GRADUATION THESIS

Majors: Marketing

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

Bachelor of Business Administration Thesis

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EXECUTIVE SUMMARY

With the constant advancement of technology, next to it is the innovation and development of numerous and rapidly increasing rapidly. In addition, the Covid-19 pandemic has greatly impacted the existence of Vietnamese individuals. It harms both the economy and the human soul. People stay at home to avoid the Covid-19 pandemic, the need to watch entertaining movies at home has grown tremendously. So TV channels and their services are increasing day by day. As of late, the world has a lot of examinations on this theme. The motivation behind the review study is to decide the variables that affect customers' intention to use FPT Play platform in Hanoi area. The accompanying review utilizes information gathered from clients in Hanoi through comfort testing techniques to precisely survey the goals of clients. planned to utilize. Given these discoveries, the review focuses on helpful ideas for designers in their endeavors to comprehend the vital variables for further developing assistance quality.

After 500 legitimate responses from the survey, the study distinguished seven main factors: intention to use, hedonic motivation, social influence, facilitating conditions, trust, perceived usefulness, price value affecting expectations of customers using FPT play platform in Hanoi area. It is observed that these seven key variables have a positive relationship with intention to use, hedonic motivation, social influence, facilitating conditions, trust, perceived usefulness, price value

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ABBREVIATIONS AND ACRONYMS LIST

OTT	Over The Top
UTAUT	Unified Theory of Acceptance and Use of Technology
TAM	Technology acceptance model
PU	Perceived usefulness
PV	Prive value
TR	Trust
FC	Facilitating condition
HM	Hedonic motivation
SI	Social influence
IP	Internet Protocol

Gen Z	People who born in 1997 to 2015
PC	Personal Computer

CHAPTER 1: INTRODUCTION

1.1 Topic background

The development of the internet in particular and information technology in general has brought about great progress and development of science and technology. Today, thanks to the advancement of technology, the authers have gradually changed the forms of television entertainment. OTT (short for over-the-top) is a means of delivering television and movie content over the internet on demand and tailored to individual consumer requirements. The term itself stands for "over-the-top" which means a content provider is going beyond existing internet services (Dang, 2021). OTT is superior to the traditional Cable TV because of 2 characteristics: mobility and internet (Vu, 2020). On average, users log into OTT 17 days/month with 2.5h/day. Not only that, OTT is also breaking the golden hour frame of traditional TV. Since up to 70% of all OTT viewers in Southeast Asia, they watch content between 8pm and 12am (while traditional TV prime time is 8-11pm)

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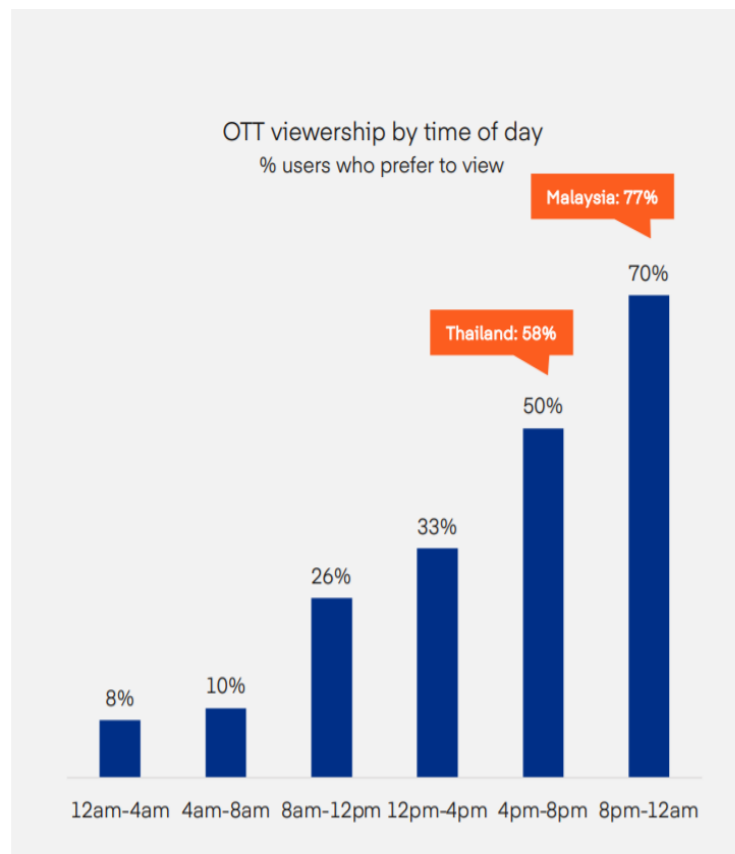
Figure 1.1. OTT viewership by time of day

