



TRƯỜNG ĐẠI HỌC FPT

GRADUATION THESIS

BACHELOR OF BUSINESS ADMINISTRATION

**FACTORS AFFECTING CUSTOMERS'
INTENTION TO USE FPT PLAY
PLATFORM IN HANOI AREA**



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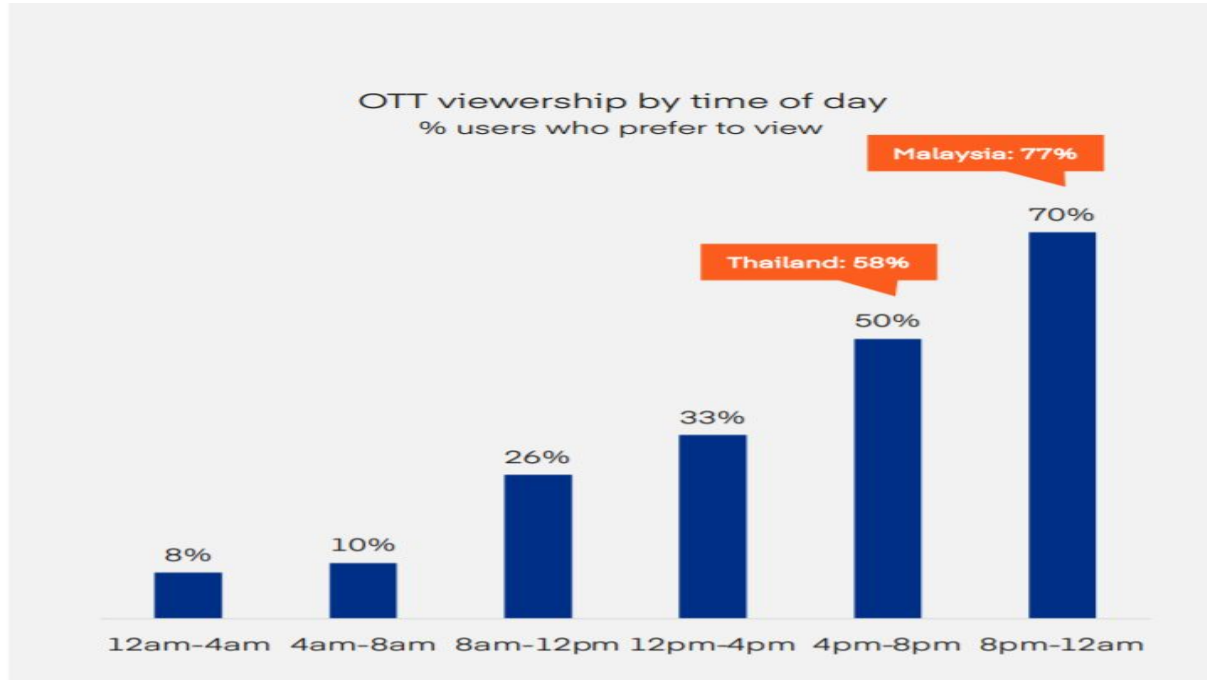


01. **INTRODUCTION**



1.1. Topic Background

OTT viewership by time of day :



Features:



No need to pull the cable



Login up to 5 devices
at the same time



Multi-platform : FPT play
box , SMART TV , PC/LAPTOP AND
SET-TOP BOX



200 domestic and international channels are
copyrighted



Owens an exclusive stock of movies and series



Live top soccer
leagues



A lot of movies, odd movies, cinema
movies are free and constantly updated



Diverse entertainment
programs



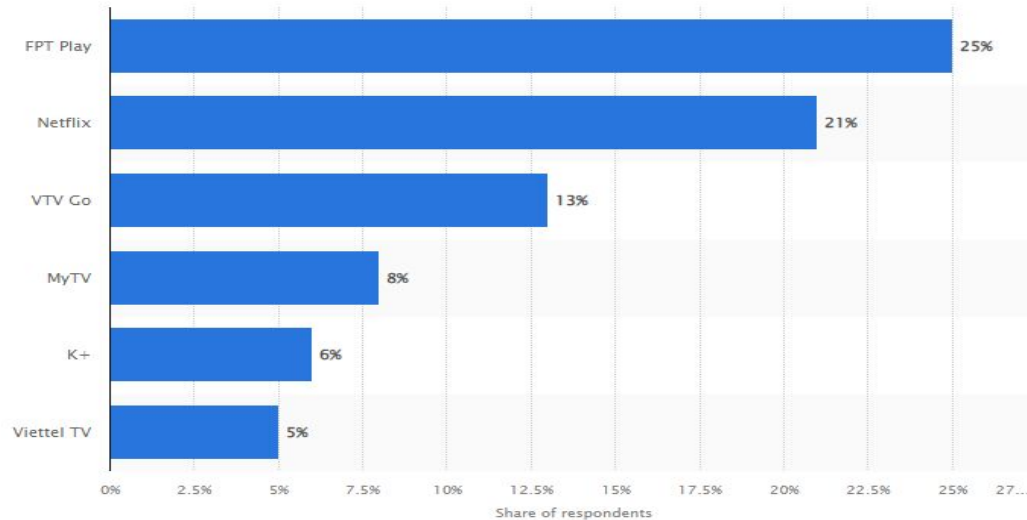
High quality stable speed

Currently FPT Play is deploying 4 packages:

