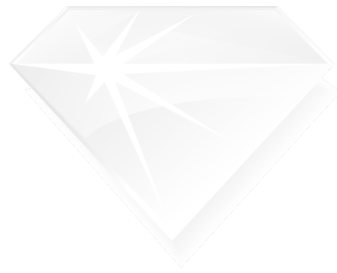


THE IMPACT OF PERCEIVED BRAND EQUITY, BRAND
PERSONALITY, AND SOCIAL INFLUENCE FACTORS TOWARDS
PURCHASE INTENTION IN THE VIDEO STREAMING SERVICE
OF GLOBAL BRANDS IN VIETNAM



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THE VIDEO STREAMING SERVICE OF GLOBAL BRANDS IN VIETNAM



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BANGKOK
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Title : The Impact of Perceived Brand Equity, Brand Personality, and Social Influence Factors towards Purchase Intention in the video streaming service of global brands in Vietnam

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The Impact of Perceived Brand Equity, Brand Personality, and Social Influence Factors towards Purchase Intention in the video streaming service of global brands in Vietnam.

Advisor: Chutimavadee Thongjeen, Ph.D.

ABSTRACT

This study investigated the impact of Perceived Brand Equity, Brand Personality, and Social Influence on Purchase Intention toward global brand video streaming services. The population was Vietnamese people who purchased or used video streaming services. The research conducted a quantitative analysis and collected 400 samples via online questionnaires. The survey used question types such as closed-ended, multiple-choice, and 5-point Likert scale questions. The statistics used were frequency, percentage, mean, standard deviation, and multiple regression. The results showed that Brand Personality and Social Influence significantly influenced Purchase Intention at the statistically significant level of 0.05. However, Perceived Brand Equity insignificantly influenced Purchase Intention towards video streaming services of global brands in Vietnam at the statistically significant level of 0.05.

Keywords: Perceived Brand Equity, Brand Personality, Social Influence, Purchase Intention, Video Streaming

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TABLE OF CONTENTS

	Page
ABSTRACT.....	iii
ACKNOWLEDGEMENT	iv
LIST OF TABLES	vii
LIST OF FIGURES	viii
CHAPTER 1: INTRODUCTION	1
1.1 The Importance and Problem of the Study.....	1
1.2 Research Questions	3
1.3 Research Objectives	3
1.4 Research Scope.....	4
1.5 Benefits of the Research	5
1.6 Definition of Terms	6
CHAPTER 2: LITERATURE REVIEW.....	8
2.1 The Background of Business Industry	8
2.2 Theories/ Academic Concepts and Other Relevant Research Articles of Perceived Brand Equity.....	9
2.3 Theories /Academic Concepts and Other Relevant Research Articles of Brand Personality	12
2.4 Theories / Academic Concepts and Other Relevant Research Articles of Social Influence.....	14
2.5 Theories / Academic Concepts and Other Relevant Research Articles of Purchase Intention	16
2.6 Relevant Research Articles	17
2.7 The Conceptual Framework	18
2.8 Hypotheses	19
2.9 Conclusion.....	19
CHAPTER 3: METHODOLOGY	21
3.1 The Type of Research and Tool	21
3.2 The Research Design.....	27

TABLE OF CONTENTS

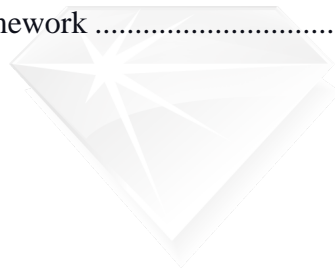
	Page
CHAPTER 3: METHODOLOGY (Continued)	21
3.3 The Quality of the Research Tool	28
3.4 The Data Collection.....	29
3.5 The Population and Sample.....	29
3.6 The Sampling Technique.....	2
3.7 The Research Procedure and Timeline.....	2
3.8 The Hypotheses Test and Data Analysis	2
CHAPTER 4: ANALYSIS AND FINDINGS	4
4.1 Analysis of demographic data	4
4.2 Analysis of Perceived Brand Equity	10
4.3 Analysis of Brand Personality	14
4.4 Analysis of Social Influence.....	1
4.5 Analysis of Purchase Intention.....	3
4.6 Analysis of the relationshi among Perceive Brand Equity, Brand Personality, Social Influence and Purchase Intention.	4
4.7 Results of the hypotheses testing.....	8
CHAPTER 5: SUMMARY, CONCLUSION AND DISCUSSION.....	9
5.1 Summary and Conclusion	9
5.2 Discussion	10
5.3 Recommendations for Implications.....	13
5.4 Recommendations for Future Research	15
BIBLIOGRAPHY.....	16
APPENDIX A: ONLINE QUESTIONAIRE.....	24
APPENDIX B: STATISTICAL OUTPUT.....	31
BIODATA.....	35

LIST OF TABLES

	Page
Table 1.1: Yamane’s Table for Sample Size	4
Table 3.1: The Questions of Brand Equity	22
Table 3.2: The Questions of Brand Personality	24
Table 3.3: The Questions of Social Influence.....	26
Table 3.4: The Questions of Purchase Intention.....	27
Table 3.5: The Range of Mean Interpretation.....	28
Table 3.6: The Total Reliability Test Results.....	29
Table 3.7: Yamane’s Table for Sample Size	1
Table 4.1: Demographic data of the 400 respondents.....	4
Table 4.2: Mean and Standard deviation of Perceived Brand Equity	10
Table 4.3: Summary Mean and Standard deviation of Perceived Brand Equity	13
Table 4.4: Mean and Standard Deviation of Brand Personality	14
Table 4.5: Summary of Mean and Standard Deviation of Brand Personality	1
Table 4.6: Mean and Standard Deviation of Social Influence	1
Table 4.7: Summary of Mean and Standard Deviation of Social Influence	3
Table 4.8: Mean and Standard Deviation of Purchase Intention	4
Table 4.9: Summary of The Developed Model	5
Table 4.10: ANOVA Results	5
Table 4.11: Correlation Results	5
Table 4.12: Model's Coefficients	6
Table 4.13: Results of The Hypotheses Testing	8

LIST OF FIGURES

	Page
Figure 1.1: Vietnam is the fastest-growing OTT market in Southeast Asia.....	1
Figure 1.2: Video streaming users in Vietnam 2017 - 2025	1
Figure 2.1: Brand Equity Model	10
Figure 2.2: Brand Personality	13
Figure 2.3: Social Influence Theory	15
Figure 2.4: Theory of Planned Behavior (Ajzen, 1991)	17
Figure 2.5: Conceptual Framework	19



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CHAPTER 1

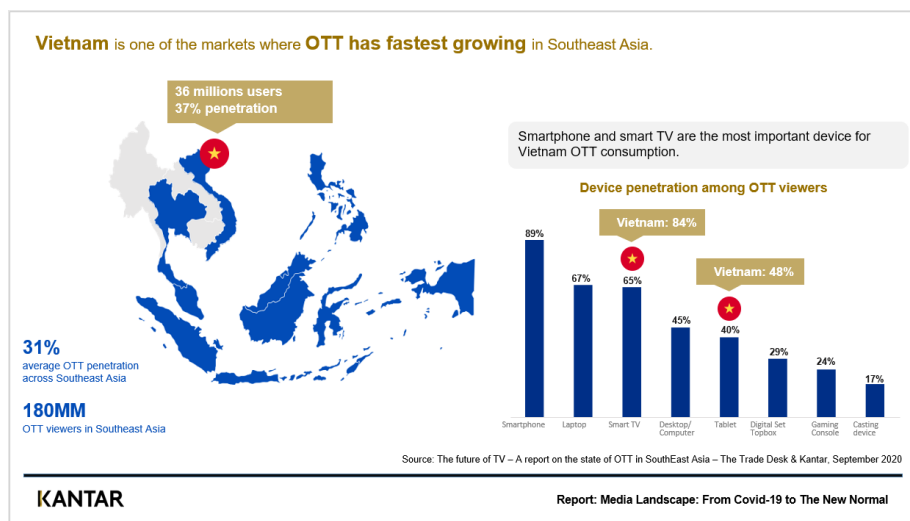
INTRODUCTION

1.1 The Importance and Problem of the Study

The rise of information technology has changed the way connecting consumers and businesses. On the one hand, people use the internet and electronic devices to satisfy their demands, such as shopping on e-commerce websites and hailing rides via application. On the other hand, businesses have recognized the consumer adoption of information technology (IT) in each aspect of living and transformed how they provide services. In particular, the Over-The-Top (OTT) industry has proliferated as a shred of evidence of this revolution. The industry refers to digital content shared and distributed via online channels, such as online videos and games, electronic journals, e-books, and digital music (Guerra & Fernandes, 2019). In the present study, the author centralizes the online video content field, also known as video streaming services, especially movie and TV shows.

Technopedia defines video streaming as a type of media streaming in which service providers constantly deliver data from a video file to a remote user over the Internet. It allows viewers to watch a video online without downloading it to a computer or device (Techopedia, 2017). In the past, movies or TV shows mostly aired on television broadcasters, and the viewers would watch within the scheduled time frame. Other producers would reach consumers by selling movies to cinemas or DVDs to retailers. Most opportunities to generate significant income in this entertainment industry occur with big producers with professional and influential backing. The development of broadband Internet has facilitated the multimedia industry to remove some distribution stages and deliver to direct viewers, creating a new service model - a video streaming service. Consumers easily access movies and TV shows anytime, anywhere with only internet-connected electric devices. It is also more accessible for people to actively control viewing time to suit personal schedules and unlimited playback (Zipin, 2021).

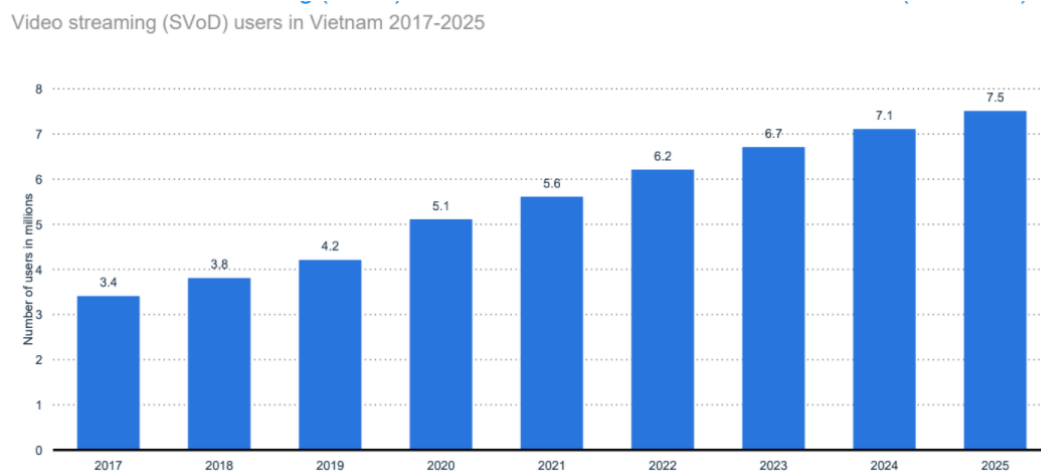
Figure 1.1: Vietnam is the fastest-growing OTT market in Southeast Asia



Source: Kantar. (2021, November 15). *Kantar – NETFLIX TĂNG TỐC CHINH PHỤC NGƯỜI DÙNG VOD VIỆT NAM, LIỆU CÓ KHẢ THI?* Retrieved from <https://www.kantarmedia.vn/vi/thong-tin-thi-truong/goc-nhin/noi-dung/netflix-tang-toc-chinh-phuc-nguoi-dung-vod-viet-nam-lieu-co-kha-thirom>

Vietnamese residents have also widely accepted the use of video streaming services. Moreover, Vietnam is one of the markets where OTT has fastest grown in Southeast Asia (Kantar, 2021). Simultaneously, time spent on these services has increased significantly, from 82 minutes per day in early 2020 to nearly 2 hours per day in the second quarter of 2021, with smartphones/tablets and smart TV enticing content being the most popular devices (Kantar, 2021). The number of people who regularly use the Internet in Vietnam is 73.2% (Kemp, 2022) and is expected to increase to 92% in 2025 (Degenhard, 2021). Hence, the demand for home entertainment is increasing, especially in Covid 19 period.

Figure 1.2: Video streaming users in Vietnam 2017 - 2025



Source: Marketreport. (2022, March 29). *Vietnam Streaming Report and Prediction 2020-2025: Vietnam*. Retrieved from <https://marketreport.io/streaming-in-vietnam-report>

In Vietnam, users of video streaming services have steadily increased over the years. In 2017, the number of video streaming users gained to 3.4 million but increased by 5.1 million in 2020 and is forecast to reach 7.5 million by 2025 (Marketreport, 2022). This rising demand not only creates opportunities but also causes high competition in the video streaming service market. While new and exclusive content is increasingly limited, many online videos content providers are involved in the OTT industry, especially movie and TV shows streaming services.

The fact that there are many cross-border movie streaming services in Vietnam, such as Netflix, Amazon from the US, or WeTV and iQIYI from China, have created a bustling market from which consumers are the main benefactors. Apart from competing with other global brands, they must compete with Vietnam-based providers. More to the point, the business model is to keep loyalty in parallel with attracting new customers because consumers must pay at fixed times, such as a year or a month. Video streaming services also face challenges persuading consumers to pay for subscriptions while a wide range of free streaming platforms exists. Therefore, marketers from each foreign brand should consider what drives consumers' intention

to purchase subscriptions and have an effective marketing campaign, grow the revenue.