Therefore, consumers tend to use OTT for entertainment (Statisca, 2018). Over time, history has recorded significant developments in OTT television. Although in the 2010s, this market was very primitive, with Netflix being the only provider of the service. However, by 2019, OTT television became a potential service as many large tech corporations began to join, such as Apple, Disney, and WarnerMedia. According to Pwc's data in its media and entertainment report, the OTT TV service's market capacity will grow by more than $72.8 billion compared to 2020 (PwC, 2019). Not out of the development trend, Vietnam is also considered a potential market for OTT television services.

According to Statista's July 2019 data, the percentage of people who regularly use the Internet in Vietnam is 54% and is expected to increase to 92% in 2023 (Statista, 2019). With a significant proportion of Vietnam's population using the internet, Statista also forecasts that in 2023 the growth in revenue of online TV services will be at 113%. In fact, there are also many OTT TV service providers in Vietnam, including services from foreign providers (Netflix, Apple TV...) and domestic (ClipTV, FPT Play, VTVcab ON, VTC Now, My K+ NOW…). For services from domestic providers, FPT is one of the prestigious internet TV service providers. Today, customers can have diverse content stores and many utilities with FPT Play service. In 2019, it is the explosion of information technology 4.0, along with that trend that digital television technology is also growing more and more diverse (Tran, 2020). According to Kenh14, box office revenue increased only 1% at $42.2 billion, while revenue from streaming platforms in 2019 was $58.8 billion.

FPT Play is an online TV viewing app released for smartphones, tablets, or Android TV Boxes. This application allows users to experience live TV programs such as movies, football, watch video clips, game shows, TV shows in a vivid way with the best sound and visual quality. FPT Play is a popular online TV viewing app on smartphones, tablets, or android TV Boxes, viewers enjoy TV shows, movies, football, game shows... come from FPT Play with the most authentic visual and sound experience.

FPT Play application is the right choice for customers to have a comfortable experience when watching online TV via smartphones for the following reasons: simple interface, easy to use, etc. First, the platform conveniently does not use electronic cables. Next, one account can log in on 5 devices at the same time (depending on what the user uses). FPT play supports on multiple platforms: smart TV, smart phone, PC/laptop. It owns the copyright of 200 domestic and international TV channels. There is also a store of movies and series copyrighted by HBO GO. In addition, cinema movies are also updated

continuously. Live broadcast of sports tournaments such as English Premier League, Champions League, V-league, etc. and basketball tournaments such as ABL, VBl and other top sports tournaments. It has a rich variety with programs for children and families, gameshow, live stream major music events and top fashion shows in the world, with table data transfer rate (FPT, 2021)

Service prices are always at a suitable price in the market, with good product quality (Doan, 2021). The application supports many customers for ease of use. The price of FPT service packages always comes with incentives, and technical support 24/7 including holidays and Tet (FPT Play, 2021). Currently, FPT has 4 service packages:

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

Table 1.1: Price of FPT Play (FPT, 2021)

VIP COMBO	MAX COMBO	SPORT COMBO	K+ COMBO
This is a full service package, when registering for this package; users can view all packages on FPT Play. Except for the K+ package. Each VIP package	MAX is an FPT Play TV package, provided to customers who subscribe to the FPT TV + internet combo	Sport package is a purely sports package on FPT Play. Full TV channels like VIP packages are not included. K+ . TV channels are not	K+ on FPT Play is a package for customers to watch K+ TV channels through an internet connection. Each account can only be viewed on one device at a time.

account can watch on 5 devices at the same time as other services, but only watch live EUFA tournaments on 1 device at the same time. HBO Go only 2 devices In addition, the VIP package can watch more than 150 TV channels, watch movies in early cinema, HBO Go movie store...	package or to independent customers. Independent customers who are using the internet of other carriers and want to use FPT TV can subscribe to this package	included All live shows only watch copyrighted sports content in the territory of Vietnam. Accounts can be logged in on 3 devices; each account can only view on one device at the same time.	Signing up for the K+ package on FPT Play, users can watch English Premier League football matches, tennis and other sports. Only copyrighted K+ content can be viewed in the territory of Vietnam