VIP COMBO	1 Month 120.000 VNĐ		6 Months 720.000 VNĐ	12 Months 1.440.000 VNĐ
MAX COMBO	1 Month 88.000 VNĐ		6 Months 528.000 VNĐ	12 Months 1.056.000 VNĐ
SPORT COMBO				12 Months 540.000 VNĐ
K+ COMBO	1 Month 140.000 VNĐ	3 Tháng 420.000 VNĐ	6 Months 840.000 VNĐ	12 Months 1.680.000 VNĐ

1.2. Practical problem

According to the figures of Statista 2021:



1.3. Research objective

The study was conducted based on the following two objectives:

Objective 1: Determine which factors affect the intention to use FPT Play platform applications in Hanoi, Vietnam

Objective 2: Propose some solutions and recommendations to increase the subscription rate of the FPT Play platform

1.4. Research Question

The research objectives were achieved by answering the following research questions:

Question 1: What factors affect the intention to use the FPT Play platform application in Hanoi, Vietnam?

Question 2: What are the solutions and recommendations to increase the subscription rate of the FPT Play platform?



1.5. Research scope

The scope of the research in Hanoi to provide the most accurate and objective data information:



Online survey



18 - 45



400



Hanoi, Vietnam



Occupation: Student, Businessman, Other



02. **LITERATURE REVIEW**

2.1 Definition

❑ Hedonic motivation

- The opposite of reasoning, which can be called the ability to be cheerful and cheerful
- The hedonic motivation in the purchasing and using process is to give clients a feeling of expectation, symbolism or enjoyment of pleasure.
- Hedonic motivation can also be extended to the enjoyment of style and experience obtained from the whole buying decision process

❑ Social influence

- Social influence is described as the degree to which technology consumers think that people who are valuable to them (e.g. relatives, friends) believe that technology should be used.
- Social Influence is similar to the subjective norm in Reason Action Theory and Expected Behaviour Theory

2.1 Definition

❑ Perceived usefulness

- Perceived usefulness is the subjective likelihood that the use of technology can enhance the way a person will end a given assignment.
- Perceived usefulness is the degree to which a person thinks that using a specific method will increase his or her job efficiency

❑ Price value

- The value-based pricing principle mainly applies to markets where possessing an item enhances a customer's self-image or facilitates unparalleled life experiences. To that end, this perceived value reflects the worth of an item that consumers are willing to assign to it, and consequently directly affects the price the consumer ultimately pays.
- Although pricing value is an inexact science, the price can be determined with marketing techniques.