The researchers believe that consumers' purchase intention will be affected by many factors that marketers should consider. The battle for brand domination of companies is one of the battles of Marketing, especially in the industrial goods market. The businesses and stakeholders have recognized that the most valuable asset to the company is the brand, and owning the prevalent brand will be the only way to stay at the top in the market (Aaker D. A., 1991). Building a solid brand obtain benefits of competitive advantages, grows the organization's cash flow, and accelerates liquidity (Miller, 2005). In line with this, Madden et al. (Madden, Fehle, & Fournier, 2006) stated that a strong brand delivers greater returns to stockholders. In 2005, Yasin et al. (Yasin, Noor, & Mohamad, 2007) also agreed that a strong brand leads to less vulnerability to competitive actions and brand extension opportunities.

Pappu et al. (2005) considered managing brand equity an essential part of the brand-building process. Brand Equity generates value not only for the business but also for customers by enhancing the interpretation and processing of the information about the product or service of a brand (Pappu, Quester, & Cooksey, 2005). More to the point, perceived brand equity can influence customers' confidence in purchasing decisions (Aaker D. A., 1991).

Equally important, according to the consumer decision-making process, the customer will gather information about the product or service before making a purchase and evaluate the alternatives. The knowledge about the brand attributes they earn in that process could lead to brand preference, which affects their purchase intention (Attor, Jibril, Chovancova, Korantwi-Barimah, & Adzovie, 2021). Customers are more conceivable to purchase a brand if its attributes are similar to their personality. Therefore, organizations or companies should attribute human characteristics to a brand name to elicit a positive emotional response from a targeted consumer segment (Rup, Gochhayat, & Samanta, Revisiting Brand Personality Attributes: Mediating Role of Brand Attitude, 2021). Shavitt (1989) noted that brand personality significantly impacts the perception and expectation of the customer's behaviors towards the product and the company (Shavitt, 1989). Lee and Kang (2013)

also found that brand personality influences consumer-brand relationships and brand choice (Lee & Kang, 2013).

Last but not least, Social Influence are also a factor that impacts purchase intention. These influences may come from the others around consumers or online reviews and then affect their opinions. The Theory of planned behavior (TPA) by Ajzen (1991) also pointed out that consumers tend to perform or not to perform the behavior under the pressure of society and consider a social factor as the second independent determinant of intention(Ajzen, 1991).

With the growth and high competition in the movie streaming industry, a study on factors influencing Vietnamese customers' intention to purchase this service should conduct for marketing strategies. The present study will give recommendations for marketers by investigating the impact of perceived brand equity, brand personality, and Social Influence factors on purchase intention.

1.2 Research Questions

- 1.2.1 Does Perceived Brand Equity have an influence on Purchase Intention?
- 1.2.2 Does Brand Personality have an influence on Purchase Intention?
- 1.2.3 Does Social Influence have an influence on Purchase Intention?

1.3 Research Objectives

The paper aims to provide a picture of Vietnam's video streaming service business, especially the TV shows and movie section, by determining the interrelationship between variables.

1.3.1 To study the impact of the Perceived Brand Equity factor comprising Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty, and Other Proprietary Assets on the Purchase Intention of video streaming services of global brands.

1.3.2 To study Brand Personality containing Sincerity, Excitement, Competence, Sophistication, and Ruggedness affecting the Purchase Intention of global brand video streaming services.

1.3.3 To study the impact of Social Influence, including Compliance, Identification, and Internalization, on the Purchase Intention of global brand video streaming services.

1.4 Research Scope

1.4.1 Population and Sample:

The primary research method for this study is a quantitative method by an online survey. The population of the present study is Vietnamese consumers using or used to purchase the video streaming services. Samples were collected from the population by non-probability sampling and convenience sampling techniques.

According to the data reported by the General Statistics Office of Vietnam (Nguyen S. , 2023), the total population of Vietnam is 99.46 million, of which 5.8 million use subscription video-on-demand platforms (Statista Research Department, 2023). Based on the Yamane table, with a population size of over 100,000, the 400 samples will be collected with a precision level of $\pm 5\%$.

Table 1.1: Yamane's Table for Sample Size

Size of Population (N)	Sample Size (n) for Precision (E) of:			
	$\pm 3\%$	$\pm 5\%$	$\pm 7\%$	$\pm 10\%$
500	A	222	145	83
600	A	240	152	86
700	A	255	158	88
800	A	267	163	89
900	A	277	166	90
1,000	A	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99

10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
100,000	1,111	400	204	100
A = Assumption of normal population is poor (Yamane, 1967).				

Source: Yamane, T. (1967). *Statistics: An introductory analysis*. New York: Harper and Row.

1.4.2 Independent Variables: Perceived Brand Equity, Brand Personality, Social Influence.

1.4.3 Dependent Variables: Purchase Intention.

1.4.4 Method of Study

This study's research method is quantitative. Collected primary data is from the survey questionnaire. Respondents answer the survey through Google Forms. The following step is to put the gathered data into statistical software for analysis and results. The population of the present study is Vietnamese consumers using or used to purchase video streaming services.

1.4.5 Tools and Statistics Used

The paper aims to study consumers' attitudes and behavior toward the variables. The survey consists of five parts with close-ended and Likert scale questions. Part one concerns personal information; parts three to five focus on behaviors and perspectives toward independent variables, and the final part concentrates on the dependent variable. Analyzing data uses the typical statistics calculation for quantitative methods by computer software: descriptive and inferential statistics (multiple linear regression analysis).

1.4.6 Time of Study:

This study was conducted from January 2022 to August 2023, and questionnaires were sent out from July 2023.

1.5 Benefits of the Research

The primary goal of conducting research is to provide information through literature reviews, theory, and scientific data to help further develop the field of study. It develops a deeper understanding of a topic or concept to uncover critical cases and identify gaps in existing cases. Furthermore, it allows the researcher to develop a strong background, whether agreeing or disagreeing with previous studies. In this study, the author investigated the well-known concept of purchase intention for a global brand of video streaming service. The purpose of this article is to gain a better understanding of consumer behavior in video streaming services. Following that, industry brands will develop appropriate marketing strategies, resulting in competitive advantages.

Students from Marketing can reference this study to have insight into the streaming service. They can gain more knowledge about other national situations. This paper also serves consumers as the report summarizes what brands are dominating the market and adapting their lifestyles. Marketers probably use statistics as secondary data to serve their workings. Moreover, this paper is a reference source for businesses that want to penetrate Vietnam. These businesses could be entertainment producers or new streaming service providers. Vietnamese enterprises also can utilize this paper to research strategies to be a global brand and expand the business or at least know what needs to improve for consumers' better experiences.

This paper still has several limits, so that this present study will be a foundation for future research. The framework can test under different contexts with various theories. This paper constructs a part of the brand marketing and entertainment industry.

1.6 Definition of Terms

Over-the-Top: OTT (over-the-top) the new delivery method of film and TV content over the internet whenever we want, across many different devices, without the need for traditional broadcast, cable or satellite pay - TV providers. In simple terms, OTT streaming means paying an internet provider, like Xfinity, for internet access to watch Netflix, without paying for cable TV (Endavo, n.d.).

Video Streaming Service: *Video streaming* as a type of media streaming in which service providers constantly deliver data from a video file to a remote user over

the Internet. It allows viewers to watch a video online without downloading it to a computer or device (Techopedia, 2017).

Perceived Brand Equity: “Brand equity is a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to its customers” (Aaker, 1991). Perceived Brand equity as Brand Equity in the consumer-based approach concentrates on consumers' knowledge about the brand. In this research, the author focuses on the customer-based perspective (Moradi & Zarei, 2011).

Brand Personality: A personalized brand can comprise the characteristics of a human being. Enterprises attribute those human traits to their brand to impact and stimulate customers' emotions on purchase decisions. In other words, brand personality is the group of human characteristics a brand comprises and is the attribution of psychological, emotional, behavioral, and intellectual patterns associated with a brand. It is the illustration of a brand on humanitarian grounds (Rup, Gochhayat, & Samanta, Revisiting Brand Personality Attributes: Mediating Role of Brand Attitude, 2021).

Social Influence: Social Influence is defined as change in an individual's thoughts, feelings, attitudes, or behaviors that results from interaction with another individual or a group (Rashotte, 2007).

Purchase Intention: Intention measures the willingness of a person to engage in a particular behavior and make an effort to do so. Specifically, with respect a purchase behavior, *purchase intention* refers to the willingness of an individual to buy an item. Indeed, it can use the customers' shopping intentions to assess how the business operates (Doan, 2020).

CHAPTER 2

LITERATURE REVIEW

This chapter will summarize the literature that is relevant to research project, bringing out where the gaps in the literature are, and how the research helps to fill in one or more of these gaps. For the research project, entitled “**The Impact of Perceived Brand Equity, Brand Personality, and Social Influence Factors towards Purchase Intention in the video streaming service of global brands in Vietnam**” can be divided into 9 elements. They are as follows:

2.1 The Background of Business Industry

2.2 Theories/Academic Concepts and Other Relevant Research Articles of Perceived Brand Equity

2.3 Theories/Academic Concepts and Other Relevant Research Articles of Brand Personality

2.4 Theories/Academic Concepts and Other Relevant Research Articles of Social Influence

2.5 Theories/Academic Concepts and Other Relevant Research Articles of Purchase Intention

2.6 Relevant Research Articles

2.7 The Conceptual Framework

2.8 Hypotheses

2.9 Conclusion

2.1 The Background of Business Industry

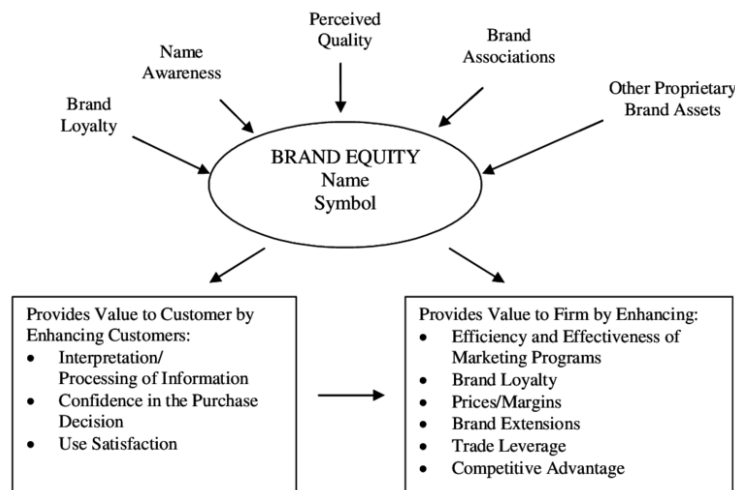
Vietnam has been a potential and promising market for OTT platforms since 2019, especially video streaming. The number of on-demand video streaming subscribers rose by more than one million to about 5.6 million in 2019. Expect this number will advance to around 7.7 million by 2027. As reported in 2020, an average person in the country spent approximately seven hours on the Internet and almost three hours on broadcast TV and video streaming during the coronavirus lockdowns. Being stuck at home increases the demand for entertainment content, leading to skyrocketing requirements for free and paid OTT media services, particularly for

young grown-ups. In 2021, the significant development of the on-demand video streaming industry brought back about 160 million dollars of revenue (Statista, 2022). The top 5 leading brands that dominate the market of video content streaming in Vietnam in the second quarter of 2021 are as follows: FPT Play (25%), Netflix (21%); VTV Go (13%); My TV (8%); K+ (6%); Vettel TV (5%), according to Vietnam Streaming Report and Prediction 2020-2025. Netflix is the only foreign brand that ranks among these prominent local providers and has claimed second place (Marketreport, 2022).

2.2 Theories/ Academic Concepts and Other Relevant Research Articles of Perceived Brand Equity

Brand Equity has become popular since advertising practitioners were involved in this area in the 1980s. Academic researchers approach this concept in two ways: from a financial and customer-based perspective. Recently, the definition of Brand Equity in the customer-based context has been widespread, and many other scholars measured its effect on brand preference, purchase intent, and brand alliances (Chieng & Lee, 2011). The customer-based Brand Equity assesses the consumer's response to a brand name (Aaker, 1991). Aaker (1991) also defines *Brand Equity* as "a set of brand assets and liabilities linked to a brand, its name, and symbol that add to or subtract from the value provided by a product or service to a firm or to that firm's customers." They can help consumers perceive the value of products and brands. This perception also can affect consumers' confidence in purchase decisions. Aaker (1991) has reviewed and proposed a framework comprising five dimensions to measure Consumer Perceived-Brand Equity: Brand loyalty; Brand awareness; Perceived quality; Brand associations; Other proprietary brand assets (Aaker, 1991).

Figure 2.1: Brand Equity Model



Source: Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. New York, United States of America: Free Press.

2.2.1 Brand awareness

Brand awareness refers to the ability of potential consumers to recall or recognize a brand when it comes to a particular product or service category. It is a link between brand and product type. Aaker (1991) suggests a pyramid dividing Brand awareness into three levels from bottom to top: Brand Recognition, Brand Recall, and Top-of-Mind. The lowest Level-Brand Recognition is when buyers identify or hear about the brand before among the alternatives. The next level, Brand Recall, reflects buyers naming a brand about a specific product when asked. The first brand name that appears in the mind of consumers will reach the top level, Top-of-Mind. In other words, this brand is leading among competitive brands in consumers' minds. Aaker (1991) also mentions a higher level which is a dominant brand. The brand at this level corresponds to it accounting for the highest percentage of consumers when asked (Aaker, 1991).

2.2.2 Brand associations

Brand association refers to anything "linked" in memory to a brand. It could be a consumer segment, a symbol, feelings, images, a product characteristic, a lifestyle, an object, or an activity. A robust association will support the brands' positioning in the market and differentiate the brand from others. Aaker (1991)

classified eleven associations: product attributes, intangibles, customer benefits, relative price, use/application, user/customer, celebrity/person, lifestyle/personality, product class, competitors, and country/geographic area. These associations contribute to creating value for the brand and consumers, which helps to process/retrieve information, differentiate the brand, generate a reason to buy, create positive attitudes/feelings, and provide a basis for extensions (launching a new product or service) (Aaker, 1991).

