Consumer Purchase Intention for Subscription Video-on-Demand Service in Thailand

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Abstract

In the past several years, OTT platform has become increasingly popular among Thais and Subscription Video-on-Demand (SVOD) is one of the most popular business models. This research aims to study purchase intention towards subscription video-on-demand service in Thailand using perceived usefulness, perceived ease of use, subjective norms, perceived enjoyment, and perceived fee as influencing factors for investigation. A total of 450 usable questionnaires were collected via messaging application (LINE) and on Social Media (Facebook). A multiple regression was employed to identify the relationships. Four of five hypotheses were statistically significant and supported. Perceived fee was found to have negative influences on SVOD purchase intention, while subjective norms, perceived enjoyment, and perceived ease of use possess positive association. Perceived usefulness was found to have insignificant relationship. This research provides guideline in conducting SVOD-related business. SVOD platforms could increase number of subscribers by releasing price promotions or partnering with other businesses to reduce the subscription fee. Marketing campaigns should focus on creating social buzz on both online and offline media in order to increase number of subscriptions.

Keywords: Purchase intention, Technology adoption, Subscription video-on-demand

I. INTRODUCTION

People have become more reliant on the Internet, as it influences our lives in all aspects, such as decision making, working, and communicating. It is now beyond imagination to imagine a world without the Internet. At the beginning of 2020, approximately 59% of the total world population, or approximately 4.54 billion out of 7.75 billion people, had access to the Internet. Meanwhile, in Thailand, 75% of the population, or 52 million out of 69.71 million people, currently have access to the Internet, which is a 2% growth from the previous year. For the average daily time spent, Thai citizens spend an average of 9.01 hours using the Internet on any device, including 2.55 hours on social media and 3.32 hours on broadcasting, streaming, and video-on-demand. The only two subscription-based video-on-demand applications are Netflix and VIU applications, which rank numbers 2 and 8, respectively, on mobile application rankings based on consumer spending in Thailand (Kemp, 2020).

OTT services have become increasingly popular among Thai people in the past several years. OTT, or over-the-top, refers to content providers that produce streaming media directly to users via the Internet, thereby bypassing broadband, cable TV and satellite television platforms. The related content can be audio, video, and other media. The term is mainly used to describe video-on-demand streaming services such as Netflix, Hulu, Amazon Prime Video, and Disney+ (Asia Internet Coalition, 2018). The SVOD, which stands for subscription video-on-demand, is the most popular model of OTT offered by many companies in Thailand, such as Netflix, Hulu, VIU, and AIS PLAY. SVOD is a video content platform that allows instant access to a streaming library of movies, TV series, and documentaries in exchange for a monthly fee or subscription fee (Statista, 2019). Subscribers have control over what, when, and how they would like to watch content. This model can be described as a service that allows subscribers to access all available content for a small recurring fee (Elmokadem, N.A.).

According to Statista (2019), the global number of SVOD subscribers in 2018 was 508.44 million, which was an approximately 38% increase from 369.28 million in 2017. The number of SVOD subscribers is expected to reach 950 million by 2024. The SVOD global revenue doubled from 17 billion USD to 36.05 billion USD between 2016 and 2018. This exponential growth is forecasted to continue and is expected to surpass 87 billion USD in 2024 (Watson, 2019). The SVOD market in Thailand is also on the rise and is forecasted to reach 5 million subscribers in 2024; the SVOD revenue in Thailand is also on an upwards trend and is expected to hit 117 million USD in 2024 (Statista, 2019).

After being successful in the U.S. market since their release in 2006, these platforms started to scale their business models to other regions in the EU and Asia-Pacific. It is undeniable that such modeling has reshaped the global content industry. Thailand is no exception; as more players enter the market, both positive and negative impacts on different stakeholders are expected. Internet providers, content providers, producers, actors and actresses are among those who receive positive impacts due to the increasing demand for content. However, cable TV channels face higher levels of competition and decreasing demand. Moreover, advertisers who currently purchase advertisements on TV and radio would shift to purchase advertisements on AVOD services or product tie-ins in the local original content shown on SVOD platforms instead (Interactive Advertising Bureau, 2019).