2.1 Definition

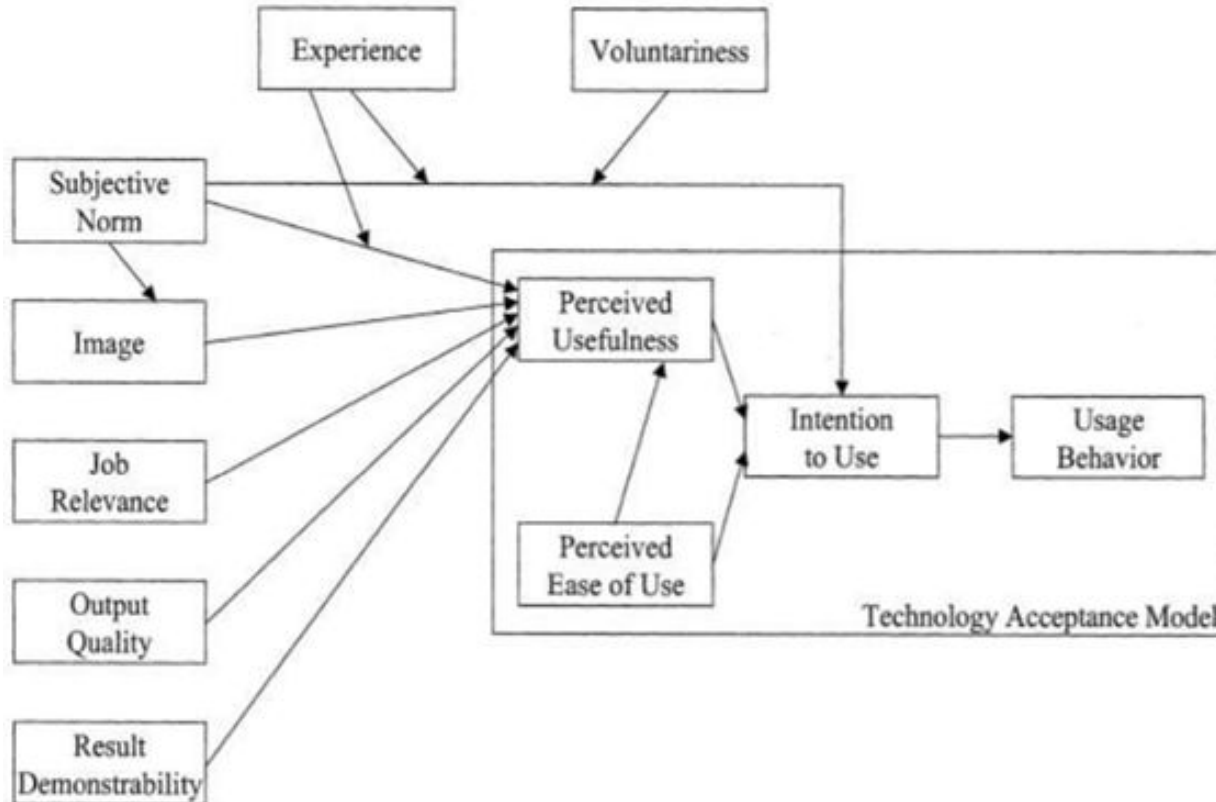
❑ Trust

- Many studies on online services have shown that trust affects intention to use. As a paid subscription service, FPT play needs users to trust that the company is acting in good faith.

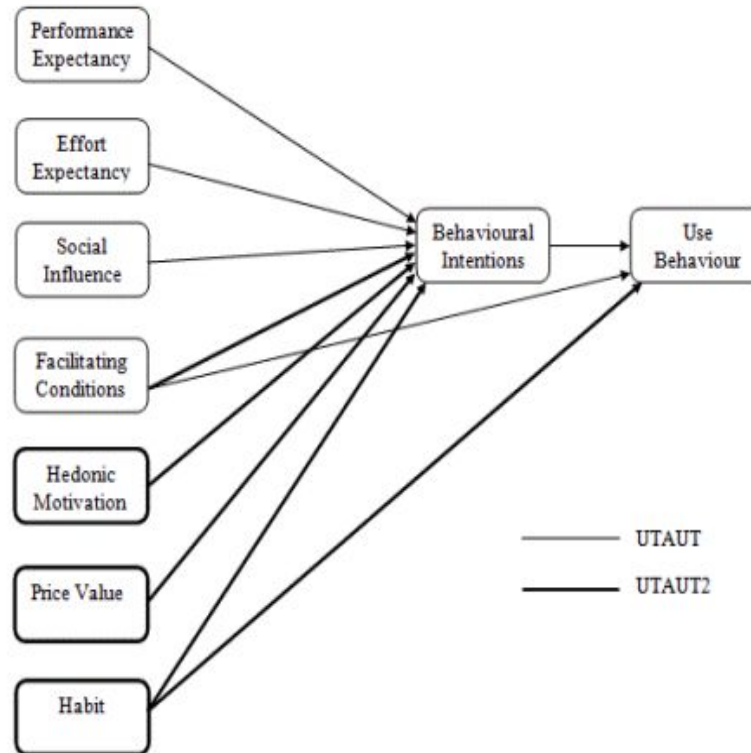
❑ Facilitating conditions

- Facilitating conditions apply to the views of users of the services and the assistance required to execute a behavior.
- The promoting conditions are characterized by UTAUT as a construct that represents the sense of a person's influence over their actions.

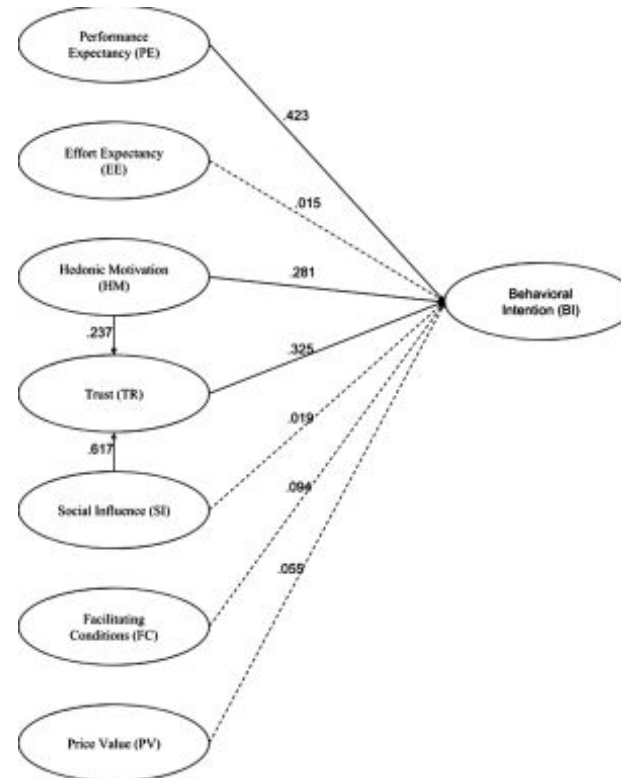
2.2. Technology Acceptance Model (TAM 2) (Venkatesh and Davis, 2000)