2.2.3 Perceived quality

Perceived quality reflects customers' perception of a product or service's overall quality or excellence regarding its intended purpose, comparable to others. This factor is a consumer judgment that is intangible, feeling about the brand. It will straightly affect purchase decisions and brand loyalty. It is necessary when a buyer needs more motivation or capacity to analyze complex information (Aaker, 1991). Quality characteristics of products underly a brand is a foundation for the customer to assess the quality of an unknown product (Chieng & Lee, 2011). Therefore, there needs to be a comprehension of the relevant quality traits related to Brand Equity. Aaker (1991) divided quality dimensions based on two contexts which are the product and service contexts. This study will mainly use dimensions in the service context because the subject is streaming service providers. Several quality dimensions in service businesses are Competence, Reliability, Tangibles, or some dimensions concerning the interaction between service providers and customers, such as Responsiveness, Empathy, Credibility, Trustworthiness, and Courtesy (Aaker, 1991).

2.2.4 Brand loyalty

Brand loyalty is a dimension measuring a consumer's attachment to a brand. Brand loyalty has always been a significant subject in the marketing area. It also indicates Brand Equity, which connects to future profits since Brand loyalty straightly corresponds to future sales. Brand loyalty reflects how consumers can change their options to another competitive brand, especially if the brand has some modifications, such as price or product components. Aaker (1991) suggested a series of five levels of loyalty, from the lowest level to the highest level: Switchers/Price sensitive Indifferent - No Brand Loyalty, Satisfied/Habitual Buyer No reason to change,

Satisfied Buyers with switching costs, Likes the brand - consider it a friend, Committed Buyer. In which the first level means there is no such loyalty to any brand. The buyers consider every brand adequate. The second level reflects purchasers' satisfaction or no dissatisfaction with the brand. They purchase the brand as a habit because they have no reason to change. In the third level, besides satisfaction, customers keep purchasing from a particular brand to avoid switching costs, such as money or time. In the fourth level, purchasers spend preference for the brand, and it is about the feeling or emotional attachment. The final level reflects that buyers feel pride when using the brand and are ready to recommend it to others (Aaker, 1991).

2.2.5 Other proprietary assets

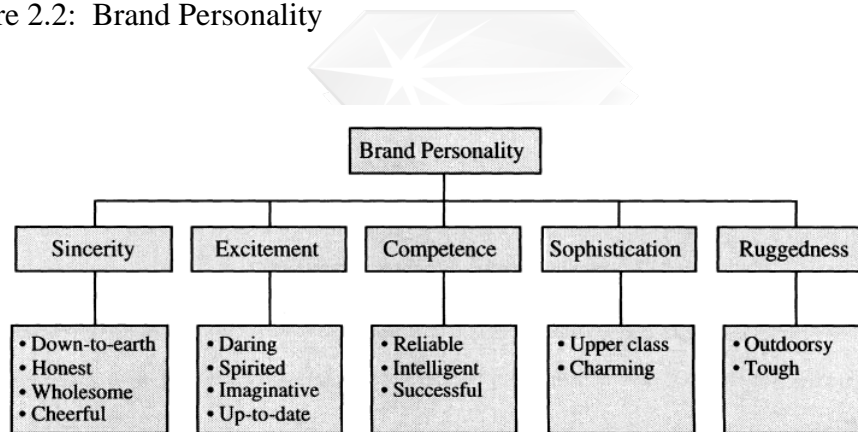
This dimension refers to several proprietary brand assets such as patents, trademarks, and channel relationships. According to Aaker (1991), brand assets will be most priceless when they aid in protecting the brand from competitors. A patent, for instance, can affect consumer choice and prevent competitors' imitation (Aaker, 1991). In other words, other proprietary can comprehend as competitive advantages. Some competitive benefits indicators include price/cost, quality, delivery dependability, product innovation, and time to market. Apart from it, in this study, this dimension can correspond to licensed film or original content in the video streaming service, especially movie and TV shows segment. Service providers have stepped up the game by competing over original content. Recently, Netflix has owned some legendary movies and TV shows across many nations produced and invested in by itself, such as *Bridgerton* and *Squid Game*. The more proprietary rights the brand owns, the more significant opportunities the brand will gain competitive advantages in the market (Aaker, 1991).

2.3 Theories /Academic Concepts and Other Relevant Research Articles of Brand Personality

The concept of Brand personality is "*the set of human characteristics or personality dimensions associated with the brand*" (Aaker, 1997). Shavit (1989) argued that the brand personality factor plays a significant role in developing the perception and expectation of the customer's behaviors towards the product and the company. Biel (1992) also stated that Brand personality influences consumers' appraisals in

purchase intention. Consumers often relate to their selves when they perceive a brand. Therefore, their personality affects brand perceptions, and they tend to buy brands whose human characteristics are congruent with their personality and fit their self-image (Wijaya, 2013). Aaker (1997) provided a structure consisting of five factors: Sincerity, Excitement, Competence, Sophistication, and Ruggedness. Human traits can integrate into the brand over learning and experiences. Brand personality has aid furthermore consumers in differentiating among the numerous brands (Attor, Jibril, Chovancova, Korantwi-Barimah, & Adzovie, 2021).

Figure 2.2: Brand Personality



Source: Aaker, J. L. (1997, August). Dimensions of Brand Personality. *Journal of Marketing Research*, 34(3), 347-356.

2.3.1 Sincerity

This dimension concerns the brands that embody honest, wholesome, cheerful and down-to-earth attributes. It refers to brands that approach consumers honestly and make them feel secure. These brands can meet consumers' expectations and ensure to keep promises (Bhasin, 2022).

2.3.2 Excitement

That brand personality category aims to reach a young audience with the youthfulness and enthusiasm that survives in them. These attributes include daring, spirited, imaginative, and up-to-date. The marketing strategy is to create excitement and meet consumers' expectations playfully (Mandal, 2021).

2.3.3 Competence

Competence includes traits that are reliable, successful, and intelligent. The brand considers competence as often leading in the industry and makes consumers depend on it (Bhasin, 2022).

2.3.4 Sophistication

The brand can express its personality as upper-class, charming, elegant, and style. The brand can express sophistication through price points, design of products, service process, and excellent marketing. They impress customers with prestige, offering superior service and products and delivering customers the best experiences. This dimension indicates sophisticated, pleasant, stylish, and energizing. (Bhasin, 2022).

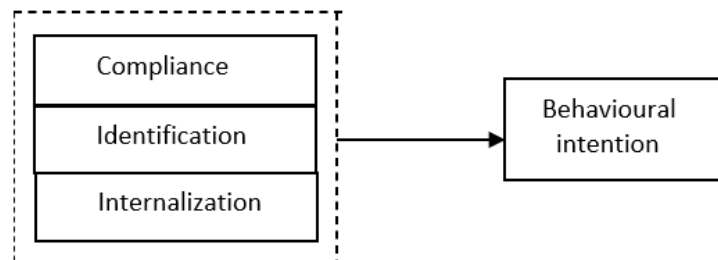
2.3.5 Ruggedness

The brand attaches outdoorsy, challenging characteristics to its image. Products of these brands have endurance with frequent use over time. Likewise, their main customers love to take risks, adventure, and link to nature. Several traits of this dimension are strength, muscularity, authentication, and hard-working. (Mandal, 2021).

2.4 Theories / Academic Concepts and Other Relevant Research Articles of Social Influence

Venkatesh (2012) conceptualized Social Influence as "*... the degree to which an individual perceives that important others believe he or she should use the new system.*" Kelman (1958) also introduced Social Influence Theory and presented three psychological processes: Compliance, Identification, and Internalization. The Social Influence Theory, regarded as the most suitable model of social influence processes able to apply in diverse service industries, has found furthermore that have an impact on behavior intention. The model suggests that Social influence occurs when social groups influence customers' attitudes and actions. Researchers have investigated the effect of the Social Influence theory model in different areas, such as web-based communication and network externalities (Naqvi, Jiang, Miao, & Naqvi, 2020).

Figure 2.3: Social Influence Theory



Source: Yi, G., Zainuddina, N. M., & Bakara, N. A. (2021, June). Conceptual Model on Internet Banking Acceptance in China with Social Network Influence. *INTERNATIONAL JOURNAL ON INFORMATICS VISUALIZATION*, 5(2), 177-186.

2.4.1 Compliance

Kelman (1958) considered compliance "*the process whereby the individual's behavior is influenced by compliance when implemented under surveillance.*" Before deciding to use technology, users often reference secondary information from their peer group. In the compliance process, the individual would be rewarded and earn the desired response when he or she complies. Because individuals have no user experience, compliance is the first stage of making decisions. Potential users will rely on usual subject norms, including friends and chat groups, to decide whether to use or not (Kelman, 1958).

2.4.2 Identification

The literature implies that Identification is essential for creating group cohesiveness and preserving customs. The identification factor explains how individual behavior is affected by the social community. Kelman (1958) stated that users probably choose particular technologies because they want to preserve a strong network and gratify the expectations of their peer group. Moreover, individuals are influenced or admired by respected celebrities to use technology. After associating with the more extraordinary group, Identification regards individuals can have a psychological process by which a person assimilates and accepts certain features of social identity. Hence, Identification becomes the individual's connection with a particular group (Yia, Zainuddina, & Bakar, 2021).

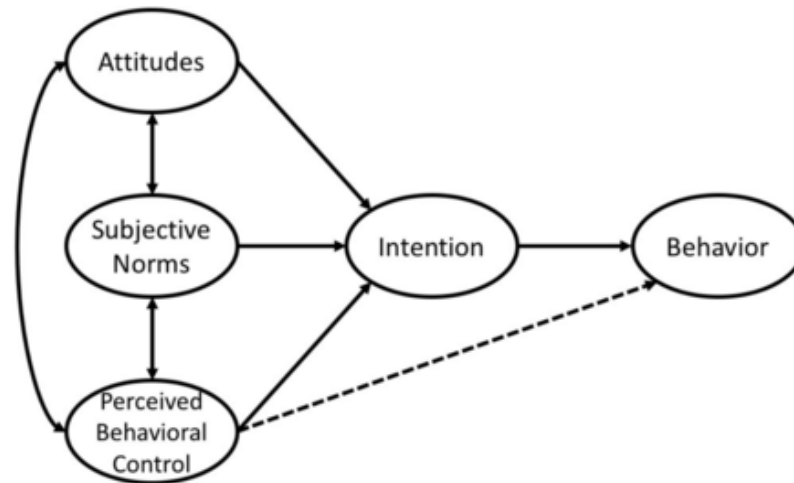
2.4.3 Internalization

Internalization reflects the influence a consumer feels when they observe that the views of others are in agreement with their own. Researchers found that consumers' social behavior could influence internalization (Naqvi, Jiang, Miao, & Naqvi, 2020). Internalization refers to group norms that other members in a group share, such as values and beliefs. Then individuals adopt these group norms as personal norms. In an Internalization process, people appreciate and adopt specific technology compatible with their belief systems (Yia, Zainuddina, & Bakar, 2021). Kelman (1958) also declared that internalization influences the users' behavior through group norms from other people.

2.5 Theories / Academic Concepts and Other Relevant Research Articles of Purchase Intention

Purchase Intention is consumers' real Intention toward the products for buying (RAI, 2021). The intention factor is the critical factor that has the most significant influence on actual behavior (Sardanelli, Vollero, Siano, & Bottoni, 2019). According to the Theory of Planned Behavior: TPB (Ajzen, 1991) or Theory of Reasoned Action: TRA (Ajzen & Fishbein, 1980), Intention can use to predict consumers to perform a particular action. In this study, it is a purchase behavior (Sentosa & Mat, 2012). Using the Intention factor to determine consumers' minds is more effective than behaviors because there are limitations in stimulations with final and actual behavior. Different studies have proved the correlation between purchase intention and actual purchase behavior (Hajipour, Bavarsad, & Zarei, 2013).

Figure 2.4: Theory of Planned Behavior (Ajzen, 1991)



Source: Ajzen, I. (Ed.). (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50, 179-211.

TRA model determines attitudes and subjective norms as the fundamental indicators of Intention to perform a specific behavior (Sardanelli, Vollero, Siano, & Bottoni, 2019). Meanwhile, the TPB identifies attitude, subjective norms, and perceived behavior control as four determinants of Intention and internet purchasing behavior (Sentosa & Mat, 2012). These models are popular in studies concerning information systems or online purchasing behaviors, such as Internet banking, online bookstores, digital music, pirated digital content, use of social media for transactions, and access to online movies legally. In 2019, Sardanelli, Vollero, Siano, & Bottoni (2019) modified TPA models to study factors impacting the intention to subscribe to movie streaming services. This paper provides policymakers and industry managers with an understanding of the marketing communication strategies necessary to minimize the risk of digital piracy (Sardanelli, Vollero, Siano, & Bottoni, 2019).

2.6 Relevant Research Articles

2.6.1 Perceived Brand Equity and Purchase Intention

Arshad and Victor (2020) explored the relationship between Brand Equity and Purchase Intention in the retail industry. The research aims to determine how Aaker's Brand Equity model influences customers' purchase intention of branded shoes. The

population of this study is local students in the retail sector within the Kingdom of Bahrain. The research is quantitative and collects 385 students. The findings show that Brand Equity is highly essential for Purchase Intention (Arshad & Victor, 2020).

2.6.2 Brand Personality

Mao, et al., (2020) research to understand customers' purchase behavior toward smartphone choices among competitive brands. They suggest a framework comprising flow theory, brand image, brand communication, brand identity, and brand personality to examine purchase intention. The authors collect and analyze data from 1377 smartphone users in China. The outcome showed that flow experience, brand image, brand communication, brand personality, and brand identity directly or indirectly explain purchase intention (Mao, et al., 2020).

