%
Employee	111	55.5%
Freelancer	6	3%
Self-employed	27	13.5%
Homemaker	1	0.5%
Unemployed	2	1%
<b>Total</b>	<b>200</b>	<b>100%</b>
<b>Residence</b>		
Bangkok and vicinity	168	84%
Outside Bangkok and vicinity	32	16%
<b>Total</b>	<b>200</b>	<b>100%</b>
<b>Residence Outside Bangkok and Vicinity</b>		
Chiang Mai	22	11%
Hat Yai	3	1.5%
Khon Khan	7	3.5%
<b>Total</b>	<b>32</b>	<b>16%</b>
<b>Frequency of Online Video Streaming Consumption</b>		
Daily	66	33%
5-6 times a week	33	17%
2-4 times a week	32	16%
Once a week	17	9%
Once a month	25	13%
Less than once a month	27	14%
<b>Total</b>	<b>200</b>	<b>100%</b>
<b>Type of Online Video Streaming Services</b>		
Legal	42	21%
Illegal	26	13%
Both legal and illegal	132	66%
<b>Total</b>	<b>200</b>	<b>100%</b>

\* Sample  $n = 200$ .

**APPENDIX J:**  
**BRANDS OF LEGAL ONLINE VIDEO STREAMING SERVICES IN**  
**THAILAND**

<b>Brand</b>	<b>Type of Online Video Streaming Services</b>							
	<b>Legal (n=42 )</b>	<b>Ran k</b>	<b>Illegal (n=26 )</b>	<b>Ran k</b>	<b>Both (n=132 )</b>	<b>Ran k</b>	<b>Tota l</b>	<b>Ran k</b>
Netflix	36	#1	20	#1	100	#1	<b>156</b>	<b>#1</b>
Hollywood HDTV	21	#3	8	#6	58	#4	<b>87</b>	<b>#4</b>
iflix	24	#2	17	#2	61	#3	<b>102</b>	<b>#2</b>
PrimeTime	15	#4	9	#5	41	#5	<b>65</b>	<b>#5</b>
Doonee	0	#10	0	#9	9	#8	<b>9</b>	<b>#10</b>
AIS Movie Store	3	#8	1	#8	16	#7	<b>20</b>	<b>#9</b>
HOOQ	7	#6	0	#9	24	#6	<b>31</b>	<b>#7</b>
TRUE Movie	1	#9	7	#7	14	#8	<b>22</b>	<b>#8</b>
Hulu	6	#7	10	#4	16	#7	<b>32</b>	<b>#6</b>
LINE TV	13	#5	15	#3	67	#2	<b>95</b>	<b>#3</b>
Amazon Prime Video	0	#10	0	#9	3	#9	<b>3</b>	<b>#12</b>
Galaxy Showtime	0	#10	1	#8	0	#10	<b>1</b>	<b>#11</b>

\* Sample  $n = 200$ .

## BIOGRAPHY

Name	MR. NATTHAPONG INPO
Date of Birth	June 27, 1988
Education Attainment	2009: Bachelor of Arts, English, Silpakorn University