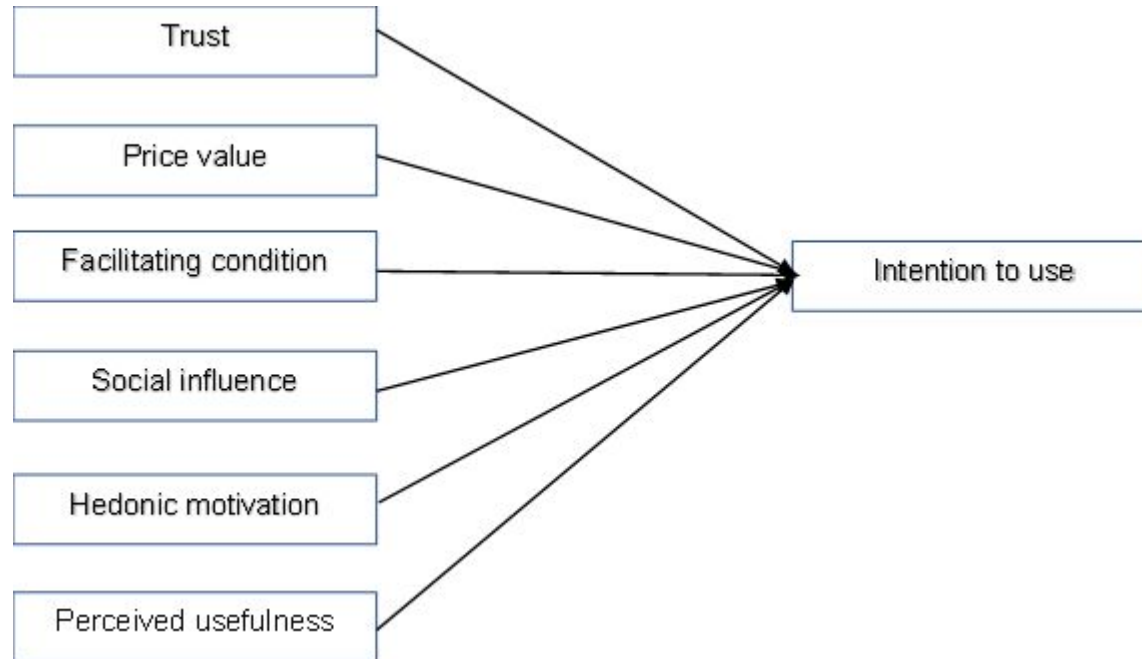
2.3.1 Model of innovation reception and use: Extending UTAUT2 with discernment



2.3.2 UTAUT2 model extension applied to netflix



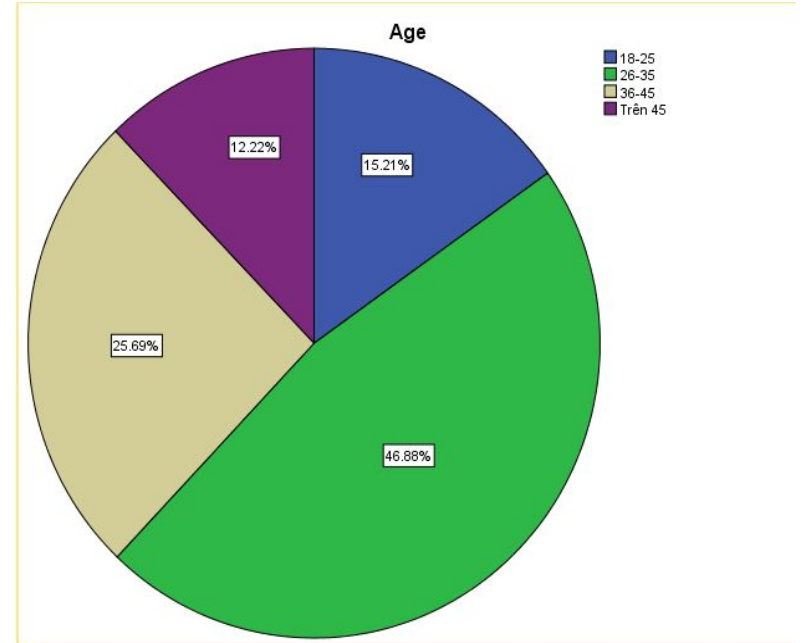
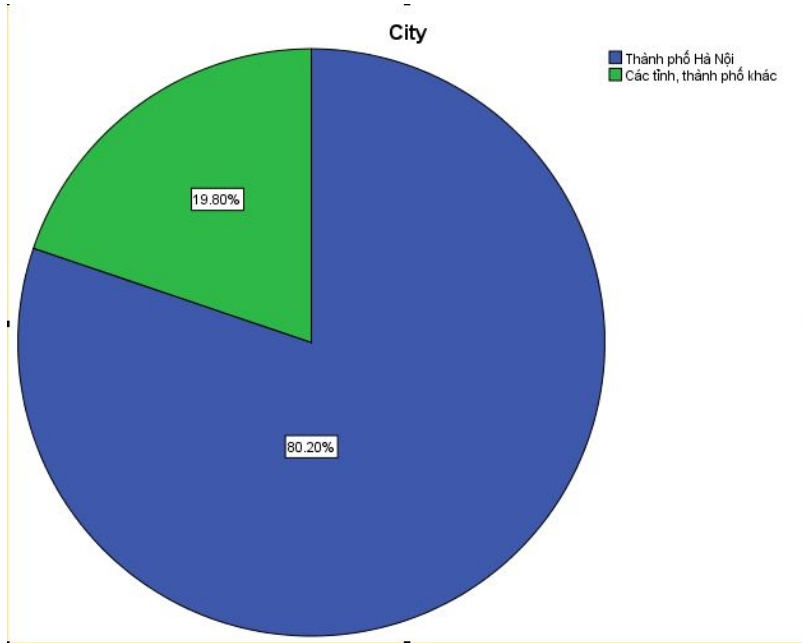
2.4. Hypothesis Development & Research Model