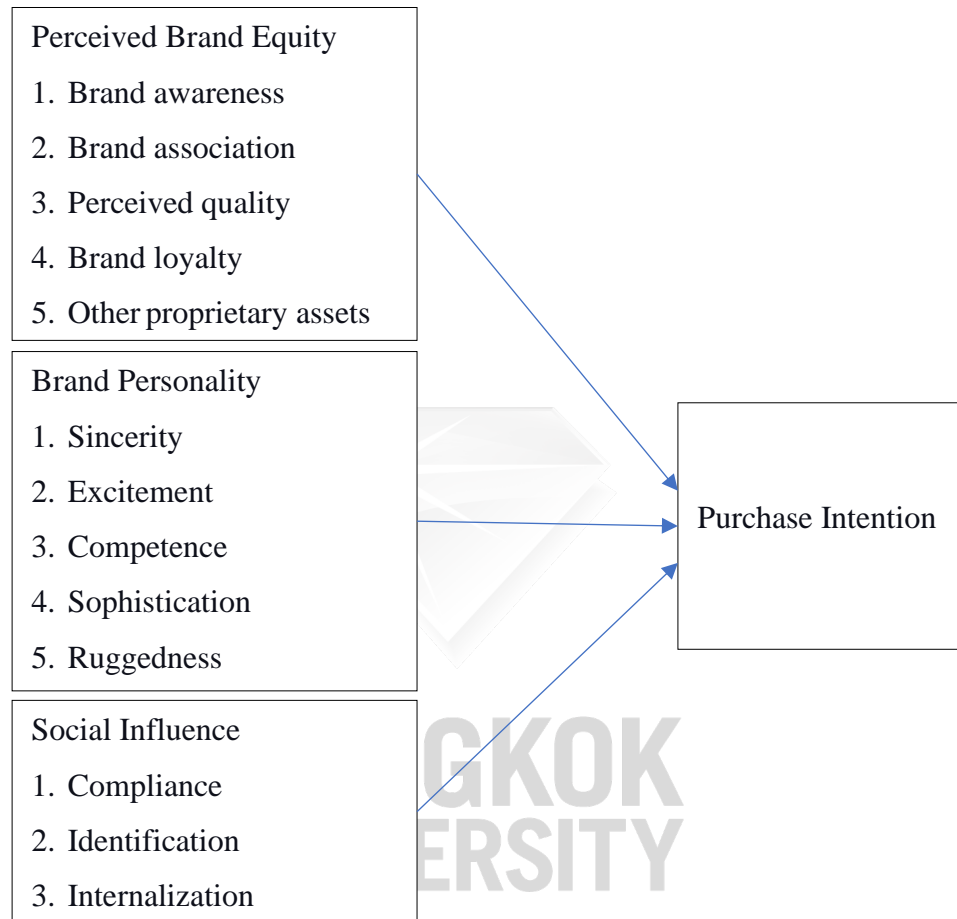
2.6.3 Social Influence

Doan (2020), the paper's author, examines factors influencing the online purchase intention of Vietnamese. The research uses the Unified Theory of Acceptance and Use of Technology (UTAUT) comprises four independent factors in which there is Social Influence. The survey collected a sample of 204 answers and revealed that Social Influence has the most significant influence on online purchase intention (Doan, 2020).

2.7 The Conceptual Framework

After reviewing all theories and previous research, the study proposes the final hypothesized structural model, as shown in Figure 2.5. The model showcase interrelationships between variables of this research. The paper hypothesizes that factors comprising Perceived Brand Equity, Brand Personality, and Social Influence are independent variables affecting Purchase Intention in the video streaming service of global brands in Vietnam. Purchase Intention is the dependent variable in this study. Each independent variable, furthermore, has a set of sub-variables that interpret it.

Figure 2.5: Conceptual Framework



2.8 Hypotheses

H₁: Perceived Brand Equity influences Purchase Intention

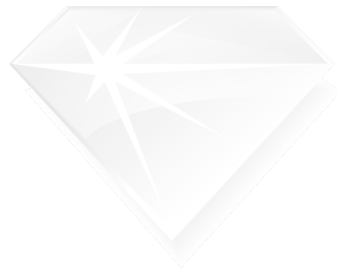
H₂: Brand Personality influences Purchase Intention

H₃: Social Influence influences Purchase Intention

2.9 Conclusion

Chapter 2 reviews relevant theories and previous research on the dependent and independent variables of Vietnamese attitudes and behaviors toward global brands of video streaming services. The first variable mentioned is Brand Equity comprises five dimensions: Brand Loyalty, Brand Awareness, Brand Associations, Perceived Quality, and Other proprietary assets. The subsequent independent variable is Brand Personality, which includes five factors: Sincerity, Excitement, Competence,

Sophistication, and Ruggedness. The final independent variable is Social Influence which suggests three influence processes: Compliance, Identification, and Internalization. The paper will explore the impact of these independent variables on Purchase Intention among Vietnamese, the dependent variable in this study.



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CHAPTER 3

METHODOLOGY

The following chapter primarily describes the research design, research tools, questionnaire construction, and the collecting data processing. The author also illustrates content validity and reliability tests in this part.

Accordingly, chapter 3 breaks out into eight parts following as:

- 3.1 The Type of Research and Tool
- 3.2 The Research Design
- 3.3 The Quality of the Research Tool
- 3.4 The Data Collection
- 3.5 The Population and Sample
- 3.6 The Sampling Technique
- 3.7 The Research Procedure and Timeline
- 3.8 The Hypotheses Test and Data Analysis

3.1 The Type of Research and Tool

The current study follows quantitative analysis, which includes data expressed in numerical value. The paper uses primary and secondary data from the survey and applies statistical probability to analyze data.

The survey of the present study mainly uses questionnaires distributed randomly to objects. Questionnaires comprise five sections to investigate and assess respondents' behavior and attitude toward video streaming services of global brands.

The first section requires demographic and personal information such as age range, marital status, gender, monthly income, profession, and education level. Moreover, there are six questions about consumer behaviors, such as have they ever paid for video streaming service, which brands of video streaming services have they paid for, whom do they want to watch with, devices that they use to watch streaming services, how much time they spend on service providers, and which function do they wish the video streaming service to improve. The type of question to use in this section is a closed-ended question, yes/no question, or multiple choice.

The questions from second section to final section use Likert's 5-point scale to assess the respondents' attitudes toward variables. The questions require survey participants to assess based on a 5-value scale representing a level range from 1 - Least Agree to 5 – Completely Agree toward each question regarding variables. Those variables that need to measure in the paper are Perceived Brand Equity, Brand Personality, and Social Influence.

More details, Perceived Brand Equity includes five dimensions as five sub-variables. These are Brand awareness, Brand association, Perceived quality, Brand loyalty, and Other Proprietary Assets. This variable has 15 questions in total, presented in Table 3.1.

Table 3.1: The Questions of Brand Equity

No.	Variable	Item	Reference
1	Brand awareness	1. I am aware of foreign brands of video streaming services. 2. I can recognize foreign brands among competing video streaming service brands. 3. I know what foreign brands of video streaming services look like.	(Jalilvand, Samiei, & Mahdavinia, 2011)
2	Brand association	1. I can quickly remember some characteristics of video streaming services. 2. I can quickly recall the logo or symbol of foreign brands of video streaming services.	
3	Perceived quality	1. It is likely that the quality of video streaming services of foreign brands is extremely high. 2. The likelihood that video streaming services of foreign brands are reliable is very high. 3. Video streaming services of foreign brands must be of excellent quality.	

(Continued)

Table 3.1 (Continued): The Question of Brand Equity

No.	Variable	Item	Reference
4	Brand loyalty	1. Video streaming services of foreign brands would be my first choice. 2. I consider myself loyal to foreign brands' video streaming services. 3. Video streaming services of foreign brands are one of the preferred brands I want to buy.	(Jalilvand, Samiei, & Mahdavinia, 2011)
5	Other Proprietary Assets	1. Compared with competitors, the price of video streaming services from foreign brands are affordable. 2. Compared with competitors, video streaming services from foreign brands provide many kinds of content at the same time. 3. Compared with competitors, video streaming services of foreign brands provide many new and exclusive contents. 4. Compared with competitors, video streaming services of foreign brands introduce new content faster.	(Xu, Yang, & Ren, 2020) (Li, Ragu-Nathan, Ragu-Nathan, & Rao, 2006)

The subsequent variable is the Brand Personality comprising five traits as five sub-variables: Sincerity, Excitement, Competence, Sophistication, and Ruggedness. The total number of questions used to measure this variable is 19, and lie in Table 3.2.

Table 3.2: The Questions of Brand Personality

No.	Variable	Item	Reference
1	Sincerity	1. Video streaming services of foreign brands present truthful and accurate information to users. 2. Video streaming services of foreign brands meet the terms they promise. 3. Video streaming services of foreign brands keep their brand reputation by doing what they advertised.	(Taheri, Gannon, Cordina, & Lochrie, 2018) (Shimul, Phau, & Lwin, 2019)
2	Excitement	1. Video streaming services of foreign brands are exciting. 2. I am heavily into watching movies or shows on video streaming services of foreign brands. 3. I am enthusiastic about content on video streaming services from foreign brands. 4. I am passionate about video streaming services from foreign brands.	(Liu, Huang, Hallak, & Liang, 2016) (So, King, & Sparks, 2014)
3	Competence	1. I can watch content on video streaming services of foreign brands in many languages. 2. I can watch content on video streaming services of foreign brands on many devices. 3. Video streaming services of foreign brands have many famous movies and shows.	(Liu, Huang, Hallak, & Liang, 2016)

(Continued)

Table 3.2 (Continued): The Questions of Brand Personality

No.	Variable	Item	Reference
3	Competence	<p>4. The contents of video streaming services of foreign brands are creative.</p> <p>5. Many TV shows and movies with favored superstars are on video streaming services of foreign brands.</p> <p>6. Video streaming service of foreign brands is successful.</p>	(Marin-Garcia, Pérez-Peñalver, & Watts, 2013)
4	Sophistication	<p>1. Video streaming services of foreign brands use several criteria in selecting movies to keep their brand.</p> <p>2. Video streaming services of foreign brands have many different types of services for their customers.</p> <p>3. Video streaming services of foreign brands have various products for every generation of customers.</p>	(Paré & Sicotte, 2001)
5	Ruggedness	<p>1. Video streaming services of foreign brands have high competition for their brand.</p> <p>2. Video streaming services of foreign brands face difficulty setting signal in foreign country.</p> <p>3. Video streaming services of foreign brands have higher costs than local brands.</p>	(Tsauro, Lin, & Liu, 2013)

Section 3 is the position of the Social Influence variable. This variable possesses three sub-variables: Compliance, Identification, and Internalization. There are 9 questions to measure this variable, as displayed in Table 3.3.

Table 3.3: The Questions of Social Influence

No.	Variable	Item	Reference
1	Compliance	1. My parents think I should buy video streaming services from foreign brands. 2. My partners think I should buy video streaming services from foreign brands. 3. My friends think I should buy video streaming services from foreign brands.	(Cheng, Fu, & Le, 2011)
2	Identification	1. I am proud to be a member of this video streaming service community. 2. Using the video streaming service of foreign brands gives me a strong feeling of belonging to a group. 3. If I buy a video streaming service, I will purchase video streaming services recommended by celebrities or favorite people I follow.	(Hsu & Lin, 2016) (Jiménez-Castillo & Sánchez-Fernández, 2019)
3	Internalization	1. Foreign actors make me like to watch them on foreign brand video streaming services. 2. Foreign movies make me want to watch them on foreign brands video streaming services. 3. Video streaming services of foreign brands make me in trends. (e.g., watch TV shows or movies trending,...)	(Thompson, Berg, Roehrig, Guarda, & Heinberg, 2003)

The final section is Purchase Intention, a dependent variable. Four questions are utilized for this variable, as demonstrated in Table 3.4.

Table 3.4: The Questions of Purchase Intention

No.	Variable	Item	Reference
1	Purchase Intention	<p>1. I intend to continue purchasing video streaming services from foreign brands.</p> <p>2. I would purchase video streaming services from foreign brands rather than any other brand available.</p> <p>3. I am willing to recommend others to purchase video streaming services from foreign brands.</p> <p>4. I am willing to purchase video streaming services from foreign brands in the future.</p>	(Jalilvand, Samiei, & Mahdavinia, 2011)

3.2 The Research Design

Following the quantitative research construct, questionnaires examine objects regarding the impact of Perceived Brand Equity, Brand Personality, and Social Influence on Purchase Intention for video streaming services of global brands in Vietnam. Answers from 400 respondents are primary data to use and analyze in this research. The most suitable scales are applicable to measure each question type and interpret the result.

Part 1: Demographic data and personal information: nominal and ordinal scales.

Part 2 – 4: The opinion of dependent variables comprising Perceived Brand Equity, Brand Personality, and Social Influence: Interval scales (1 - the least agree to 5 - the completely agree).

Part 5: The opinion of the dependent variable is Purchase Intention: Interval scales. (1 - the least agree to 5 - the completely agree).

Scale 5 – Completely Agree

Scale 4 – Mostly Agree

Scale 3 – Moderate

Scale 2 – Slightly Agree

Scale 1 – Least Agree

For parts 2 - 5 of the questionnaire, which uses Likert's 5-point scale, the calculation of the statistical mean range to determine and interpret the mean score is following as:

$$\text{Range} = \frac{(\text{Maximum} - \text{Minimum})}{\text{Scale Level Range}} = \frac{5-1}{5} = 0.8$$

Source: Best, John W. (1983). Research in Education. New Jersey: Prentice Hall

Table 3.5: The Range of Mean Interpretation

Range	Interpretation
1.00 - 1.80	Least Agree
1.81 - 2.60	Slightly Agree
2.61 - 3.40	Moderate
3.41 - 4.20	Mostly Agree
4.21 - 5.00	Completely Agree

Source: Best, John W. (1983). Research in Education. New Jersey: Prentice Hall

The statistics used will be two types:

1. Descriptive statistics are composed of frequency, percentage, mean, and standard deviation.
2. Inferential statistics composed of the Multiple Regression Analysis Test.

