

FACTOR AFFECTING CUSTOMER SATISFACTION THROUGH VIDEO STREAMING MEDIA

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ABSTRACT

Abstract—The purpose of this research was to study the marketing factor affected customer satisfaction through Video Streaming Media of users in Bangkok. The sample used was 400 of video streaming consumers aged 13 years or over and living in Bangkok. The instrument used for data collection was a questionnaire. The statistics used in the data analysis were frequency, percentage, mean and standard deviation, including inferential statistics was multiple regression analysis. The results revealed that the marketing mix in the aspect of consumer wants and needs, consumer cost to satisfy, convenience to buy and communications can together predict customer satisfaction through video streaming media in Bangkok with statistical significance at $F=52.725$. All variables can explain the variability of customer satisfaction through video streaming media in Bangkok (R^2) accounted for 51.15 percent. The test results accept all hypothesis that consumer wants and needs, consumer cost to satisfy, and convenience to buy positively influenced customer satisfaction through video streaming media in Bangkok. The multiple regression coefficients in the aspect of consumer cost to satisfy had the highest multiple regression coefficients ($\beta = .235$), followed by convenience to buy ($\beta = .195$), and consumer wants and needs ($\beta = .168$), respectively.

Keywords— Accountant, Performance efficiency, Private company

INTRODUCTION

The advancement of technology from the past to the present has resulted in humans having a relationship with technology all along. Technology has infiltrated the evolution of various stages of life with greater comfort for humans. Tools or methods have been continually developed to suit each era, causing the technology involved in human life to change from what is needed in the basics to communicate or contact only important tasks. It has become a technology for interpersonal communication such as the telephone, the Internet and social networks as well as technology that has been used in entertainment such as online streaming. In the entertainment business, it is a medium that can express the arts of entertainment very well and play a huge role in society, where movies can create new values for society and make people open to new ideas. User can watch the video Anywhere, anytime, instantly select the content you want to watch. because there are a variety of programs to watch that cannot be viewed anywhere else and can watch repeatedly at the desired time (Thongsrikam, 2016). As results in an increase in video streaming users, make it a business for service to watch Video Streaming which is an online service focusing on facilitating service users to access movies, series and TV shows (Kenphanan & Cherdbumuang, 2020). There are many companies that have come to provide services in Thailand, including ifix, HollywoodHD, Primetime, Doonee, HOOQ, Netflix, and Disney Plus.

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

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

From entering the globalization era where consumers have more choices in consuming goods and services. Because there are many products and services to choose from in the market without having to go through an agent or middleman. Therefore, entrepreneurs must try to come up with various strategies to communicate to target consumers in order to recognize the brand. Entrepreneurs should allow the brand to sit in the minds of consumers and ultimately lead to the decision to purchase that product and service. Therefore, formulating marketing strategies may be not just the marketing mix or 4P's anymore because 4P's is just a seller's market point of view. But because marketers are now interested in the concept of consumer orientation marketing, which these elements marketers need to understand in depth. Therefore, entrepreneurs or marketers need to determine primarily from the perspective of the customer to develop a marketing plan and the direction of product consumption in the view of consumers. This is why the 4C's approach was formulated, presented by Schultz et al. (1994), which suggests that marketers should first consider the 4C's for setting the marketing mix strategy in the views of consumer orientation marketing (Lauterborn, 1990; Peppers & Rogers, 1995; Schultz et al., 1994).

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

LITERATURE & THEORY

Marketing Mix Factor

Marketing mix factor is a social and administrative process in which individuals and groups of people obtain what they need from offering and exchanging valuable products and services with other persons (Kotler & Armstrong, 2016). Marketing management aims to provide individual groups with products that meet their needs and provide value-added services to others. In the sense of management marketing is the process of planning and managing ideas about creativity in products and services, pricing, place or distribution, and promotion to create exchanges that meet the satisfaction of individuals.

At present, marketers are interested in the concept of consumer-oriented marketing. That is before producing a product for sale, one should study the target market, including details of demographics, lifestyles, consumption habits and the principles of psychology first. These elements marketers need to understand in depth. Therefore, entrepreneurs or marketers need to determine primarily from the perspective of the customer to develop a marketing plan and the direction of product consumption in the view of consumers. That is why the 4C's approach was formulated by Lauterborn (1990), which suggests that marketers should first consider the 4C's and then plan out the marketing mix (4P's).

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

they produce should be goods or services that consumers will buy to solve survival problems or help meet their various needs.

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

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

- *Communications* means a form of communication between buyers and sellers which emphasizes two-way communication rather than just communication through promotions, discounts, exchanges, giveaways, or general marketing activities. The seller should focus on communication that is easy and quick including creating awareness among consumers and create trust in the products and services of the company.