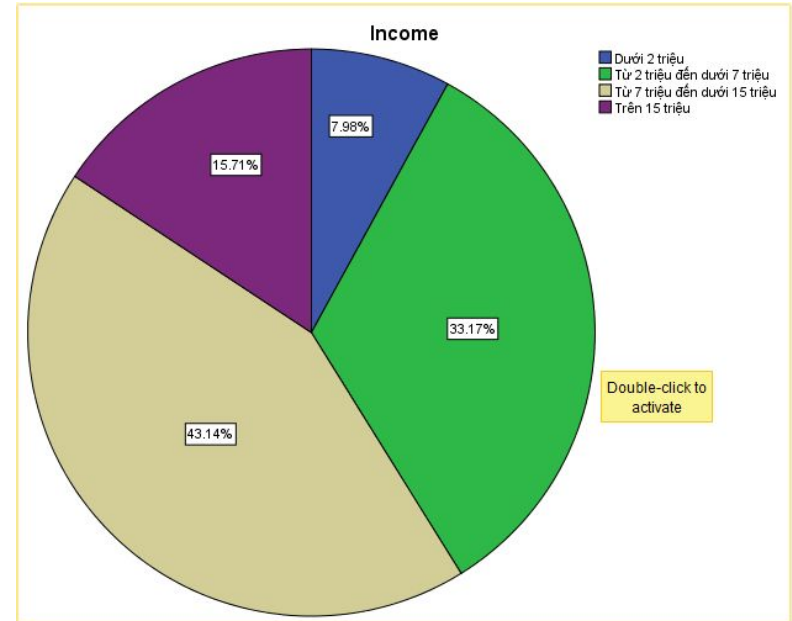
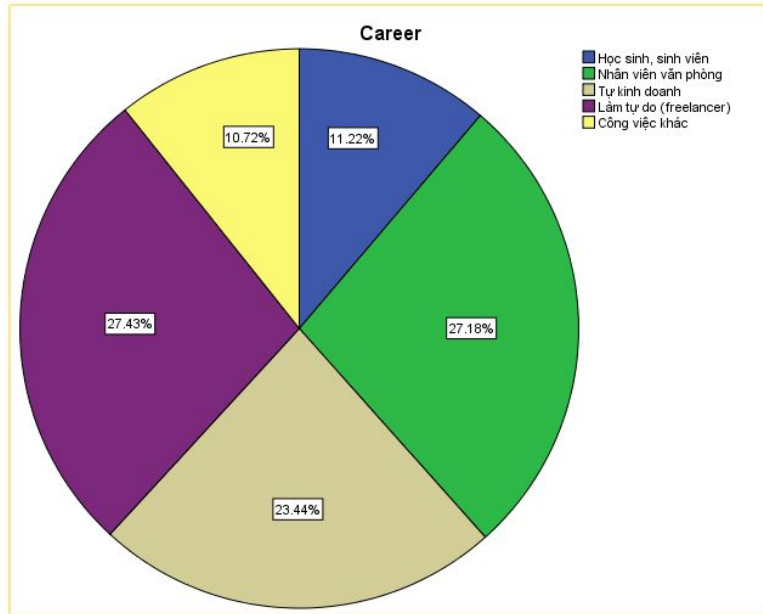
03.