3.3 The Quality of the Research Tool

Questions the questionnaires developed from works of literature and previous studies. Before officially distributing, a group of 40 people joins a pretest of the questionnaire to ensure validity and reliability. Additionally, utilize analysis of the Cronbachs' Alpha coefficient for results obtained from 40 respondents to determine the reliability of questionnaires. The deal must be acceptable of Cronbachs' Alpha coefficient range between $0.70 < \alpha < 1.00$. (Cronbach, 1951)

Reliability results reveal Cronbachs' Alpha coefficient value of 0.937 for Perceived Brand Equity, 0.935 for Brand Personality, 0.934 for Social Influence, and 0.834 for Purchase Intention. The total reliability is 0.972, which is acceptable as a definition.

Table 3.6: The Total Reliability Test Results.

Variable	Number of Items	Cronbach's Alpha
Perceived Brand Equity	15	0.937
Brand Personality	19	0.935
Social Influence	9	0.934
Purchase Intention	4	0.834
Total	47	0.971

3.4 The Data Collection

The study utilizes both secondary and primary data. More details, secondary data is population number in Vietnam from the General Statistics Office of Vietnam and the number of users of video streaming services from Statista survey. Based on these data, to determine the population and sample number need to collect from the survey questionnaires in the current study. Primary data is obtaining replies from respondents via Google Form links shared on online platforms. The study applied a nonprobability sampling technique to facilitate for research procedure.

3.5 The Population and Sample

The population of the study is Vietnamese residents who used to purchase or are using subscription video streaming services. The sample is 400 based on the table of Yamane's theory following:

Table 3.7: Yamane's Table for Sample Size

Size of Population (N)	Sample Size (n) for Precision (E) of:			
	±3%	±5%	±7%	±10%
500	A	222	145	83
600	A	240	152	86
700	A	255	158	88
800	A	267	163	89
900	A	277	166	90
1,000	A	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
100,000	1,111	400	204	100
A = Assumption of normal population is poor (Yamane, 1967).				

Source: Yamane, T. (1967). *Statistics: An introductory analysis*. New York: Harper and Row.

According to the data reported by the General Statistics Office of Vietnam (Nguyen S. , 2023), the total population of Vietnam is 99.46 million, of which 5.8 million use subscription video-on-demand platforms (Statista Research Department, 2023). Based on the Yamane table, with a +- 5% of a precision level, the sample will be 400 if the population size is over 100,000.

3.6 The Sampling Technique

The sampling technique is convenient sampling and nonprobability. This technique facilitates to collect data quickly and easily for the research. The questionnaire link will reach Vietnamese respondents through Google Forms.

3.7 The Research Procedure and Timeline

After considering the problem and background of the business, the paper reviews some relevant literature and previous research to ensure the feasibility of conducting the subject by writing a manuscript and proposal. The paper follows the construction orderly from chapter 1 to chapter 5.

Based on literatures and previous studies, to create the questionnaire in English and reach respondents online using Google platform. The questionnaire was checked and edited by 40 respondents before official distribution.

Official distribution for 400 respondents is on July 2023. Different from Chapter 1. Use computer software to analyze data according to quantitative research type. Analyze descriptive and inferential statistics to interpret relationship between variables and to test hypotheses in the present paper. Accordingly, the author would give recommendations based on the results acquired.

3.8 The Hypotheses Test and Data Analysis

The paper uses mainly descriptive and inferential statistics to interpret variables and determine the relationship among them based on the survey results obtained from the questionnaires. Accordingly, the Hypotheses will be determined.

H₁: Perceived Brand Equity influences Purchase Intention

H₂: Brand Personality influences Purchase Intention

H₃: Social Influence influences Purchase Intention

3.8.1 Descriptive Statistics:

These statistics analyze the respondents' demographic data. The information included is age, gender, education, profession, and more. Descriptive statistics interprets and summarizes the observations' characteristics and presents them as percentages.

Moreover, based on Likers's scale, descriptive statistics calculate each question's mean and standard deviation regarding variables from part 2 to part 5. In detail, the questions in part 2 emphasize how Perceived Brand Equity affects Purchase Intention in the video streaming service of global brands in Vietnam. Part 3 stresses how Personality Brand impacts Purchase Intention in the video streaming service of international brands in Vietnam. Part 4 underscores how Social Influence affects Purchase Intention in the video streaming service of global brands in Vietnam. In the last part, questions focus on the Purchase Intention of Vietnamese toward the video streaming service of international brands.

3.8.2 Inferential Statistics:

These statistics interpret the data's meaning and the relationship between the variables. Multiple Regression Analysis tests the hypotheses and studies the interrelationships between independent variables comprising Perceived Brand Equity, Brand Personality, Social Influence, and dependent variable, Purchase Intention.

CHAPTER 4

ANALYSIS AND FINDINGS

Chapter 4 illustrates the research findings from the data analyzed using statistical software. This part presents the calculation results of the 400-survey-respondent data set to analyze and test hypotheses. This chapter presents the result in 7 elements as follows:

4.1 Analysis of demographic data.

4.2 Analysis of Perceived Brand Equity.

4.3 Analysis of Brand Personality.

4.4 Analysis of Social Influence.

4.5 Analysis of Purchase Intention.

4.6 Analysis of the relationship among Perceive Brand Equity, Brand Personality, Social Influence, and Purchase Intention.

4.7 Results of the hypotheses testing.

4.1 Analysis of demographic data

The first section of Chapter 4 shows personal information and consumer behaviors relating to video streaming services. Four hundred respondents who used to purchase or are using video streaming services would answer questions about gender, age, marital status, education level, employment status, and monthly income. Besides, they also declare past experiences when using video streaming services, such as used brands, whom respondents want to use it with, average time spent on the service per week, and the function they wish to improve. Analysis of these questions data using frequency and percentage. All details lie in Table 4.1 below.

Table 4.1: Demographic data of the 400 respondents

Demographic Data	Frequency	Percentage (%)
Have you ever used video streaming services?		
Yes, I have	400	100

(Continued)

Table 4.1 (Continued): Demographic data of the 400 respondents

Demographic Data	Frequency	Percentage (%)
No, I haven't	0	0
Total	400	0
Which brands of video streaming services have you used? (Multiple Choice)		
Netflix	216	30.9
WeTv	83	11.9
iQIYI	113	16.2
HBO Go	13	1.9
Amazon Prime Video	17	2.4
FPT Play	173	24.7
K+	41	5.9
Viettel TV	40	5.7
VieOn	2	0.3
TV360	1	0.1
Total	699	100
Whom do you want to use with? (Multiple Choice)		
Friends	158	33
Family	122	25.5
Only me	76	15.9
Colleagues	123	25.7
Total	479	100
Devices that you use to watch streaming services? (Multiple Choice)		
Smart TV	124	18.3
Smartphone	130	19.2
Laptop	172	25.4
PC	137	20.2
Tablet	114	16.8
Total	677	100

(Continued)

Table 4.1 (Continued): Demographic data of the 400 respondents

Demographic Data	Frequency	Percentage (%)
How much time do you spend watching video streaming services per week?		
Under 2 hours	94	23.5
3 hour	95	23.8
4 hours	72	18
5 hours	44	11
6 hours	45	11.3
Above 6 hours	50	12.5
Total	400	100
Which function do you wish the video streaming service to improve?		
Can download on many devices	113	16.3
Having more content	172	24.8
Dub in Vietnamese	138	19.9
Sub in Vietnamese	132	19
Video resolution (HD, Full HD, 4K...)	137	19.8
Others: Improve speed and lag	1	0.1
Total	693	100
Please indicate your gender		
Male	181	45.3
Female	217	54.3
Non-binary	2	0.5
Total	400	100

(Continued)

Table 4.1 (Cont): Demographic data of the 400 respondents

Demographic Data	Frequency	Percentage (%)
Which range below includes your age?		
Under 18 years old	10	2.5
18-25 years old	239	59.8
26-35 years old	101	25.3
36-45 years old	49	12.3
Over 45 years old	1	0.3
Total	400	100
Marital status		
Single	255	63.7
Married	119	29.8
Divorced	25	6.3
Widowed	1	0.3
Total	400	100
Education Level		
Less than or equal to High school	17	4.3
Diploma	65	16.3
Bachelor Degree	284	71
Master Degree	16	4
PhD Degree	18	4.5
Total	400	100

(Continued)

Table 4.1 (Continued): Demographic data of the 400 respondents

Demographic Data	Frequency	Percentage (%)
Which of the following categories best describes your employment status?		
Student	191	47.8
Public servant	18	4.5
Employee	94	23.5
Self-employment or Freelancer	79	19.8
Household	8	2
Unemployed	8	2
Retired	2	0.5
Total	400	100
What is your approximate average income per month?		
Less than or equal to 10 million VND	167	41.8
Over 10 – 20 million VND	117	29.3
Over 20 – 30 million VND	58	14.5
Over 30 - 40 million VND	33	8.3
Over 40 – 50 million VND	23	5.8
Over 50 million VND	2	0.5
Total	400	100

The survey starts with the screening question to eliminate the people who do not belong to the target objects of this research. Respondents continue with multiple choice questions which aim to exploit using experience to video streaming services. According to the results, 216 people have used to purchase Netflix, accounting for 30.9% of 699 answers. The following brand is FPT Play, with 173 answers, accounting for 24.7%. The rest of the brands that stand in order from most to least are iQIYI with 113 choices, equivalent to 16.2%, WeTv with 83 answers, 11.9%, K+ with 41 picks, 5.9%, Viettel TV with 40 selections, 5.7%, Amazon Prime Video with 17

preferences, 2.4%, VieOn with 2 choices and TV360 with 1 pick, consecutively 0.3% and 0.1%.

Video streaming services often offer packages with the best prices and are reasonable for each type of consumer. Consumers can own a subscription account by sharing it with others, such as family members or friends. The multiple choice question, therefore, asks whom consumers want to use it with and receives 479 answers. 33% of selections use it with friends, equal to 158 frequencies, and 123 answers say they want to use it with colleagues (25.7%). Likewise, the "Family" option receives 122 picks, accounting for 25.5%. The least preferred option is "Only me" with 76 choices, accounting for 15.9%.

On the multiple choice question regarding devices used to watch video streaming services, most respondents preferred to utilize "Laptop" and "PC," with 172 picks at 25.7% and 137 picks at 20.2%, consecutively. The following preferred options are "Smartphone" with 130 selections at 19.2%, "SmartTV" with 124 preferences at 18.3%, and "Tablet" with 114 choices at 16.8 of the total.

The average time for people to watch video streaming services weekly is approximately 2 hours. In detail, there are 95 of the respondents spent about 2 hours per week using video streaming services, representing 23.8% of the total. Correspondingly, 94 people spent under 2 hours watching video streaming services, at 23.5%. Besides, 72 people spent 4 hours (18%), 50 people spent above 6 hours (12.3%), 45 people out of 400 respondents spent 6 hours (11.3%), and 44 people spent 5 hours (11%).

When asked what function users wish to improve most, 172 respondents chose "Having more content," accounting for 24.8%. There is not much difference between the "Dub in Vietnamese" and "Video resolution" options, which are 138 picks for "Dub in Vietnamese" and 137 picks for "Video resolution," representing 19.9% and 19.9%, sequentially. People also preferred to enhance "Sub in Vietnamese" and "Can Download on many Devices," which are 132 picks for "Sub in Vietnamese" at 19% and 113 picks for "Can Download on many devices" at 16.3%. Moreover, a person recommends another ideal: "improve speed and lag.", accounting for 0.1%.

Of all respondents, 181 are male, 217 are female, and the remainder identified as Non-binary. The most surveyed age group is from 18-25 years old, with 239 people

accounting for 59.8%. The second group is 26-35 years old, with 101 people at 25.3%. The subsequent groups are orderly from most to least are 36-45 years old, with 49 people at 12.3%, under 18 years old group with 10 individuals, at 2.5%, and over 45 years old with 1 person, at 0.3% of the total. Besides, 255 respondents are single, accounting for 63.7%, 119 are married (29.8%), 25 are divorced (6.3%), and 1 widower at 0.3%. The education background question includes 284 people with Bachelor's Degrees (71%), 65 with Diplomas (16.3%), and 18 Ph.D. Degrees (4.5%), less than or equal to High school with 17 people at 4.3%, Master's Degrees with 16 people at 4%.

The employment of 400 respondents comprises 191 students accounting for 47.8%, 94 employees (23.5%), 79 people choosing Self-employment or Freelancer (19.8%), 18 picks for Public servants (4.5%), equal 8 selections for Household and Unemployed (2% for each), and retired is two people at 0.5% of the total.

The average monthly income falls most on less or equal to the 10 million VND range with 167 picks, accounting for 41.8%. The following options are 117 people over 10 – 20 million VND (29.3%), 58 people over 20 – 30 million VND (14.5%), 33 respondents choosing over 30 - 40 million VND (8.3%), 23 people with monthly income over 40 – 50 million VND (5.8%), and 2 people with monthly income over 50 million VND (0.5%).

4.2 Analysis of Perceived Brand Equity

Table 4.2 presents the mean and standard deviation interpretation of the Perceived Brand Equity factor after calculating by statistics software. The analysis of the Perceived Brand Equity factor lies as follows.