Table 1.2: Sevices of FPT Telecom on TV (FPT, 2021)

Having to compete with many competitors such as: Netflix, VieOn, Galaxy Play etc., FPT Play products and services face competition, the main problem is how to deploy the service to customers. Therefore, the market research to evaluate the factors influencing the decision to choose FPT Play television services will have great significance in the innovation of creating new products to improve and build better business, service and customer care strategies of service providers in general and FPT in particular. Therefore, the topic for this study is "factors affecting customers' intention to use FPT Play platform in Hanoi area".

1.2 Practical problem

1.2.1 Streaming platforms in Vietnam

After many years of being immersed in free movie viewing sites, in recent years, with the appearance of many paid TV services such as (Netflix, FPT, VIE On ...)

Noting that the demand of consumers plus Covid-19 has caused the demand for movies and entertainment programs to increase, VieOn of Vietnam VAC and Galaxy Play

of Galaxy have launched. In addition, FPT Play of FPT Group is also communicating its exclusive products in the Vietnamese market.

According to Kantar Media Vietnam (Cafebiz, 2021), up to 84% of Vietnamese people between the ages of 15 and 54 use the internet every day, and in a survey of the same field by Nielsen (Cafebiz, 2021), up to 90% of respondents said they watch online videos weekly. According to research organization Muvi (Cafebiz, 2021), Southeast Asia's OTT market revenue from next year 2021 could reach $650 million per year (Cafebiz, 2020)

According to a study by Media Asia Partners, the online video industry in Asia Pacific (excluding China) will grow by about 15% a year to reach $23 billion by 2024 (Cafebiz, 2020).

Although the OTT market in Vietnam has its own economic, cultural or infrastructure characteristics, it is only in its infancy. Previously, this market was dominated by non copyrighted free movie sites, then with the arrival of FPT Play and Netflix, most recently VieON and Galaxy Play, the market has been breathing a new, more regular and professional wind.

According to a report by Decision Lab (Nguyen, 2021), in the paid platform, Netflix holds 16% market share and is in second place, just behind FPT Play with 23% market share. The support platform received positive reviews from users such as having diverse content or service at application quality.

Figure1.2. Most used paid streaming sevices in Vietnam (Advertising Vietnam, 2021)

1.2.2. Viet Nam streaming platform and Netflix

Netflix has been in Vietnam since 2016, however, it was not until 2019 that Netflix officially had a Vietnamese interface (Vu, 2019), in order to show its respect for this market of 100 million people. It is no exaggeration to say that the "big man" of this world has contributed greatly to the education of the Vietnamese market.

According to a statistic of the Department of Broadcasting and Electronic Information in mid-2019, according to the number of views on the device, YouTube has the highest number of views at 2.6 million, Netflix is second about 1.3 million, FPT Play is third with 900.000, ClipTV reaches 350.000, VTVGo reaches 250.000 (Department of Broadcasting and Electronic Information, 2019). Thus, the total number of views of two foreign OTT services is nearly 3 times the total number of views of the three OTT services in the country. Both VieOn and Galaxy Play are still very lackluster.