METHODOLOGY

3.1. Sample



3.1. Sample



3.2 Data Collection Procedures

Tools and Techniques:

The data collected through Google Form are entered into an Excel spreadsheet, then we coded it and transferred to the SPSS (Statistical Package for the Social Sciences) software to analyze



Google Forms



Google Sheets

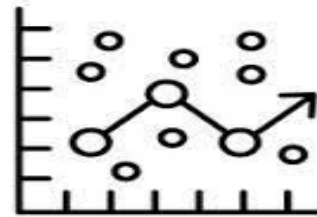


3.3. Data Analysis Methods

	Males (n=4753) <i>No. , % or Mean, SD</i>		Females (n=4980) <i>No. , % or Mean, SD</i>		χ^2
Latent class indicators					
High use (4+ hours/ day, 6+ days/week)					
Any high use of games	521	11.0%	79	1.6%	369.5**
Instant messaging	345	7.4%	603	12.2%	64.1**
Social networking	247	5.3%	482	9.8%	69.4**
Multiplayer online games	406	8.7%	32	0.6%	357.9**
Browser games	30	0.6%	20	0.4%	2.6
Offline games	170	3.7%	37	0.8%	95.8**
Problematic gaming ^b	1.77	0.69	1.33	0.51	32.0**
Psychosocial covariates^a					
Loneliness	1.64	0.49	1.60	0.51	4.17**
Depression	2.06	0.67	2.33	0.73	-19.4**
Social anxiety	1.98	0.67	2.13	0.70	-10.6**
Self-esteem	3.36	0.51	3.17	0.58	17.0**
Friendship quality					
Low OLF/High RLF	2,554	53.7%	3,043	61.1%	485.7**
High OLF/High RLF	1,326	27.9%	1,707	34.3%	
Low OLF/Low RLF	744	15.7%	155	3.1%	
High OLF/Low RLF	129	2.7%	75	1.5%	

*Note: (a) p-value for continuous variables is for two-tailed t-test with unequal variances using Satterthwaite's d.f.; **p<.05, **p<.01. (b) Mean score, standard deviation on Videogame Addiction Test (c) Higher values indicate higher perceived friendship quality and better SE; otherwise, higher values indicate lower psychosocial well-being. Abbreviations: OLF=Online friendship quality, RLF=Real-life friendship quality*

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable



Regression Analysis



04. **ANALYSIS AND FINDINGS**

4.1 Introduction

Analytical models and methods have been provided and implemented in the previous chapters. The data collected from the survey will be analyzed in this chapter to find out what factors influence the intention to use the FPT Play platform. Also, demonstrate whether the influencing factors are positive or negative.



4.2 Descriptive analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
HM1	401	1	5	4.09	.888
HM2	401	1	5	3.90	.902
HM3	401	1	5	4.07	1.039
SI1	401	1	5	4.05	.853
SI2	401	1	5	3.92	.854
SI3	401	1	5	4.15	.955
PU1	401	1	5	4.14	.850
PU2	401	1	5	3.92	.892
PU3	401	1	5	4.19	.951
PV1	401	1	5	4.11	.907
PV2	401	1	5	4.01	.904
PV3	401	1	5	4.09	.983
TR1	401	1	5	4.14	.918
TR2	401	1	5	4.07	.897
TR3	401	1	5	4.05	.970
FC1	401	1	5	4.18	.892

FC2	401	1	5	4.07	.883
FC3	401	1	5	4.14	.952
IU1	401	1	5	4.06	.990
IU2	401	1	5	3.93	.982
IU3	401	1	5	3.98	1.079
Valid N (listwise)	401				

- Variables are higher than 3 and most of the variables have a mean approximately above 3 to 5.
- The highest is factor PU3 with equal 4.19
- The lowest is factor HM2 with equal 3.9



The customers agree with all of the determinants

4.3 Reliability Test- Cronbach's Alpha

Variables	N of items	Cronbach's Alpha
Social Influence	3	0.687
Perceived Usefulness	3	0.707
Price Value	3	0.777
Hedonic Motivation	3	0.718
Trust	3	0.616
Facilitating Conditions	3	0.641

4.4 Exploratory Factor Analysis

KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.706
Bartlett's Test of Sphericity	Approx. Chi-Square	507.004
	df	3
	Sig.	.000

Extraction Method: Principal Component Analysis

Rotated Component Matrix

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.198	28.875	28.875	5.198	28.875	28.875
2	1.776	9.866	38.741	1.776	9.866	38.741
3	1.427	7.928	46.669	1.427	7.928	46.669
4	1.305	7.248	53.916	1.305	7.248	53.916
5	1.162	6.455	60.371	1.162	6.455	60.371
6	1.020	5.665	66.036	1.020	5.665	66.036
7	.868	4.821	70.857			
8	.771	4.282	75.140			
9	.739	4.105	79.245			
10	.631	3.508	82.752			
11	.558	3.100	85.852			
12	.457	2.537	88.389			
13	.440	2.444	90.833			
14	.408	2.265	93.098			
15	.376	2.090	95.188			
16	.326	1.813	97.001			
17	.287	1.595	98.596			
18	.253	1.404	100.000			