It is clear that the SVOD market is projected to grow at a decent rate in terms of subscribers, market revenue, and competition and currently has an impact on many stakeholders and industries both globally and in Thailand. Further exploration of this topic will

provide clearer pictures about how to stay on top in the market, especially for the stakeholders involved.

The objectives of this research are

1. To study Thai consumers intention to purchase subscription-based video-on-demand services.

2. To identify factors that influence Thai consumers to purchase subscription-based video-on-demand services.

II. LITERATURE REVIEW

A. Theories of Technology Adoption

In the study of the adoption of technology innovation, the three most common models used include the theory of reasoned action (TRA) by Ajzen and Fishbein (1980), the technology adoption model (TAM) by Davis (1989), and the theory of planned behavior (TPB) by Ajzen (1991). These three models aim to identify behavioral intentions and actual behavior in regard to adopting technology innovation.

Ajzen and Madden (1980) used the theory of reasoned action (TRA) to predict human behaviors using attitudes and subject norms as determinants of behavioral intentions. Attitude refers to how much an individual has an attitude towards the intention, which is influenced by the beliefs and evaluations of the possibility of an outcome. If a person believes that a behavior leads to a satisfactory outcome, then a positive attitude towards that behavior is expected, and vice versa. Subjective norms or social norms are defined as the perceived social pressures that influence behavior. The TRA model takes a person's motivation to comply and perceptions into account (Fishbein & Ajzen, 1975). The relationship between attitude, subjective norms, and behavioral intention is defined as a positive relationship.

Davis (1989) modified the TRA model into the technology acceptance model (TAM), which focuses on behavioral intentions regarding technology. The TAM is used to clarify the determinants of computer acceptance based on internal beliefs, attitudes, and intentions. The two main beliefs of the TAM are perceived usefulness and perceived ease of use (Davis, Bagozzi, & Warshaw, 1989). The TAM also serves as the linkage between perceived usefulness and perceived ease of use, as perceived usefulness can also be influenced by the simplicity or difficulty of using a system (E). The word useful is described as "capable of being used advantageously"; therefore, perceived usefulness is defined as "the degree to which a person believes that using a particular system would enhance his or her job performance." Perceived ease of use, on the other hand, refers to "the degree to which a person believes that using a particular system would be free of effort" (Davis, Bagozzi, & Warshaw, 1989). Perceived usefulness and perceived ease of use lead to attitudes towards using a product. At the same time, perceived ease of use also influences perceived usefulness. Together with attitude towards using a product, perceived usefulness directly influences one's behavioral intention to use a product, which leads to actual usage (Yulihasri, Islam & Daud, 2011). Even though the TAM is the grounded model for many technology adoption studies, it has several limitations. First, perceived ease of use and perceived usefulness address only the perceived benefit component. Therefore, in later studies, the TAM model was revised by replacing perceived usefulness with perceived value. While some scholars have proposed an upgrade to the TAM, namely, the TAM 3, it has been found that separating perceived usefulness and perceived ease of use indicate that the two variables do not influence one another. An alternative model of the TAM, i.e., the value-based adoption model (VAM), which Kim et al. (2007) proposed, states that the main determinants of usage intention are two cost and benefit factors (Fernandes & Guerra, 2019).

Ajzen proposed the TPB model in 1991, which is based on the TRA model and aims to improve the predictive factor by adding perceived behavioral control as an influencing factor, while one's attitude towards behavior and subjective norm factors from the TRA model remain present. The perceived behavioral control concept originated from self-efficacy theory (SET), which refers to an individual's perceived ease or difficulty in performing a behavior (Ajzen, 1991). Bandura's social cognitive theory is a grounded concept for self-efficacy, which is defined as the conviction or confidence that a person can successfully perform a behavior (Bandura, 1997). The three factors that influence intention and behavior in the TPB model are attitudes, subjective norms, and perceived behavioral control.

In the existing research related to e-commerce purchase intentions between 2010 and 2016, the most dominant theory used was the TAM (20 out of 203 papers), followed closely by the TPB model (18 papers) and the TRA model (17 papers). The influencing factors that are widely used for e-commerce purchase intention are trust, attitude, perceived usefulness, perceived risk, satisfaction, perceived value, perceived ease of use and subjective norms (Abumalloh, Ibrahim,

Nilashi, & Abu-Ulbeh, 2018). Many related studies use the TAM and VAM models to determine the most substantial factors that influence online media purchase intentions (Fernandes & Guerra, 2019 and Youn & Lee, 2019). A summary of the context, grounded theory, measurement constructs, and findings of seven related studies under different models in the field on online content is provided in Table 1.