However, the latest data currently comes from Statista as of Oct 19, 2021; FPT Play is still leading in the Vietnam market with 25% of the total market share. Right behind this giant is Netflix with 21%. Next is a platform also from Vietnam is VTV go with 13%. The three platforms with the least market share are My TV, K+, and Viettel TV respectively with market shares of 8%, 6% and 5% respectively. The above data shows the level of usage as well as the experiences brought to the market from FPT is very good. (Statista, 2021)
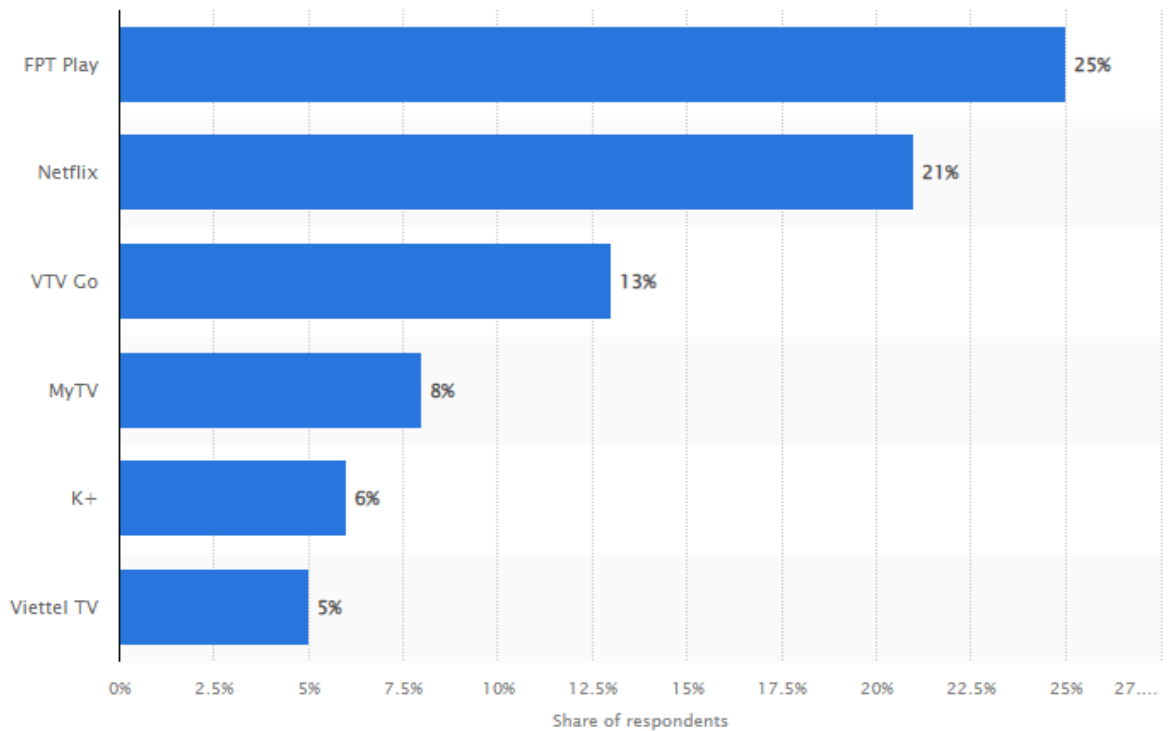
Figure 1.3.User data in Vietnam (Statista.com, 2021)

According to YouNet Media in June 2020, Netflix is the most popular platform on forums such as tinhte.vn, otofun.net, or movie review fans such as "Cuong phim". At first glance, Netflix has a high level of discussion compared to local brands, but most of those discussions come from sales, leasing and account sharing (Media, 2020).

Next was VieOn, which was doing massive media campaigns to introduce the newly upgraded app. Most of the discussion about 3 Vietnamese apps (FPT Play, Galaxy Play) is related to the strengths of each side: such as VieOn as reality tv shows, FPT Play is HBO Go and "Journey to Transform" and Galaxy Play is the cinema from Galaxy Cinema.

In June 2020, Dat Viet TAC – the leading group in the entertainment sector in Vietnam has officially launched a new entertainment application with VieON with the slogan "Can't take your eyes off". According to the company, it took them four years of research, development and testing with a strategic consulting partner from the US, BCG Digital Ventures to launch the complete version as of today. "In Terms of content, VieON's outstanding advantage is its rich and comprehensive content repository in line with Vietnamese culture and consumer habits with 100 tv channels, which are expected to have more than 100.000 hours of 100% copyrighted blockbuster content, enabling content personalization and live streaming" (Cafebiz, 2020)

VTV cab belongs to the joint stock company of Vietnam Cable Television Corporation.VTV had built and developed for 25 years.Their producing and distributing original content on Vietnam's leading multi-platforms. Main areas of activity are as follows:

1 Content production

2 Pay TV and telecommunications services

3 Cross-platform content distribution

4 Develop technology infrastructure and applications

However, VieOn or VTV cab are also hot platforms, but it is not the first OTT unit invested and developed in Vietnam but FPT Play. FPT Play is a website; customers can experience applications such as watching movies, TV shows, and watching football tournaments not only at home but also abroad. Especially, FPT Play also owns the copyright of many movies, quickly updating the latest episodes to customers (Truyenhinhfpt, 2021). FPT Play is invested by FPT, so the quality is stable; watching TV online is extremely fast, with few ads. The application provides customers and brings the most vivid picture and sound quality like going to a theater. With FPT Play, customers can experience all forms of entertainment using just a single application (Genk, 2020).