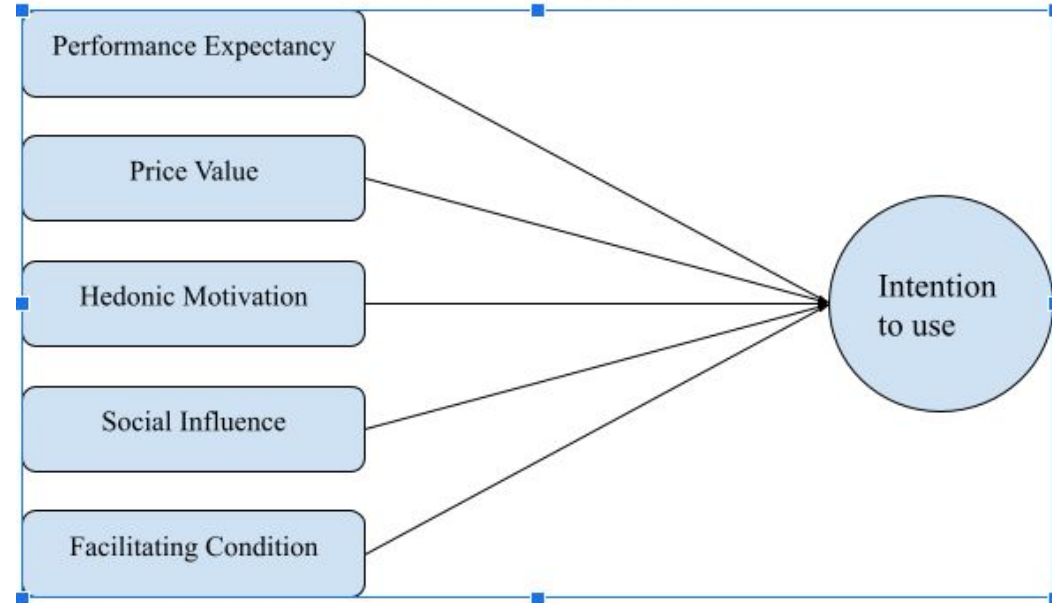
Rotated Component Matrix							
	Component						Component Name
	1	2	3	4	5	6	
PU1	.695						Performance Expectancy (PE)
PU2	.694						
TR2	.677						
TR1	.662						
PV2		.843					Price Value (PV)
PV1		.807					
PV3		.752					
HM2			.778				Hedonic Motivation (HM)
HM1			.712				
HM3			.697				
SI2				.802			Social Influence (SI)
SI3				.734			
SI1				.719			
FC2					.788		Facilitating Condition (FC)
FC1					.691		
FC3					.630		
PU3						.670	Effort Expectancy (EE)
TR3						.662	

New factors and adjust research model

Variables	N of items	Cronbach's Alpha
Performance Expectancy	4	0.755
Effort Expectancy	2	0.546

The results show that the Cronbach alpha of EE reaches 0.546 (smaller than 0.6) ineligible should be eliminated, the smallest total correlation is 0.375 (variable PU3, TR3)

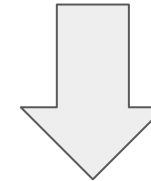
ADJUSTED RESEARCH MODEL



		Correlations					
		IU	PV	HM	SI	FC	PE
IU	Pearson Correlation	1	.431**	.510**	.375**	.451**	.563**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	401	401	401	401	401	401
PV	Pearson Correlation	.431**	1	.339**	.156**	.303**	.278**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	401	401	401	401	401	401
HM	Pearson Correlation	.510**	.339**	1	.263**	.419**	.424**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	401	401	401	401	401	401
SI	Pearson Correlation	.375**	.156**	.263**	1	.265**	.332**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	401	401	401	401	401	401
FC	Pearson Correlation	.451**	.303**	.419**	.265**	1	.454**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	401	401	401	401	401	401
PE	Pearson Correlation	.563**	.278**	.424**	.332**	.454**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	401	401	401	401	401	401

** Correlation is significant at the 0.01 level (2-tailed)

Pearson Correlation is 0.431, 0.510, 0.375, 0.451, 0.563, respectively. Indicators that are both greater than 0.5 (between 0.5 and 1) which are said to be strongly correlated The lowest is the SI factor (0.431) and the highest is the PE factor (0.563).
Sig <0.05



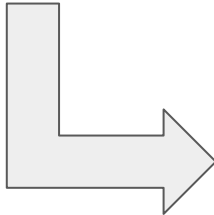
Therefore, all 6 factors are satisfied to include in regression analysis.