Each of the models has its own benefits and limitations. It is clearly visible that the TAM model is a general model that can be applied in various fields. Thus, this research paper will utilize the TAM as a ground model to identify the purchase intentions of subscription video-on-demand service platforms. Perceived usefulness and perceived ease of use are two variables that are based on the TAM model. Other cost-benefit factors from the VAM model, including perceived enjoyment as a representation of intrinsic benefit and perceived fee as a monetary sacrifice factor, are integrated into the study. Subjective norms from the TRA and TPB models will also be included as determining factors for subscription video-on-demand service purchase intention. The research framework for this study is presented in Figure 1.
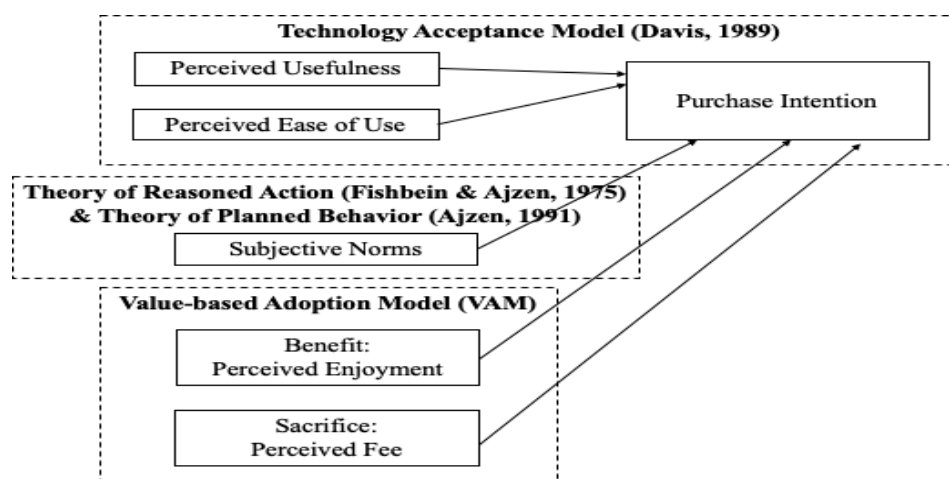

Figure 1 Research Framework

Table 1 Studies on Purchase Intention towards Online Contents

Authors	Context	Theory	Measurement Construct	Research design	Sample	Finding	Country
(Fernandes & Guerra, 2019)	Music streaming services	TAM & VAM	Technicality, perceived enjoyment, perceived fee, perceived usefulness, perceived value, gender, age	Quantitative/ SEM	Freemium music streaming users (318) Online survey	PU has significant impact on perceived value than PE, but PE improves the likelihood that influences users to continue their usage. PV and PF are two significant impacts on purchase intention, while the negative significance of PF surpasses the positive PV.	Portugal
(Youn & Lee, 2019)	Paid mobile video media	TAM & VAM	Perceived value: social, emotional, Functional perceived risk: price, technological barriers Beliefs: ease of use, usefulness	Quantitative/ CFA	Current paid mobile media service users (593) Online survey	Perceived usefulness is a major factor of technology adoption. Perceived risks negatively influence ease of use and usefulness. Users experience emotional benefits from using the service.	South Korea
(Hsiao & Chen, 2017)	E-book subscription service	TRA & perceived value concept	Perceived value: perceived content, perceived context, perceived infrastructure, perceived price Attitudes: habit, environmental concern	Quantitative/ PLS	University students who are users of MagV (popular Chinese e-book service in Hong Kong, Taiwan, and China) (375) Online survey	Perceived content is the most impactful factor towards perceived value, while environmental concern is a main attribute of attitude. Perceived value and attitude positively impact intention to pay.	Taiwan

Table 1 Studies on Purchase Intention towards Online Contents (cont.)