Netflix is an online media and video rental company founded in 1997 by American entrepreneurs Reed Hastings and Marc Randolph. It is also involved in the creation of original programs. The company's headquarters is located in Los Gatos, California. In 1999, Netflix began offering online subscription services via the Internet. By 2016, its streaming service was available in more than 190 countries and territories. Currently, Netflix is growing and is highly popular in hundreds of countries around the world (Netflix, 2020)

In parallel with the strong development of the online platform, in Vietnam, there are also countless websites to watch movies free online, such as Phimmoi.net. This is the largest movie-viewing website in Vietnam, probably all the movies on this site are pirated movies. According to statistics (Nguyen, 2020), before being blocked, Phimmoi.net was the website with the largest traffic in Vietnam. Another website traffic statistics tool, SimilarWeb (Nguyen, 2020), says that Phimmoi.net can have between 60 million and 80 million unique visits per month. Phimmoi.net uses Google's main server to host and show websites. Movies on the platform are not copyrighted. Website owners will spend money to buy unlimited Google Drive accounts for students with prices from 150.000-300.000 VND for storage…, online advertising contracts and bypass costs. According to an alleged

price list of this website, a video ad that is run before the movie premieres and allows users to turn off after 5 seconds can be up to 18/million a week. At the same time, a bubble advertisement with the size of 800 × 500 also had a quote of 18 million/ a week. In addition, the surrounding advertising boxes also cost up to 25 million VND/ a week, and each ad view at the beginning of the episode will also bring the channel 20.000 VND/person/ad (Nguyen, 2020). According to Q&Me's assessment (Nguyen, 2021), FPT Play is the most prominent TV viewing and entertainment application in Vietnam, accounting for 39% of the OTT market share, among the top 2 most viewed applications on smart TVs. Specifically, the Open Rate (billion) app usage rate of FPT Play reached 39.2% of the total download volume of about 6.71 million. On the other hand, for Netflix, the giant from the United States of America has Open Rate at 35.9% of the total download volume of more than 11.7 million (only in the Vietnam market). According to statistics, FPT Play is currently available with over 8 million downloads on the App Store for iOS and GOOGLE Play users (Tran, 2021). From that, it can be seen that the influence of the FPT Play platform is not inferior to Netflix.

Besides, the store has movies, TV shows, content about common knowledge of life, health, family such as parenting, cooking, exercise, yoga, marriage, and family and the children's program is updated quickly. In the context of a complicated epidemic situation, the demand for information capture as well as entertainment at home tends to increase.

1.3 Research objective

The main purpose of this study is to identify and evaluate the determinants of using FPT Play platform applications in the Hanoi area. In addition, based on factors that have been identified and analyzed, the study aims to propose some solutions and recommendations to improve the services of the FPT Play platform.

The study was conducted based on the following two objectives:

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

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

1.4 Research questions

The research objectives are achieve 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

One of the main objectives of this research is to find out the factors affecting the intention to use the FPT Play application in Hanoi, Viet Nam. The scope of the research in Hanoi to provide the most accurate and objective data information:

- Survey type: Online survey
- Age: 18 - 45 or above
- Expected number of respondents: 400
- Scope of the research: Hanoi, Vietnam
- Occupation: Student, Office staff, Businessman, Freelancer, Other.

1.6 Methodology and data overview

In this research, Primary research uses a quantitative method that is collect through surveying then analyzed by SPSS. The survey number is estimat at at least 400 surveys. Secondary research is conduct through research articles, newspapers, websites, and internal data.

1.7 Thesis outline

Chapter 1 Introduction	Introduction of a brief of all the basic information about the FPT Play application.
Chapter 2 Literature review	Presents relevant theories that are the basis to develop research questions and research frames.
Chapter 3 Methodology	Presents the research process and research method. Then it was explained why research had to do it. Data collection and analysis will be

	clarified in this chapter as well.
Chapter 4 Analysis and finding	Analyzes the data from the research results.
Chapter 5 Recommendation and Conclusion	The final chapter answers the research question and suggests recommendations.

1.8 Conclusion

The first chapter contains background information as well as some key points on the issue that are relevant to this study. The background of the topic, practical challenges, research aims, research questions, research scope, and research method. It also introduces the study's key point. The terms used in the study will be highlighted in the following chapter.