Customer Satisfaction

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

The result of customer satisfaction consists of customer complaints and customer loyalty. Customer Complaints are complaints sent to manufacturers or service providers that this group of customers still have the opportunity to become customers again if the products and services are improved. Customer loyalty is the creation of loyalty in products and services if customers are satisfied with products and services. But on the other hand, if the customer is dissatisfied with the product or service, it will have the opposite effect, which is to switch to the product and service of competitors which represents the profit of the company itself. In collecting customer complaints, both formal and informal forms of complaints are counted as for collecting data on loyalty, there are two issues which are repurchase likelihood and price tolerance.

RELATED WORKS OR DISCUSSION

Related research was used to define the conceptual framework and research hypothesis. From the literature review, the study of Outekkheng (2015) studied online marketing communication strategies of online movie streaming service providers in the online movie streaming business in Thailand, revealed that the marketing strategies for online movie streaming service providers in Thailand are all gave their opinions in the same direction. One thing is a problem for streaming movie providers is a matter of copyrighted products and pirated products. As a result, entrepreneurs need to sell better services, mainly using online channels to market to motivate

consumers to buy products or copyrighted services. The main marketing is the sale of services because the product that is sold is intangible including having quite high competitors. Therefore, operators must be aware of the differences of each service provider, resulting in the use of different services. As well as Riewpungul (2019) study the decision making among consumers regarding Netflix service usage in Bangkok metropolitan area, the results revealed that the 4C's of the marketing mix influenced decisions to use NETFLIX in Bangkok at 32.7 percent, and all factors had a positive relationship with their decision to use the NETFLIX service, with a 0.05 level of statistical significance; the most influential factor was the wants of the consumers. As well as the uses and gratification theory in terms of entertainment, information and escape influenced decisions to use NETFLIX in Bangkok at 31.0 percent, with a positive relationship with their decision to use the NETFLIX service, with statistical significance levels of 0.05. In addition, Maturapornwattana (2018), a study of attitudes and success factors of information systems that influence service satisfaction. According to each generation of Netflix, there are three factors affecting their satisfaction with the Netflix service: Net Benefits, Information Quality, and System Quality. As well as, Kenphanan & Cherdbumuang (2020) revealed that Netflix members had overall customer expectation, perceived quality, perceived value and customer satisfaction at high levels. The relationship between the factors found that customer expectation and perceived value have directly positive effect through satisfactions. In the opposite direction found that perceived quality did not influence customer satisfaction at Netflix in Thailand. From the literature review, it was found that the satisfaction of using the service is a result of the service users responding to information or news about the service provider until the need to use the service or perceived from using the service, i.e. the perception of the quality of the service perceived benefits, etc. After recognition, there will be an emotional response that is a positive response to the experience obtained from using the service, for example when using the service and liking the service, happy after using it, etc., when there is a preference for the service received. Users express their preferences through behaviors such as continued use of the service and build loyalty to the brand. In addition, a research by Yi Cui (2010) found that to successfully operate a video streaming online entertainment service business, it must pay attention to the behavior of the service users in order to be able to provide services that meet the needs of the users and create the most satisfaction in using the service. As well as the study of the study of Songpornwanich (2020) found that the satisfaction of using the movie service via streaming video Netflix of Generation Y consumers in Bangkok as a whole is at the highest level. If ordered from the highest average is the product. promotion, presentation of physical characteristics, as well as the items that are of high importance are price, distribution channels, people, and process.

METHODS

The sample group used for the questionnaire collection was Video Streaming consumers aged 13 years or over, as the Children's Online Privacy Protection Act of 1998 (COPPA) is a law enforcement against children over 13 years can use the internet freely (Kaewthong, 2019), and living in Thailand which the exact population is unknown. Therefore, the sample size was calculated using the formula of Cochran (Cochran, 1977) at a 95 percent confidence level and a 5 percent of error level. The sample was 400 people using the method of cluster sampling by selecting a sample group that is a VDO Streaming member in Thailand, who is a group of people who love watching movies or series. Then a convenient random sampling method was used to randomize the sample units from the randomized group.

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

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

RESULTS

The results of the general data analysis of the respondents found that most of the respondents were male (67.25%), aged between 21-30 years (36.5 percent), are single (75 percent), with a bachelor's degree (67.5 percent), occupation was employee in private company (36.25 percent), and have income between 30,000-50,000 baht (29 percent), use the service for the first time (38 percent), choose a premium service fee 420 baht (57.25 percent), having the ability to renew on a continuous monthly basis (74 percent), watch via Smart phone channel (47.75 percent), watch the series (36 percent) and movies (25.75 percent), type of movies was action movies (36.25 percent).

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

The analysis of the factor affecting customer satisfaction through video streaming media by using multiple regression analysis, had the statistics value as shown in Table 1.