Authors	Context	Theory	Measurement Construct	Research design	Sample	Finding	Country
(Pongnatpanich & Visamitanan, 2016)	Music streaming service	VAM	Perceived usefulness, perceived price, perceived playfulness, perceived ease of use	Quantitative/ SEM	Online music Streaming users (400) Online survey	Key attributes of purchase intention are perceived usefulness, perceived enjoyment, and perceived fee.	Thailand
(Hsu & Lin, 2015)	Paid mobile applications	Expectation Confirmation Model (ECM) & Perceived value concept	Performance value, value-for-money, emotional value, social value, App rating, confirmation, habit, free alternatives to paid apps, satisfaction	Quantitative/ SEM	Internet users (507) Online survey	Confirmation and perceived value have a positive relationship. Value-for-money, free alternative apps, and app rating have an impact on purchase intention.	Taiwan
(Inpo, 2015)	Legal video streaming service	TPB	Attributed of legal online video streaming services, moral judgment, attitudes, aocial habit, self-efficacy	Quantitative/ SEM	Online video streaming users (200) Online survey	Key attributes of purchase intention is freshness of content, video and audio quality, and price.	Thailand
(Nguyen, 2015)	Mobile game	TAM, UTAUT, IS continuance model, Perceived enjoyment	Perceived enjoyment: design aesthetic, perceived ease of use, variety, novelty, interactivity, challenge, control	Quantitative/ SEM	Game players (220) Online survey	Design, ease of use, and novelty are main the determinants of perceived enjoyment. PEOU is closely related to perceived enjoyment.	Finland

B. Perceived Usefulness

According to Davis (1989), perceived usefulness and perceived ease of use are believed to be the foundation of user acceptance. Based on the TAM, the definition of perceived usefulness is the belief that users' effectiveness and job performance would be enhanced by operating a particular information system (Davis, 1989). In previous studies of innovative mobile systems, perceived usefulness has a direct positive influence on the intention to purchase. Together with the perceived ease of use, these two variables are believed to be the most influential aspects in acceptance of mobile services (Youn & Lee, 2019). Thus, we hypothesize as follows:

H1: Perceived usefulness has a positive effect on the behavioral intention to purchase subscription-based video-on-demand services.

C. Perceived Ease of Use

Perceived ease of use is classified as physical and mental effortlessness in regard to using something. The results from a previous study using the TAM model suggested that perceived ease of use positively influences perceived usefulness and behavioral intention. The regression model used suggested that perceived ease of use may be a contributing determinant of perceived usefulness (Kim, Chan, & Gupta, 2007). Furthermore, the more useful and easier the use of the service is, the higher the users' intention to purchase is (Li & Huang, 2009). Another study that aimed to identify the determinants of purchase intention on social media websites discovered that perceived ease of use and perceived usefulness are significant factors, with perceived ease of use having a stronger significant impact (Kian, Boon, Fong, & Ai, 2017). Thus, we hypothesize as follows:

H2: Perceived ease of use has a positive effect on the behavioral intention to purchase subscription-based video-on-demand services.

D. Subjective Norms

Both the TRA and TPB models suggest that subjective norms or social habits influence a person's behavioral intentions. Subjective norms are defined as a person's belief that the majority of society will approve of and support particular behaviors. In other words, they reflect the social habits and pressures that influence an individual to feel motivated to comply (Davis, Bagozzi, & Warshaw, 1989).

As most of the content available in SVOD services is international in nature, this research aims to see how global word of mouth or social pressure impacts Thai viewers' subscription to such services. Moreover, research on Thai consumers' purchase intentions towards legal video streaming services has suggested that subjective norms have a positive association with purchase intentions. Research interviews have shown that respondents report that friends' recommendations have a strong influent on their decisions, while family members do not possess much influence on their purchase decisions (Inpo, 2015). Thus, we hypothesize as follows:

H3: Subjective norms have a positive effect on the behavioral intention to purchase subscription- based video-on-demand services.