4.5. Regression Analysis

- There are five factors which are
- Supposed to impact affect the intention to use FPT Play platform : SI,PE,HM,PV,FC
- The regression equation is established:

The regression equation is established:

$$IU = \beta_0 + \beta_1 * PV + \beta_2 * HM + \beta_3 * SI + \beta_4 * FC + \beta_5 * PE + e$$



In which:

B0: Constant

Bi: Regression coefficients (i=1, 2, 3)

SI,PE,HM,PV,FC: the independent factors

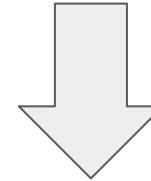
IU: the dependent factor

Model Summary:

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.696 ^a	.485	.478	.63986	1.792

a. Predictors: (Constant), PE, PV, SI, HM, FC
b. Dependent Variable: IU

the Adjusted R Square coefficient is 0,478

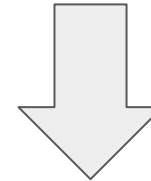


That is the independent variables explain 47.8% of the variation of the dependent variable IU. From there, the level of model explanation is 47.8% (Good)

ANOVA:

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	152.308	5	30.462	74.401	.000 ^b
	Residual	161.723	395	.409		
	Total	314.031	400			
a. Dependent Variable: IU						
b. Predictors: (Constant), PV, HM, SI, FC, PE						

Sig < 0.05
F : 74.401



The factor can apply for all people in Ha Noi

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.063	.273		-3.893	.000		
	PV	.243	.045	.212	5.406	.000	.845	1.184
	HM	.256	.050	.219	5.119	.000	.714	1.400
	SI	.192	.049	.151	3.886	.000	.862	1.160
	FC	.146	.055	.114	2.668	.008	.709	1.410
	PE	.405	.057	.309	7.104	.000	.689	1.451

a. Dependent Variable: IU

Sig value of all factors are lower than 0.05, so they have effect on IU

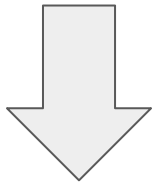
The factor PE has the largest Beta coefficient of 0.309 → strongest impact → 5 assumptions are accepted

VIF < 2 → so the multiple collinearities do not appear in this case

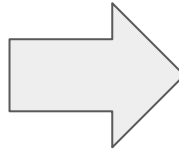
The normalized regression equation: $IU = 0.309*PE + 0.212*PV + 0.219*HM + 0.115*SI + 0.114*FC + e$

4.6. Findings

That Sig. value of all of six elements include PE, PV, HM, SI, FC, are less than 0.05



All of 5 elements have positive correlation with Intention to use



Hypothesis	Sig.	Result
H1: Performance Expectancy affecting has a positive impact on intention to use the FPT Play platform	.000	Confirmed
H2: Price Value affecting has a positive impact on intention to use the FPT Play platform	.000	Confirmed
H3: Hedonic Motivation affecting has a positive impact on intention to use the FPT Play platform	.000	Confirmed
H4: Social Influence affecting has a positive impact on intention to use the FPT Play platform	.000	Confirmed
H5: Facilitating Condition affecting has a positive impact on intention to use the FPT Play platform	.008	Confirmed

4.7. Conclusion

- The data is collected and analyzed by using surveys to find out are Factors affecting the intention to use FPT Play platform by using SPSS.
- Find out the level of independent to dependent : Performance expectancy has the strongest affect the intention to use FPT Play platform ($B=0.405$) and Facilitating condition ($B=0.146$) is lowest



05. **DISCUSSION AND** **CONCLUSION**



5.1. Discussion

Most influential factor
Performance expectancy
⇒ 0.405

The second biggest factor
Hedonic motivation
⇒ 0.256

Other Influencing factors
Social influence ⇒ 0.192
Price value ⇒ 0.243
Facilitating condition ⇒
0.146

5.2. Solution and recommendation

- Hedonic motivation: Moreover, the platform should also pay attention to designing the recommendation feature so that when users finish watching one program, they will be recommended to other similar content that they may be interested in.
- Performance expectancy: The platform developer should also pay great attention to always improving the app performance to minimize crashing and lagging, thereby meeting the users' expectation of performance and improving their overall experience.
- Price value: Need to increase promotions, discounts, maintain preferential policies for customers using FPT services. Add practical gifts on birthdays, Tet etc. Apply discounts when customers use combo TV services, internet of the company.
- Facilitating condition: FPT Play platform is sometimes limited and incompatible with many different technology devices, which can make it difficult to use or can't be used due to lack of support, thus affecting the user's intention to use FPT Play platform customer to the product.

5.3. Theoretical Implication

- This point has been completed by many creators, however, there is research on the FPT Play platform in Vietnam, but this discovery is particularly questionable and unclear to demonstrate the clear composition to customers.
- This exploratory model incorporates many components from previous legitimate test subjects, so the model is more thorough, more accurate, and more reliable. This is considered a cross-cutting major of research in this field in Vietnam.
- This review helps to add information about FPT Play platform administration in Hanoi and it to the world information source. Vietnam is an extremely developing and fast-growing country.

THANK YOU FOR LISTENING