Table 4.2: Mean and Standard deviation of Perceived Brand Equity

Perceived Brand Equity	Mean	Std. Deviation	Interpretation
I am aware of foreign brands of video streaming services.	4.32	0.64	Completely Agree

(Continued)

Table 4.2 (Continued): Mean and Standard deviation of Perceived Brand Equity

Perceived Brand Equity	Mean	Std. Deviation	Interpretation
I can recognize foreign brands among competing video streaming service brands.	4.23	0.70	Completely Agree
I know what foreign brands of video streaming services look like.	4.1	0.75	Mostly Agree
I can quickly remember some characteristics of video streaming services.	4.18	0.67	Mostly Agree
I can quickly recall the logo or symbol of foreign brands of video streaming services.	4.16	0.72	Mostly Agree
The likely quality of video streaming services of foreign brands is extremely high.	3.99	0.76	Mostly Agree
The likelihood that video streaming services of foreign brands are reliable is very high.	4.06	0.76	Mostly Agree
Video streaming services of foreign brands must be of excellent quality.	3.88	0.84	Mostly Agree
Video streaming services of foreign brands would be my first choice.	3.99	0.80	Mostly Agree
I consider myself loyal to foreign brands' video streaming services.	4.01	0.78	Mostly Agree
Video streaming services of foreign brands are one of the preferred brands I want to buy.	3.99	0.79	Mostly Agree

(Continued)

Table 4.2 (Continued): Mean and Standard deviation of Perceived Brand Equity

Perceived Brand Equity	Mean	Std. Deviation	Interpretation
Compared with competitors, the price of video streaming services from foreign brands are affordable.	4.00	0.82	Mostly Agree
Compared with competitors, video streaming services from foreign brands provide many kinds of content at the same time.	4.09	0.80	Mostly Agree
Compared with competitors, video streaming services of foreign brands provide many new and exclusive contents.	4.08	0.80	Mostly Agree
Compared with competitors, video streaming services of foreign brands introduce new content faster.	4.02	0.77	Mostly Agree
Average	4.07	0.47	Mostly Agree

The total mean acquired for Perceived Brand Equity is 4.07, with a standard deviation of 0.47. The highest mean value is 4.32 for the item "I am aware of foreign brands of video streaming services," with a standard deviation of 0.64. The following item is "I can recognize foreign brands among competing video streaming service brands," with a mean of 4.23 and a standard deviation of 0.70. Both these items interpret as Completely Agreeing. All the remaining items demonstrate that the respondents mostly agree with the question.

The lowest mean value is 0.88 for "Video streaming services of foreign brands must be of excellent quality," with a standard deviation of 0.84. For the item 'I can quickly remember some characteristics of video streaming services.,' the mean is 4.18, and the standard deviation is 0.67.

The mean of "I can quickly recall the logo or symbol of foreign brands of video streaming services." is 4.16, and the standard deviation is 0.72. For the item "I

know what foreign brands of video streaming services look like.," the mean is 4.1, and the standard deviation is 0.75.

For the item 'Compared with competitors, video streaming services from foreign brands provide many kinds of content at the same time,' the mean is 4.09, and the standard deviation is 0.80. For the item "Compared with competitors, video streaming services of foreign brands provide many new and exclusive contents," the mean is 4.08, and the standard deviation is 0.80. For the item "The likelihood that video streaming services of foreign brands are reliable is very high," the mean is 4.06, and the standard deviation is 0.76.

The next item is "Compared with competitors, video streaming services of foreign brands introduce new content faster," with a mean of 4.02 and a standard deviation of 0.77, followed by "I consider myself loyal to foreign brands' video streaming services." with a mean of 4.01 and a standard deviation of 0.78.

For the item "Compared with competitors, the price of video streaming services from foreign brands are affordable," the mean is 4.00, and the standard deviation is 0.82.

The items presenting the mean value of "Video streaming services of foreign brands would be my first choice" and "Video streaming services of foreign brands are one of the preferred brands I want to buy" are equal to 3.99, and the standard deviation value is 0.80 and 0.79.

Table 4.3: Summary Mean and Standard deviation of Perceived Brand Equity

Perceived Brand Equity	Mean	Std. Deviation	Interpretation
Brand Awareness	4.21	0.54	Completely Agree
Brand Associations	4.17	0.58	Mostly Agree
Perceived Quality	3.98	0.62	Mostly Agree
Brand Loyalty	4.00	0.60	Mostly Agree
Other Proprietary Assets	4.05	0.62	Mostly Agree
Average	4.07	0.47	Mostly Agree

Generally, Perceived Brand Equity has a mean of 4.07 and a standard deviation of 0.47. The sub-variables are Brand Awareness, having a mean of 4.21 and a standard deviation of 0.54; Brand Associations, having a mean of 4.17 and a standard deviation of 0.58; Perceived Quality, having a mean of 3.98 and a standard deviation of 0.62; Brand Loyalty, having a mean of 4.00 and a standard deviation of 0.60; and Other Proprietary Assets, having a mean of 4.05 and a standard deviation of 0.62. All numeral statistics lie in Table 4.3.

4.3 Analysis of Brand Personality

Table 4.4 presents the mean and standard deviation interpretation of the 1.1 Brand Personality factor after calculating by statistics software. The analysis of the Brand Personality factor lies as follows.

Table 4.4: Mean and Standard Deviation of Brand Personality

Brand Personality	Mean	Std. Deviation	Interpretation
Video streaming services of foreign brands present truthful and accurate information to users.	4.02	0.86	Mostly Agree
Video streaming services of foreign brands meet the terms they promise.	4.10	0.81	Completely Agree
Video streaming services of foreign brands keep their brand reputation by doing what they advertised.	4.05	0.82	Mostly Agree
Video streaming services of foreign brands are exciting.	4.04	0.81	Mostly Agree
I am heavily into watching movies or shows on video streaming services of foreign brands.	4.01	0.79	Mostly Agree

(Continued)

Table 4.4 (Continued): Mean and Standard Deviation of Brand Personality

Brand Personality	Mean	Std. Deviation	Interpretation
I am enthusiastic about content on video streaming services from foreign brands.	4.02	0.79	Mostly Agree
I am passionate about video streaming services from foreign brands.	4.00	0.80	Mostly Agree
I can watch content on video streaming services of foreign brands in many languages.	4.03	0.82	Mostly Agree
I can watch content on video streaming services of foreign brands on many devices.	4.09	0.83	Mostly Agree
Video streaming services of foreign brands have many famous movies and shows.	4.13	0.77	Completely Agree
The contents of video streaming services of foreign brands are creative.	4.03	0.77	Mostly Agree
Many TV shows and movies with favored superstars are on video streaming services of foreign brands.	4.07	0.79	Mostly Agree
Video streaming service of foreign brands is successful.	4.06	0.82	Mostly Agree
Video streaming services of foreign brands use several criteria in selecting movies to keep their brand.	4.00	0.74	Mostly Agree
Video streaming services of foreign brand have many different types of services for their customers.	4.04	0.80	Mostly Agree

(Continued)

Table 4.4 (Continued): Mean and Standard Deviation of Brand Personality

Brand Personality	Mean	Std. Deviation	Interpretation
Video streaming services of foreign brand have various products for every generation of customers.	4.03	0.78	Mostly Agree
Video streaming services of foreign brands have high competition for their brand.	4.08	0.81	Mostly Agree
Video streaming services of foreign brands face difficulty setting signal in foreign country.	3.99	0.80	Mostly Agree
Video streaming services of foreign brands have higher costs than local brands.	4.06	0.83	Mostly Agree
Average	4.04	0.54	Mostly Agree

The total mean acquired for Brand Personality is 4.04, with a standard deviation of 0.54. The highest mean value is 4.13 for the item "Video streaming services of foreign brands have many famous movies and shows." with a standard deviation of 0.77. The following item is "Video streaming services of foreign brands meet the terms they promise." with a mean of 4.10 and a standard deviation of 0.81. Both these items interpret as Completely Agreeing. All the remaining items demonstrate that the respondents mostly agree with the question.

The lowest mean value is 3.99 for "Video streaming services of foreign brands face difficulty setting signal in foreign country" with a standard deviation of 0.80. The following item is "I can watch content on video streaming services of foreign brands on many devices" with a mean of 4.09 and a standard deviation of 0.83.

For the item "Video streaming services of foreign brands have high competition for their brand." the mean is 4.08, and the standard deviation is 0.81. For the item "Many TV shows and movies with favored superstars are on video streaming services of foreign brands" the mean is 4.07, and the standard deviation is 0.79.

The items presenting the mean value of "Video streaming service of foreign brands is successful." and "Video streaming services of foreign brands have higher costs than local brands." are equal to 4.06. The standard deviation value is 0.82 and 0.83, consecutively. For the item "Video streaming services of foreign brands keep their brand reputation by doing what they advertised.," the mean is 4.05, and the standard deviation is 0.82. The mean value of "Video streaming services of foreign brands are exciting." and "Video streaming services of foreign brand have many different types of services for their customers." equals 4.04, and the standard deviation is 0.81 and 0.80, consecutively.

The items presenting the mean value of "I can watch content on video streaming services of foreign brands in many languages," "The contents of video streaming services of foreign brands are creative," and "Video streaming services of foreign brand have various products for every generation of customers," are equal to 4.03. The standard deviation value is 0.82; 0.77; and 0.78, consecutively.

The items presenting the mean value of "Video streaming services of foreign brands present truthful and accurate information to users" and "I am enthusiastic about content on video streaming services from foreign brands" are similar to 4.02. The standard deviation value is 0.86 and 0.79, sequentially. For the item "I am heavily into watching movies or shows on video streaming services of foreign brands," the mean is 4.01, and the standard deviation is 0.79.

The next item is "I am passionate about video streaming services from foreign brands," and "Video streaming services of foreign brands use several criteria in selecting movies to keep their brand" having the same mean of 4.00. The standard deviation values are 0.80 and 0.74, respectively.

Table 4.5: Summary of Mean and Standard Deviation of Brand Personality

Brand Personality	Mean	Std. Deviation	Interpretation
Sincerity	4.05	0.67	Mostly Agree
Excitement	4.02	0.61	Mostly Agree
Competence	4.07	0.60	Mostly Agree
Sophistication	4.02	0.60	Mostly Agree
Ruggedness	4.05	0.63	Mostly Agree
Average	4.04	0.54	Mostly Agree

Typically, Brand Personality has a mean of 4.04 and a standard deviation of 0.45. The sub-variables are Sincerity, having a mean of 4.05 and a standard deviation of 0.67; Excitement, having a mean of 4.02 and a standard deviation of 0.61; Competence, having a mean of 4.07 and a standard deviation of 0.60; Sophistication, having a mean of 4.02 and a standard deviation of 0.60; and Ruggedness, having a mean of 4.05 and a standard deviation of 0.63. All numeral statistics lie in Table 4.5.

4.4 Analysis of Social Influence

Table 4.6 presents the mean and standard deviation interpretation of the Social Influence factor after calculating by statistics software. The analysis of the Social Influence factor lies as follows.

Table 4.6: Mean and Standard Deviation of Social Influence

Social Influence	Mean	Std. Deviation	Interpretation
My parents think I should buy video streaming services from foreign brands.	3.89	0.87	Mostly Agree
My partners think I should buy video streaming services from foreign brands.	4.02	0.85	Mostly Agree

(Continued)

Table 4.6 (Continued): Mean and Standard Deviation of Social Influence

Social Influence	Mean	Std. Deviation	Interpretation
My friends think I should buy video streaming services from foreign brands	4.04	0.86	Mostly Agree
I am proud to be a member of this video streaming service community.	3.97	0.81	Mostly Agree
Using the video streaming service of foreign brands gives me a strong feeling of belonging to a group.	4.00	0.78	Mostly Agree
If I buy a video streaming service, I will purchase video streaming services recommended by celebrities or favorite people I follow.	3.99	0.87	Mostly Agree
Foreign actors make me like to watch them on foreign brand video streaming services.	4.05	0.79	Mostly Agree
Foreign movies make me want to watch them on foreign brands video streaming services.	4.00	0.78	Mostly Agree
Video streaming services of foreign brands make me in trends. (e.g., watch TV shows or movies trending,...)	4.02	0.77	Mostly Agree
Average	4.01	0.54	Mostly Agree

The total mean acquired for Social Influence is 4.01, with a standard deviation of 0.54. The highest mean value is 4.05 for the item "Foreign actors make me like to watch them on foreign brand video streaming services," with a standard deviation of 0.79. The lowest mean value is 0.89 for "My parents think I should buy video streaming services from foreign brands." with a standard deviation of 0.87.

For the item 'My friends think I should buy video streaming services from foreign brands,' the mean is 4.04, and the standard deviation is 0.86.

The items presenting the mean value of "My partners think I should buy video streaming services from foreign brands." and "Video streaming services of foreign brands make me in trends. (e.g., watch TV shows or movies trending,...) " are equal to 4.02. The standard deviation value is 0.85 and 0.77.

The mean value of "Using the video streaming service of foreign brands gives me a strong feeling of belonging to a group." and "Foreign movies make me want to watch them on foreign brands video streaming services" is equal to 4.00, and the standard deviation is 0.78.

For the item 'If I buy a video streaming service, I will purchase video streaming services recommended by celebrities or favorite people I follow.,' the mean is 3.99, and the standard deviation is 0.87. For the item "I am proud to be a member of this video streaming service community," the mean is 3.97, and the standard deviation is 0.81.

Table 4.7: Summary of Mean and Standard Deviation of Social Influence

Social Influence	Mean	Std. Deviation	Interpretation
Compliance	4.02	0.70	Mostly Agree
Identification	3.99	0.66	Mostly Agree
Internalization	4.02	0.63	Mostly Agree
Average	4.01	0.54	Mostly Agree

To summarize, Social Influence has a mean of 4.01 and a standard deviation of 0.54. The sub-variables are Compliance, having a mean of 4.02 and a standard deviation of 0.70; Identification, having a mean of 3.99 and a standard deviation of 0.66; and Internalization, having a mean of 4.02 and a standard deviation of 0.63. All numeral statistics lie in Table 4.7.

4.5 Analysis of Purchase Intention

Table 4.8 presents the mean and standard deviation interpretation of the Purchase Intention factor after calculating by statistics software. The analysis of the Purchase Intention factor lies as follows.