E. Perceived Enjoyment

Perceived enjoyment is simply described as the extent to which consumers feel pleasure from using a service (Kian, Boon, Fong, & Ai, 2017). It is considered an intrinsic benefit component within the perceived value model. Intrinsic motivation is derived from personal engagement, which is rewarding in itself. After the development of the TAM, perceived enjoyment

was added to the model, and related results have indicated that perceived enjoyment has a substantial influence on adoption intention (Nguyen, 2015). According to the VAM, this variable is also considered to be a benefit value that influences adoption intention. It has been suggested that when an individual receives instant pleasure or fun from the use of certain technology, the individual's technology adoption tends to be more extensive (Davis, Bagozzi, & Warshaw, 1989). Additionally, numerous studies in various fields have confirmed that perceived enjoyment is positively correlated with technology adoption. The higher the enjoyment level is, the higher the user's motivation to use such services more frequently is (Bedi, Kaur, & Lal, 2017). Thus, we hypothesize as follows:

H4: Perceived enjoyment has a positive effect on the behavioral intention to purchase subscription-based video-on-demand services.

F. Perceived Fee

The perceived fee is defined as the monetary sacrifice component from the VAM model. It is categorized into monetary and nonmonetary fees. Monetary sacrifice is the payment or actual price of a service, while nonmonetary costs are considered the time or effort that is spent toward the consumption of a service (Kim, Chan, & Gupta, 2007) (Kwon & Seo, 2013). In this research paper, the SVOD platform is paid for as a subscription-based pricing model, which means that a user commits a monthly payment for unlimited access to the content on the platform. Price is always a variable that has an impact on demand. The higher the subscription fee is, the less likely it is that a user will subscribe (Wang, Lin, & Wang, Shih, & Wang, 2018). According to a study that determined the main drivers of the intention to purchase music streaming services, perceived fees have a negative significant impact on perceived value. The study also concluded that the fee

is the leading aspect that impacts users' purchase decisions (Fernandes & Guerra, 2019). Thus, we hypothesize as follows:

H5: Perceived fees have a negative effect on the behavioral intention to purchase subscription-based video-on-demand services.

III. RESEARCH METHODOLOGY

A. Measurements

The evaluation of the constructs in this study was based on multi-item scales to find the relationship between the dependent variable of user intention to adopt and the independent variables of perceived usefulness, perceived ease of use, subjective norm, perceived enjoyment, and perceived fee. Each variable contains 4 measurement items. A 5-point Likert scale was used to measure the respondents' level of agreement with the statement. A value of 1 referred to 'strongly disagree', 2 referred to 'disagree', 3 referred to 'neutral', 4 referred to 'agree', and 5 referred to 'strongly agree'. Samples of measurement items are provided in Table 2.

Table 2 Samples of Measurement Items

Measurement	Sample question
Perceived Usefulness	SVOD services provide a wide variety of video content.
Perceived Ease of Use	SVOD platforms are easy to use.
Subjective Norms	My friends encourage me to subscribe to SVOD services
Perceived Enjoyment	Using SVOD services makes me feel relaxed.
Perceived Fee	Subscription fees are too high.
Purchase Intention	I will definitely subscribe to SVOD services for next 3 months.

B. Sampling and Data Collection

Since this research aims to understand what influences subscribers to subscribe to SVOD services, the target population consisted of the current subscribers of subscription video-on-demand services in Thailand. According to Statista (2019), the number of SVOD subscribers in Thailand is expected to reach 4.3 million in 2020. If a population size is more than a hundred thousand with the confidence level of 95%, the sample size to represent the whole population should be at least 400 (Yamane, 1967). Therefore, a minimum of 400 usable data was targeted for targeted for this research.

The respondents were required to subscribe to at least one SVOD platform and access their services in Thailand. The sampling method used was the convenience method. The respondents consisted of those who were available and willing to complete the questionnaire. There was no pressure for those who were unwilling to complete the questionnaire. An online questionnaire was created on Google Forms and distributed by a messaging application (LINE) and on social media (Facebook). The link was also shared on the Facebook groups of several SVOD platforms. A total of 554 questionnaires were returned. Of those, 102 questionnaires did not pass the preliminary inclusion question of subscribing to a SVOD platform, while 2 questionnaires were incomplete. Thus, a total of 450 questionnaires were considered to contain usable data.