Table 1 Multiple regression analysis of the factor affecting customer satisfaction through video streaming media in Bangkok

Variables	b	β	t	p-value
Constant	1.945	-	5.851	.000**
Consumer wants and needs	.182	.168	2.085	.047*
Consumer cost to satisfy	.245	.235	3.371	.000**
Convenience to buy	.204	.195	2.242	.034*
Communications	.122	.116	1.56	.106
R = .715, R ² = .5112 S.E.=.061, F=52.725 a maximum Eigen value=5.125				

** Significant level at .01, * Significant level at .05

The result of multiple regression analysis revealed that consumer wants and needs, consumer cost to satisfy, convenience to buy and communications can together predict customer satisfaction through video streaming media in Bangkok with statistical significance at F=52.725. All variables can explain the variability of customer satisfaction through video streaming media in Bangkok (R²) accounted for 51.15 percent. The test results accept all hypothesis that consumer wants and needs, consumer cost to satisfy, and convenience to buy positively influenced customer satisfaction through video streaming media in Bangkok. When considering multiple regression coefficients in the form of a standard score, the aspect of consumer cost to satisfy had the highest multiple regression coefficients ($\beta = .235$), followed by convenience to buy ($\beta = .195$), and consumer wants and needs ($\beta = .168$), respectively. The results of the hypothesis testing were summarized by considering the standard regression coefficient of the variable and the t value. It was found that marketing mix in term of consumer wants and needs, consumer cost to satisfy, and convenience to buy affected customer satisfaction through video streaming media in Bangkok which was consistent with the research hypothesis at a statistically significant level of 0.05. While the marketing mix in term of communication did not affect customer satisfaction through video streaming media in Bangkok which was inconsistent with the research hypothesis.

CONCLUSIONS AND FUTURE WORK

Conclusion and discussion

The results of the study on factor affecting customer satisfaction through video streaming media in Bangkok, Overall was at high level which consumer wants and needs was the highest average, followed by consumer cost to satisfy, convenience to buy and communications. There were further discussions as follows. In the aspect of consumer wants and needs, it was found that consumers could choose movies/series without commercials,

can watch movies/series with useful, creative, fun and enjoyable content, and can download movies/series, documentaries and other shows to watch without internet connection. This is consistent with the research of Songpornwanich (2020) found that consumer satisfied the service marketing mix in term of product the most that and can choose to watch movies, series and documentaries without advertising and the content is useful, creative, fun and enjoyable. Including the research of Riewpungul (2019) found that the marketing mix factors from a consumer perspective had a positive relationship with the decision to use Netflix in Bangkok which the most influential variable was consumer demand. In addition, the research of Matusornwattana (2018) study attitudes and success factors of information systems that influence the satisfaction of using Netflix in each generation found that the products that affect the satisfaction of using Netflix service was benefits, information quality and system quality.

In addition, in the aspect of consumer cost, it was found that the price packets have several price levels to choose, the price was worthwhile and reasonable, and the price of the service is cheaper than other viewing channels. As well as in the aspect of convenience to buy, the result was found that the application is beautiful, easy to understand, has a form of menus that are easy to use, with clear explanations and clear symbols and logos, beautiful, easy to notice when on the screen, and can access the service anywhere, anytime. In addition, the subscription is easy and there are many channels. The usage process is not complicated and has a clear explanation. There are various convenient payment methods, and the cancellation of membership is easy and hassle-free, including having enough variety of channels to contact for information or convenient complaints. This is consistent with research by Matusornwattana (2018), it was found that the factors affecting the satisfaction of using the Netflix service were the factors of data quality and system quality factors. Moreover, in the aspect of communication was found that there are many different public relations channels and enough regular publicity for interesting items, including there is a one-month trial of the service free of charge. This is consistent with the research of Outekkheng (2015) found that entrepreneurs mainly use online channels to market and incentivize consumers to purchase a licensed product or service and marketing strategy is the sale of services because the product that is sold is intangible.

Recommendations and future work

Results from the study, the researchers provide opinions and recommendations about marketing mix factors (4P's) that influences satisfaction in watching movies via VDO Streaming. The researcher has suggestions for each aspect that consumer satisfaction with VDO Streaming has increased as follows. In the aspect of consumer cost the research results show that the cost factor of the consumers has the greatest influence on the satisfaction of the consumer's service. Therefore, video streaming service providers should provide a package that can compete with competitors in the market, for example, with a wide range of prices depending on demographic factors and video streaming behavior. Marketers will need to use the information to set prices that are suitable for their target consumer groups and formulate marketing strategies that are more in line with the behavior of each consumer group.

In the aspect of communications, the results showed that it does not influence consumer satisfaction. Therefore, video streaming service providers should improve marketing communication strategies by implementing Integrated Marketing Communication strategies (IMC). IMC is a marketing communication to various channels that must be consistent with the information communicated until able to build credibility in those communication issues with customers instead of using just one channel for communication. IMC can divide all 5 communication channels, namely sales promotion, advertising, personal selling, public relation, direct marketing. As well as video streaming service providers should focus on direct communication with target groups and have communication channels to solve customer problems in a timely manner, such as expressing opinions through social media and sending a message for help via application.

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

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