Table 4.8: Mean and Standard Deviation of Purchase Intention

Purchase Intention	Mean	Std. Deviation	Interpretation
I intend to continue purchasing video streaming services from foreign brands.	4.03	0.82	Mostly Agree
I would purchase video streaming services from foreign brands rather than any other brand available.	4.05	0.77	Mostly Agree
Using the video streaming service of foreign brands gives me a strong feeling of belonging to a group.	4.00	0.78	Mostly Agree
If I buy a video streaming service, I will purchase video streaming services recommended by celebrities or favorite people I follow.	3.99	0.87	Mostly Agree
Average	4.04	0.62	Mostly Agree

The total mean acquired for Purchase Intention is 4.04, with a standard deviation of 0.62. The highest mean value is 4.06 for the item "I am willing to recommend others to purchase video streaming services from foreign brands," with a standard deviation of 0.79. The lowest mean value is 4.03 for "I intend to continue purchasing video streaming services from foreign brands." with a standard deviation of 0.82.

The following item is "I would purchase video streaming services from foreign brands rather than any other brand available," with a mean of 4.05 and a standard deviation of 0.77. For the item 'I am willing to purchase video streaming services from foreign brands in the future,' the mean is 4.04, and the standard deviation is 0.80.

4.6 Analysis of the relationship among Perceive Brand Equity, Brand Personality, Social Influence and Purchase Intention.

This section investigates and analyzes the relationship between the independent and dependent variables by utilizing multiple linear regression. The independent variables are Perceived Brand Equity, Brand Personality, and Social Influence, and the dependent variable is Purchase Intention. The results after calculated by computer statistics software lie in the tables below.

Table 4.9: Summary of The Developed Model

R	R square	Adjust R square	Std. error of the Estimate
0.813	0.661	0.658	0.36158

- a. Predictors: (Constant), Perceived Brand Equity, Brand Personality, Social Influence.
 b. Dependent Variable: Purchase Intention.

Table 4.10: ANOVA Results

	Sum of Squares	df	Mean square	F	Sig.
Regression	100.922	3	33.641	257.315	0.000 ^b
Residual	51.722	396	0.131		
Total	152.694	399			

- a. Dependent Variable: Purchase Intention.
 b. Predictors: (Constant), Perceived Brand Equity, Brand Personality, Social Influence.

Table 4.11: Correlation Results

		Purchase Intention
Perceived Brand Equity	Pearson Correlation	0.649
	Sig. (1- tailed)	0.000
Brand Personality	Pearson Correlation	0.781
	Sig. (1- tailed)	0.000
Social Influence	Pearson Correlation	0.763

	Sig. (1- tailed)	0.000
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Table 4.12: Model's Coefficients

	Unstandardized B	Coefficient Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	0.117	0.161		0.726	0.468
Perceived Brand Equity	0.105	0.060	0.079	1.740	0.083
Brand Personality	0.488	0.066	0.425	7.411	0.000*
Social Influence	0.381	0.053	0.364	7.164	0.000*

a. Dependent Variable: Purchase Intention.

b. * $P \leq 0.05$

Table 4.9 shows that the R square value is 0.661, which means that the three independent variables, Perceived Brand Equity, Brand Personality, and Social Influence, can explain 66.1% of the variation in the dependent variable, Purchase Intention toward global brands' video streaming service.

According to the ANOVA results in Table 4.10, the F value obtained for this study equals 257.315, and the P value is 0.000, less than 0.05. Therefore, it is possible to conclude that the independent and dependent variables are statistically related.

Table 4.11 the correlation coefficients among Perceived Brand Equity, Brand Personality, and Social Influence, and the dependent variable Purchase Intention. The correlation between Perceived Brand Equity and Purchase intention is $r=0.649$ and $P=0.000 < 0.05$. These results imply the existence of a moderate, positive, and significant correlation between Perceived Brand Equity and Purchase intention. The correlation between Brand Personality and Purchase intention is $r=0.781$ and $P=0.000 < 0.05$. It demonstrates a moderate, positive, and significant correlation between Brand Personality and Purchase intention. Lastly, the correlation between

Social Influence and Purchase intention is $r=0.763$ and $P=0.000<0.05$. This result also indicates a moderate, positive, and significant correlation between Social Influence and Purchase intention.

The coefficients indicated the relationship between independent and dependent variables in Table 4.12.

The first hypothesis of this paper correlates with Perceived Brand Equity and Purchase intention. The results of this study show that the value of the coefficient B between the independent variable - Perceived Brand Equity, and the dependent variable - Purchase intention is 0.105, with a significance of 0.083 (>0.05) at the significant level of 0.05. Because the significance value is greater than 0.05, the Perceived Brand Equity is insignificant. Hence, the Perceived Brand Equity factor does not significantly influence Purchase intention.

The second hypothesis of this study relates Brand Personality to Purchase Intention. The results of this study show that the value of the coefficient B between the independent variable - Brand Personality, and the dependent variable -Purchase Intention is 0.488 with a significance of 0.000 at the significance level of 0.05. The outcome reveals that one unit's change in Brand Personality will enhance Purchase intention by 0.488 units. Brand Personality, therefore, significantly influences Purchase Intention.

The last hypothesis of this analysis connects Social Influence with Purchase Intention. The results of this study show that the value of the coefficient B between the independent variable - Social Influence, and the dependent variable - Purchase Intention is 0.381 with a significance of 0.000 at the significant level of 0.05. This result means increasing Social Influence by one unit will enhance Purchase Intention by 0.381 units. Accordingly, Social Influence significantly influences Purchase Intention.

The findings of the overhead investigation use the equation of the regression as the following model:

$$y = a + b_1x_1 + b_2x_2 + b_3x_3$$

Where: y is Purchase Intention, a is a constant, b represents the coefficients, x_1 is Perceived Brand Equity, x_2 is Brand Personality, and x_3 corresponds to Social Influence. Hence, the model obtained corresponds to the following:

Purchase Intention = 0.117 + 0.105 Perceived Brand Equity + 0.488 Brand Personality + 0.381 Social Influence

Perceived Brand Equity, however, is insignificant in influencing Purchase Intention; the regression model of the paper will be as follow:

Purchase Intention = 0.117 + 0.488 Brand Personality + 0.506 Social Influence

In conclusion, the respondents' answers analysis demonstrated that Brand Personality and Social Influence impact significantly and positively Purchase Intention. The testing also indicates that Perceived Brand Equity is insignificant. Among the significant variables presented, Brand Personality delivers the most influence on Purchase Intention.

4.7 Results of the hypotheses testing

By analyzing all the results presented, the results of the hypothesis testing lie in Table 4.13. In summary, the hypotheses of Brand Personality influences Purchase Intention and Social Influence influences Purchase Intention are accepted. Conversely, the hypothesis of Perceived Brand Equity influencing Purchase Intention is rejected.

Table 4.13: Results of The Hypotheses Testing

H ₁ : Perceived Brand Equity influences Purchase Intention	Rejected
H ₂ : Brand Personality influences Purchase Intention	Accepted
H ₃ : Social Influence influences Purchase Intention	Accepted

CHAPTER 5

SUMMARY, CONCLUSION, AND DISCUSSION

This part is the final chapter of the paper. The research has been through all stages to present a picture of the market of video streaming services of foreign brands in Vietnam by analyzing the interrelationship among Perceived Brand Equity, Brand Personality, Social Influence, and Purchase Intention. The paper will present the findings following as the structure of four elements:

- 5.1 Summary and Conclusion
- 5.2 Discussion
- 5.3 Recommendations for Implications
- 5.4 Recommendations for Future Research

5.1 Summary and Conclusion

5.1.1 Demographic data

Based on Yamanes' Table (1967), the study gathered 400 respondents to research their attitudes and consumer behaviors toward video streaming services in Vietnam. Most respondents are single females from 18 to 25 years old, and more than half have Bachelor's degrees. Nearly 50% are students, and most have a monthly income of less than 10 million VND. Respondents prefer to use video streaming services for around 3 per week hours by Laptop, the most favorite device. Moreover, they like to use video streaming services with friends most. The thing they want brands to improve most is having more content. Netflix is the brand of video streaming service most purchased.

5.1.2 Perceived Brand Equity

The opinion of respondents to Perceived Brand Equity is that they mostly agree with the variable, according to the statistical analysis result.

5.1.3 Brand Personality

The opinion of respondents to Brand Personality is that they mostly agree with the variable, according to the statistical analysis result.

5.1.4 Social Influence

The opinion of respondents to Social Influence is that they mostly agree with the variable, according to the statistical analysis result.

5.1.5 Purchase Intention

The statistical analysis also revealed that the respondents mostly agreed with Purchase Intention through independent variables.

5.1.6 Results of Hypotheses testing

H₁: Perceived Brand Equity positively impacts but does not significantly affect Purchase Intention.

H₂: Brand Personality has a positive and significant influence on Purchase Intention. The brand personalities affect their purchase decision. It demonstrates that brands of video streaming services have characteristics that are essential factors in attracting consumers.

H₃: Social Influence positively and significantly affects Purchase Intention. Others impact consumers' purchase intention when it comes to video streaming services. Social influence stimulates customers' emotions and psychological stages to purchase video streaming services to fulfill some expectations from their influencers.

5.2 Discussion

The paper primarily analyzes the interrelationship between dependent and independent variables according to theories and previous research. The paper has obtained some highlighted findings as follows:

(1) Perceived Brand Equity does not significantly influence Purchase Intention.

(2) Brand Personality significantly influences Purchase Intention.

(3) Social Influence significantly influences Purchase Intention.

According to statistical analysis, Perceived Brand Equity is insignificant in impacting Purchase Intention toward global brands of video streaming services. The hypothesis, therefore, is rejected. The research utilizes the Brand Equity model developed by Aaker (1989) with five dimensions: Brand Awareness, Brand Associations, Perceived Quality, Brand Loyalty, and Other proprietary assets. Perceived Brand Equity assesses customers' response to a brand name. It links all knowledge that a customer can convey about a brand to perceive the value of a

product or service of that brand. Aaker indicated that perceived brand equity could enhance the customers' confidence in purchase decisions. In line with that, Arshad and Victor (2020) explored the relationship between Brand Equity and Purchase Intention in the retail industry, branded shoes. The findings showed that Brand Equity is highly essential for Purchase Intention. The current study, however, showed that Perceived Brand Equity has an insignificant positive relationship with Purchase Intention. Conversely, Arshad and Victor (2020) suggested a significant and positive relationship between each variable of Brand Equity toward Purchase Intention. Hence, Brand Equity should receive more attention to investigate the impact on Purchase Intention.

Although Brand Equity has an insignificant impact on purchase intention, respondents' opinions mostly agree with Brand Equity dimensions, especially ultimately toward Brand Awareness. Brand Association also gains a high assessment of respondents with a mean score solely behind Brand Awareness. This highlight shows that foreign brands have successfully built brand names or services for consumers. Brands gained a "top-of-mind" level regarding video streaming services, and customers can quickly remember some characteristics linking to brands. The previous research of Rizwan et al. (2021) also found that these two dimensions significantly impact purchase intention. The lowest mean score is Perceived Quality, meaning that foreign brands have a typical quality among industry alternatives but are yet to have a superior. With Brand Loyalty and Other Proprietary Assets, customers evaluate them similarly and equally. Nguyen et al. (2022) revealed that Brand Loyalty has the most impact on Purchase Intention. More importantly, the study's Manzoor & Shaikh (2016) findings revealed that Perceived Quality directly and significantly impacts consumers' purchase intention. Therefore, it is interesting to measure these variables with other scales and businesses to research and develop strategies relating to quality to compete with competitors.

Meanwhile, Brand Personality significantly and positively influences Purchase Intention toward global brands of video streaming services. The hypothesis, therefore, is acceptable. The research applied the Brand Personality structure provided by Aaker (1997) with five characteristics: Sincerity, Excitement, Competence, Sophistication, and Ruggedness. The brand personality factor has a significant role

in developing the perception and expectation of the customer's behaviors towards the product and the company. Consumers often relate to their selves when they perceive a brand. Therefore, their personality affects brand perceptions, and they tend to buy brands whose human characteristics are congruent with their personality and fit their self-image. Simultaneously, Mao et al. (2020) explored the relationship between Brand Personality and purchase behavior toward smartphone choices among competition. The findings showed that Brand Personality directly or indirectly explained purchase intention. Likewise, the present study proved that Brand Personality has a significant positive relationship with Purchase Intention toward global brands of video streaming services in Vietnam. In stark contrast, Mao et al. (2020) found that Brand Personality has no significant effect on Purchase Intention directly. However, Brand Personality indirectly impacts Purchase Intention via a mediator factor such as Flow. The comparison of the two research findings contributes more understanding of Brand Personality toward Purchase behaviors. The mean score proved that the brands have equally attributed characteristics to their brands. The highest assessment is Competence, which means that video streaming services of global brands have outstanding functions leading in the industry. This finding is consistent with Rup, Gochhayat & Samanta (2021). Apart from this, the Sincerity mean score also shows that service providers have a high reputation and make customers put their trust in brands when using the service. The foreign brands complete their terms and provide accurate information. They keep customers excited and deliver the sophistication of brands by offering creative, diverse content with many genres that suit each generation. Foreign brands' image attaches to challenging traits, such as overcoming geographical boundaries to connect with customers and facing other competitors in the industry. The findings are consistent with the study of Amin et al. (2022)

Likewise, the Social Influence factor also significantly and positively influences Purchase Intention toward global brands of video streaming services in Vietnam. The hypothesis, therefore, is acceptable. The research employed the Social Influence Theory conceptualized by Kelman (1958) with a 3-stage-psychological process: Compliance, Identification, and Internalization. The model suggests that Social influence occurs when social groups influence customers' attitudes and actions.

Correspondingly, the present study proved that Social Influence has a significant positive relationship with Purchase Intention toward global brands of video streaming services in Vietnam. In a similar pattern, Doan (2020) examined and revealed that Social Influence had the most significant influence on online purchase intention. These findings proved that Social Influence is an essential factor in investigating the Vietnam Market. Based on mean scores, customers' behaviors tend to perform under others in the compliance and internalization process. Vietnamese customer behaviors relate to others' opinions, especially family and friends. People can accept norms from their favorite people, such as celebrities, relatives, or peer groups. This finding is supported by the research of Dwisuardinata & Darma (2023).