IV. DATA ANALYSIS AND RESULTS

A. Respondents' Profiles

The majority of the respondents were female (66%), while 34% were male. The highest number of respondents (54%) were in the age group between 25-34 years old, followed by those 35-44 years old (22%). More than half of the respondents (62% of 450 respondents) were full-time employees. Regarding monthly income, 24% of the respondents earned 15,000-30,000 THB, followed closely by those who earned 30,001-50,000 THB (22%) and those who earned more than 90,000 THB (20%). Moreover, data from the screening questions showed that most of the respondents (35%) logged on to an SVOD platform approximately 6-7 times a week. The respondents usually reported subscribing to more than one SVOD platform; almost all the respondents reported subscribing to Netflix and other Western SVODs, while only some reported subscribing to local platforms such as AIS Play and True ID. Table 3 shows more detailed information about the respondents' profiles.

Table 3 Respondents' Profiles

Profile	Categories	No.	%
Gender	Female	296	66%
	Male	154	34%
Age (years)	18-24	41	9%
	25-34	241	54%
	35-44	99	22%
	45-54	41	9%
	55 and over	28	6%
Occupation	Students	37	8%
	Business owner	59	13%
	Government officer	27	6%
	Employee	277	62%
	Freelancer	27	6%
	Unemployed/Retired/Housewives	23	5%
Monthly income (THB)	Less than 15,000	43	10%
	15,000 – 30,000	107	24%
	30,001 – 50,000	101	22%
	50,001 – 70,000	77	17%
	70,001 – 90,000	34	7%
	More than 90,000	88	20%

B. Measurement Properties

Two measurements of sampling adequacy, the Kaiser-Meyer-Oikin measure and Bartlett's test of

sphericity, were used in this study. The KMO value from this research was 0.89, which was higher than the 0.6 threshold and indicated that this data set was suitable for the factor analysis method. Additionally, Bartlett's test of sphericity was significant at $\alpha < 0.001$; hence, the factorability of the matrix was assumed. Five factors were extracted from all the items measured, with factor loadings higher than 0.5 for all the items.

A reliability test was completed to confirm the consistency of the overall constructs. This ensured that the constructs were consistent and that the data were reliable. The results showed that the variables of perceived usefulness, perceived ease of use, subjective norms, perceived enjoyment, perceived fee, and purchase intention had Cronbach's alpha values of 0.72, 0.83, 0.70, 0.77, 0.87, and 0.89, respectively, which were all over the threshold of 0.7.

C. Hypothesis Testing

Multiple regression was completed to assess the ability of influencing factors (perceived usefulness, perceived ease of use, subjective norm, perceived enjoyment, and perceived fee) to predict behavioral intentions towards intention to buy subscription-based video-on-demand services. The outcomes from the multiple regression analysis are demonstrated in Table 4. The effects of perceived ease of use (H2), subjective norms (H3), perceived enjoyment (H4) and perceived fees (H5) are supported (β = 0.171, p<0.001, β = 0.220, p<0.001, β = 0.216, p<0.001, and β = -0.254, p<0.001, respectively). Out of these four influencing variables, perceived fee is the factor with the highest level of influence; it has the highest regression weight of 0.254, followed by that of subjective norms (0.220), perceived enjoyment (0.216) and perceived ease of use (0.171). However, perceived usefulness was found to have no effect on consumer intention to purchase SVOD services. The summary is provided in Table 4.

To confirm the robustness of the results, multicollinearity test was performed to ensure no correlation of independent variables. Three variables contained the VIF value of closer to 1, which indicated no correlation. The remaining two variables showed VIF value between 2-5 to demonstrate moderate correlation, yet required significant corrective measures.

Table 4 Hypothesis Testing Results

	Relationship	β	p-value	Results
H1	USE -> INT	.088	0.075	Not supported
H2	EOU -> INT	.171	0.001	Supported
H3	SJN -> INT	.220	0.000	Supported
H4	ENJ -> INT	.216	0.000	Supported
H5	FEE -> INT	-.254	0.000	Supported

V. DISCUSSION AND IMPLICATIONS

This research aims to identify factors influencing consumers' purchase of subscription video-on-demand platforms. The results provide both confirmation and surprise outcomes. As expected, perceived fees negatively influence SVOD purchase intention. In other words, as the price of an SVOD subscription fee increases, it is unlikely that users will subscribe to that SVOD service. This finding confirms previous studies that have found that perceived fees are the most significant factor in purchase intentions toward online content (Fernandes & Guerra, 2019; Pongnatpanich & Visamitanan, 2016). Another study on the adoption of the mobile Internet that used the VAM model also suggested that perceived fees and technicality factors have a more significant impact on consumer intentions than do perceived benefits such as usefulness and enjoyment (Kim, Chan, & Gupta, 2007). The results also confirm that Thai subscribers are price sensitive. Platform owners have to ensure that their subscription fee is competitive in the market. Promotional campaigns or free trial periods to attract new users and

maintain existing users could be launched. Partnering with related businesses such as smart TV brands or telecommunication companies to roll out new promotions as well as introducing a loyalty program could also generate a higher value for subscribers compared to the fee paid.

The second most significant impact on SVOD purchase intention is subjective norms. A previous study on paid mobile video media suggested that social value significantly influences perceived ease of use and perceived usefulness, which in turn influence the behavioral intentions of continuous use (Youn & Lee, 2019). This implies that social pressure can highly influence a person to subscribe to an SVOD platform. SVOD marketers could launch a marketing campaign focused on creating social buzz or viral information to encourage word-of-mouth and increase social pressure. Another idea would be to create campaigns that motivate current subscribers to invite their friends, family, and colleagues to watch platform content or subscribe to SVOD platforms and possibly introduce new campaigns that provide discount codes for users who recommend the application or its content to a certain number of friends.

The results show consistency with regard to the findings of previous research studies suggesting that perceived enjoyment significantly impacts purchase intentions, especially towards content (Nguyen, 2015; (Pongnatpanich & Visamitanan, 2016). Research on the purchase intentions of music streaming services has found that perceived value and perceived enjoyment are the two most significant factors (Pongnatpanich & Visamitanan, 2016). Thus, SVOD platforms will have to continue acquiring new content and producing original content that meets local preferences. As Thai viewers are shifting their media consumption away from traditional TV and toward online platforms, SVOD services can take this opportunity to invest in the local

production of content for Thai people. With their global knowledge of content and production, Thai producers may have content that is more enjoyable to Thai citizens. This are of growth will also benefit Thai producers and the entertainment industry in general. More local content can also attract a larger group of subscribers in Thailand.

Perceived ease of use is an important factor that influences the purchase intention of SVOD platforms. According to the TAM model, perceived usefulness and perceived ease of use can be affected by external factors and by each another. A previous study suggested that while perceived ease of use may not be the most significant factor affecting the purchase intention of music streaming services, it does impact the perceived value and purchase intentions of users (Pongnatpanich & Visamitanan, 2016). SVOD platforms are subject to being user-friendly. It is crucial that a video-on-demand service is accessible from many devices on which subscribers can watch video content anywhere and at any time. The standard user interface of the application is applied to global users; however, an interface of feature or content recommendations should be localized to meet the local preferences. According to the study results, 41% of the total respondents reported accessing an SVOD platform from a smart TV, and 28% reported accessing from a smartphone; therefore, such services should be available on most smart TVs and have a user interface and features that are suitable on all versions of smartphones.

Perceived usefulness is shown to have an insignificant positive effect on purchase intentions. According to prior studies, perceived usefulness influences perceived value and purchase intentions but is less significant than other variables, such as perceived enjoyment (Pongnatpanich & Visamitanan, 2016). A possible explanation for the outcome of perceived

usefulness being not significant is that the survey was conducted on those who are current subscribers to SVOD platforms, which means that they might overlook the importance of how beneficial such a service is.

VI. FUTURE STUDIES

For future research, an additional study of how each variable impact each of the other variables might provide interesting data. Based on the TPB model, the relationship between the three variables of attitude, subjective norms, and perceived behavioral control could be bidirectional, meaning that the variables impact one another (Sussman & Gifford, 2018). If the SVOD market is to grow and have a larger number of subscribers, it might be interesting to see how demographic data such as gender and age impact purchase intentions and continuity of use. Furthermore, while quantitative methods could provide statistical measurements, quantitative research combined with qualitative research may produce more insightful information from current subscribers that could be useful for attracting new subscribers in the future.

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