The paper presents that Brand Personality and Social Influence significantly influence Purchase Intention toward global brands of video streaming services in Vietnam. The research offers a picture of the market in Vietnam for businesses in this industry to improve marketing plans and strategies. The findings provided the influence of Brand Personality and Social Influence on Purchase Intention. Hence, brands must build and show customers that the brand possesses characteristics that reflect the customer's images and characteristics and meet various expectations for each consumer's attribute. Moreover, businesses should implement marketing campaigns connecting with a large specific group instead of the general community.

5.3 Recommendations for Implications

The findings have contributed to the academic area and industry, emphasizing how customers' multiplicity needs in today's era are changing, and businesses must keep up with them to survive in a high competition market. The paper provides businesses and relevant individuals in video streaming services with the following suggestions based on the results.

Although the study result shows that Perceived Brand Equity has an insignificant relationship with Purchase Intention, the number shows a high assessment of consumers' attitudes to global brands' image of video streaming services. Consumers own a specific knowledge level of global brands in video streaming services, such as logos, images, and quality, compared to local competitors. However, this does not mean they purchase global brands; it indicates through the low

score assessment for loyalty brands. It can be understood because people who participated in the survey were primarily from 18 to 35 years old and can quickly catch up with the trends locally and worldwide, so it is reasonable why they can have high recognition of global brands and accept new, strange brands compared to other age groups. They have much knowledge, which means their needs are higher and more accessible to change than any age group, leading to a lack of brand loyalty. Hence, businesses should have strategies relating to loyalty levels, such as package prices or privilege benefits, and exclusive content they can only get when gaining a certain engagement level.

Besides, Brand Personality shows a significant relationship with Purchase Intention. Characteristics of brands have successfully affected consumers' attitudes. They perceive brands as credible and are primarily satisfied with services' abundant content. However, the global brand that almost receives this recognition is Netflix subscribers since this brand ranks first among global brands in the survey. It means that Netflix is succeeding in building its brand characteristics. More details, consumers feel their private information is secured, making payment easy, and Netflix completes all terms they promise is easy. Other competitors should focus on these requirements and avoid creating superficial or excessive advertising about the brand. More importantly, consumers love to watch popular TV shows and movies, and global brands can satisfy demand better than local brands. The brand can compete by creating more content and collaborating with celebrities whose reputations or characteristics reflect the brand image. Equally important, most respondents wish to watch offline content by downloading on devices and having more dubbed content. The language barrier is a challenge for global brands. The solutions that can apply are to find a partner in Vietnam or use technology such as AI to dub content.

Last but not least, Social Influence is the second variable with a significant relationship with Purchase Intention. According to the results, partners, and friends have stronger influences than parents. Based on demographic data, it also showed that most respondents like to use it with friends more than family and colleagues. However, there is a slight disparity in the number of picks between the options. Vietnamese users like to share subscriptions with others more than own by themselves. Brands of video streaming services, therefore, should develop new price

packages for each target customer., such as for families (similar to Netflix) or friends with many profiles. More importantly, businesses should focus on a particular group of user targets more than on the general community. Because consumers also follow their favorite people, such as celebrities and influencers, service providers can create TV shows or movies having participation from famous people or invite them to join advertisement campaigns.

5.4 Recommendations for Future Research

Firstly, the study population is primarily young generation from 18 - 25 years old so that future researches can investigate deeper by focus on the other age groups or comparing purchase intention between age groups.

Secondly, the present study focuses on the market in Vietnam. Hence, future research can implement further in additional countries.

Thirdly, the Perceived Brand Equity is rejected in the current study. However, Brand Equity has been accepted in many previous kinds of research. Therefore, future researchers can develop a different scale to measure this variable or measure it in a different context, such as cross-culture.

Lastly, Future research can examine Purchase Intention toward global brands of video streaming services in Vietnam using different variables or other models, such as examining the impact of independent variables via a mediator factor on Purchase Intention.

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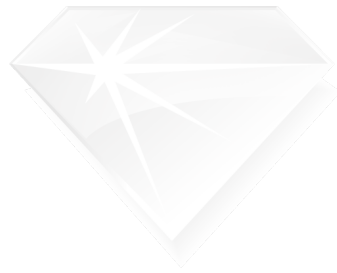
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APPENDIX A: ONLINE QUESTIONNAIRE

The Impact of Perceived Brand Equity, Brand Personality, and Social Influence Factors towards Purchase Intention in the video streaming service of global brands in Vietnam

This survey research aimed to comprehend the Impact of Perceived Brand Equity, Brand Personality, and Social Influence Factors on Purchase Intention in the video streaming service of global brands in Vietnam. This study is a part of BA715: Independent Study, Graduate School at Bangkok University.

The questionnaire will take about 7 minutes. The information from the survey will be confidential and used only for academic resources.

Thank you very much for your kind cooperation.

Section 1: Demographic data and personal information

Please choose most suitable answers for each question

1. Have you ever used video streaming services of global brand?
 - Yes, I have No, I haven't
2. Which brands of video streaming services have you used? (multiple choice)
 - Netflix WeTv iQIYI
 - HBO Go Amazon Prime Video
 - FPT Play K+ Viettel TV
 - Other: _____
3. Whom do you want to use with (multiple choice)
 - Friends Colleagues Only me
 - Family Other: _____
4. Devices that you use to watch streaming services?
 - Smart TV Smartphone Laptop
 - PC Tablet Other: _____
5. How much time do you spend watching video streaming services per day?
 - Under 2 hours 3 hour 4 hours
 - 5 hours 6 hours Above 6 hours

6. Which function do you wish the video streaming service to improve?
- Can download on many devices. Having more content.
- Dub in Vietnamese. Sub in Vietnamese.
- Video resolution (HD, Full HD, 4K...)
- Others: _____
7. Please indicate your gender:
- Male Female Other: _____
8. Which range below includes your age?
- Under 18 years old 18-25 years old 26-35 years old
- 36-45 years old Over 45 years old
9. Marital status:
- Single Married
- Divorced Widowed
10. Education Level:
- Less than or equal to High school Diploma
- Bachelor Degree Master Degree PhD Degree
11. Which of the following categories best describes your employment status?
- Student Public servant Employee
- Self-employment or Freelancer Household
- Unemployed Retired
- Other: _____
12. What is your approximate average income per month?
- Less than or equal to 10 million VND Over 10 – 20 million VND
- Over 20 – 30 million VND Over 30 - 40 million VND
- Over 40 – 50 million VND Over 50 million VND

Section 2: Perceived Brand Equity

Please choose with the score given below that represent your opinion.

(1 = Least Agree, 2 = Slightly Agree, 3 = Moderate Agree, 4 = Mostly Agree, 5 = Completely Agree)

Perceived Brand Equity						
1	I am aware of foreign brands of video streaming services.	1	2	3	4	5
2	I can recognize foreign brands among competing video streaming service brands.	1	2	3	4	5
3	I know what foreign brands of video streaming services look like.	1	2	3	4	5
4	I can quickly remember some characteristics of video streaming services.	1	2	3	4	5
5	I can quickly recall the logo or symbol of foreign brands of video streaming services.	1	2	3	4	5
6	It is likely that the quality of video streaming services of foreign brands is extremely high.	1	2	3	4	5
7	The likelihood that video streaming services of foreign brands are reliable is very high.	1	2	3	4	5
8	Video streaming services of foreign brands must be of excellent quality.	1	2	3	4	5
9	Video streaming services of foreign brands would be my first choice.	1	2	3	4	5
10	I consider myself loyal to foreign brands' video streaming services.	1	2	3	4	5
11	Video streaming services of foreign brands are one of the preferred brands I want to buy.	1	2	3	4	5
12	Compared with competitors, the price of video streaming services from foreign brands are affordable.	1	2	3	4	5
13	Compared with competitors, video streaming services from foreign brands provide many kinds of content at the same time.	1	2	3	4	5

Perceived Brand Equity						
14	Compared with competitors, video streaming services of foreign brands provide many new and exclusive contents.	1	2	3	4	5
15	Compared with competitors, video streaming services of foreign brands introduce new content faster.	1	2	3	4	5

Section 3: Brand Personality

Please choose with the score given below that represent your opinion.

(1 = Least Agree, 2 = Slightly Agree, 3 = Moderate Agree, 4 = Mostly Agree, 5 = Completely Agree)

Brand Personality						
1	Video streaming services of foreign brands present truthful and accurate information to users.	1	2	3	4	5
2	Video streaming services of foreign brands meet the terms they promise.	1	2	3	4	5
3	Video streaming services of foreign brands keep their brand reputation by doing what they advertised.	1	2	3	4	5
4	Video streaming services of foreign brands are exciting.	1	2	3	4	5
5	I am heavily into watching movies or shows on video streaming services of foreign brands.	1	2	3	4	5
6	I am enthusiastic about content on video streaming services from foreign brands.	1	2	3	4	5
7	I am passionate about video streaming services from foreign brands.	1	2	3	4	5
8	I can watch content on video streaming services of foreign brands in many languages.	1	2	3	4	5
9	I can watch content on video streaming services of foreign brands on many devices.	1	2	3	4	5
10	Video streaming services of foreign brands have many famous movies and shows.	1	2	3	4	5

Brand Personality						
11	The contents of video streaming services of foreign brands are creative.	1	2	3	4	5
12	Many TV shows and movies with favored superstars are on video streaming services of foreign brands.	1	2	3	4	5
13	Video streaming service of foreign brands is successful.	1	2	3	4	5
14	Video streaming services of foreign brands use several criteria in selecting movies to keep their brand.	1	2	3	4	5
15	Video streaming services of foreign brand have many different types of services for their customers.	1	2	3	4	5
16	Video streaming services of foreign brand have various products for every generation of customers.	1	2	3	4	5
17	Video streaming services of foreign brands have high competition for their brand.	1	2	3	4	5
18	Video streaming services of foreign brands face difficulty setting signal in foreign country.	1	2	3	4	5
19	Video streaming services of foreign brands have higher costs than local brands.	1	2	3	4	5

Section 4: Social Influence

Please choose with the score given below that represent your opinion.

(1 = Least Agree, 2 = Slightly Agree, 3 = Moderate Agree, 4 = Mostly Agree, 5 = Completely Agree)

Social Influence						
1	My parents think I should buy video streaming services from foreign brands.	1	2	3	4	5
2	My partners think I should buy video streaming services from foreign brands.	1	2	3	4	5
3	My friends think I should buy video streaming services from foreign brands	1	2	3	4	5

Social Influence						
4	I am proud to be a member of this video streaming service community.	1	2	3	4	5
5	Using the video streaming service of foreign brands gives me a strong feeling of belonging to a group.	1	2	3	4	5
6	If I buy a video streaming service, I will purchase video streaming services recommended by celebrities or favorite people I follow.	1	2	3	4	5
7	Foreign actors make me like to watch them on foreign brand video streaming services.	1	2	3	4	5
8	Foreign movies make me want to watch them on foreign brands video streaming services.	1	2	3	4	5
9	Video streaming services of foreign brands make me in trends. (e.g., watch TV shows or movies trending,...)	1	2	3	4	5

Section 5: Purchase Intention

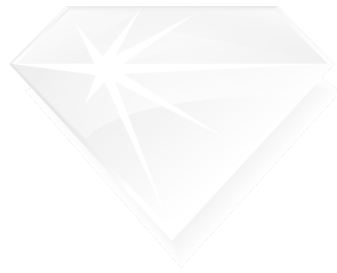
Please choose with the score given below that represent your opinion.

(1 = Least Agree, 2 = Slightly Agree, 3 = Moderate Agree, 4 = Mostly Agree, 5 = Completely Agree)

Purchase Intention						
1	I intend to continue purchasing video streaming services from foreign brands.	1	2	3	4	5
2	I would purchase video streaming services from foreign brands rather than any other brand available.	1	2	3	4	5
3	I am willing to recommend others to purchase video streaming services from foreign brands.	1	2	3	4	5
4	I am willing to purchase video streaming services from foreign brands in the future.	1	2	3	4	5

Other comments: _____

End of Questionnaire. Thank you for your time!



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APPENDIX B: STATISTICAL OUTPUT

Regression



Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.769 ^a	.591	.588	.29942	.591	190.804	3	396	.000

a. Predictors: (Constant), Purchase, Social, Personality

Correlations

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	100.922	3	33.641	257.315	.000 ^b
	Residual	51.772	396	.131		
	Total	152.694	399			

a. Dependent Variable: Purchase

b. Predictors: (Constant), Social, Equity, Personality

Correlations

		Equity	Personality	Social	Purchase
Pearson Correlation	Equity	1.000	.760	.678	.649
	Personality	.760	1.000	.812	.781
	Social	.678	.812	1.000	.763
	Purchase	.649	.781	.763	1.000
Sig. (1-tailed)	Equity	.	.000	.000	.000
	Personality	.000	.	.000	.000
	Social	.000	.000	.	.000
	Purchase	.000	.000	.000	.
N	Equity	400	400	400	400
	Personality	400	400	400	400
	Social	400	400	400	400
	Purchase	400	400	400	400

Coefficients


Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			
	B	Std. Error	Beta			Zero-order	Partial	Part	
1	(Constant)	.117	.161		.726	.468			
	Equity	.105	.060	.079	1.740	.083	.649	.087	.051
	Personality	.488	.066	.425	7.411	.000	.781	.349	.217
	Social	.381	.053	.364	7.164	.000	.763	.339	.210

a. Dependent Variable: Purchase

BIODATA

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Bachelor's Degree at University of Economics and Fianance, Ho Chi Minh City, Vietnam

Master's Degree at Bangkok University, Pathum Thani, Thailand

Experience Purchasing Specialist Intern at Karta, Ho Chi Minh City