CHAPTER 2: LITERATURE REVIEW

2.1 Definition

2.1.1. Streaming

Streaming is an innovation used to send information to PCs and cell phones over the Internet (Hoang, 2020). Streaming will send information - generally sound and video, however progressively taking different structures - as a persistent "stream", permitting the recipient to watch/listen momentarily used to move information to PCs and cell phones over the Internet. The expression "streaming" was first utilized in 1990 to portray a device that makes video-on-request over IP networks better (Hoang, 2020)

So far, the Streaming platform has been exceptionally well known around the planet. As a result of the Covid 19 pandemic, individuals often have to stay at home to stay away from the pandemic. So, between 2019 and 2021, streaming platforms are surprisingly popular and incredibly growing (GOV, 2021). The pandemic (COVID-19) keeps people around the world at home and working online. Their need for entertainment at home is also extremely high. This has driven movie and online platforms to grow and thrive (Adjust, 2021). Most users stream on mobile devices at least once a day. Users of all ages and across the globe stream regularly on mobile devices. China leads the list, with 93.75% of users streaming at least once a week, compared with 69.4% in the US and 45.7% in the UK. Gen Z is the generation that streams the most, averaging 90 minutes per session (GOV, 2019). However, all ages stream for at least an hour. Generation Z is the age group who stream the most, averaging an hour and a half per meeting (GOV, 2020). Likely, so, all ages streamed for a 60-minute period. Currently, customers will spend a lot of money on real-time features and on-demand (on-demand) entertainment, as shown by their "cutting the link" or so, pausing the TV contract digitally and to buy a streaming package. South Korea spends the most, with $42.68 per month, and the United States is not far behind, with $33.58 per month (GOV, 2020). Millennials and Gen Z are the two generations that pay the most, but the number of users over 55 who intend to pay is increasing (VnExpress, 2020). Research from (The Trade Desk, 2020) also shows that about 27% of households in the US plan to cancel TV packages in 2021, double the number surveyed in 2020.

Another million customers cut the line in the main quarter of 2019, 1.5 million in the following quarter, and almost 1.7 in the second quarter from the previous quarter - or

nearly 4% of total customers remaining each quarter . In contrast, Income from Streaming TV increased significantly between 2016 and 2018, from $30 billion to $68 billion. More than a quarter of US customers now spend more than $100 per month on streaming TV, according to HBR (GOV, 2019). It further confirms that during the Covid19 pandemic, the Streaming platform has flourished

In Vietnam, the streaming platform is growing very fast and extremely developed. By 2025, Generation Z in Vietnam will be exposed to nearly 15 million people online, accounting for 21% of the workforce and more than 30% of the web-based community (Nielsen, 2021). This is the basic customer base and driving potential driving the livestream platform recently. They are "customers" and "lead content producers" (Nguyen, 2021). That shows that watching streaming platforms has become an existing trend of Vietnamese individuals today

2.1.2. FPT Play

FPT Play is a technology product launched and developed by FPT technology corporation. It is an application that helps users to watch videos, movies, entertainment programs, online TV on phones, computers, and even televisions (Nguyen, 2021). Up to the present time, the FPT Play platform has undergone many innovations and implemented many innovative items. In addition to watching movies, users can be entertained on web TV on their phones. Besides, users can connect multiple devices at the same time, which is extremely convenient and easy to use for users (Vnexpress, 2021). Besides, it can be seen that the programs of the FPT Play platform are also refreshed regularly to increase the attractiveness and novelty for users. Along with constant innovation and change, the FPT Play platform is currently one of the most famous web-based TV viewing applications with a huge number of users in Vietnam. FPT Play platform is the most used online TV application in Vietnam with a 39% market share, followed by Netflix (23%), VTVcab On (21%), K+ (19%), and Zing TV (18%) (FPT Telecom, 2021). That has created the distinction of the FPT Play platform compared to other competitors. FPT Play platform meets from ordinary TV programs to diverse global entertainment programs, TV series to blockbuster dramas, etc., so that users can have a more wonderful experience with FPT Play going to the cinema (FPT, 2021). FPT Play platform wants to give customers the most insight into television in Vietnam and get rid of the boring notions of watching movies at home.

2.1.2 Benefits of FPT Play platform

FPT Play platform is an advanced and modern product with many outstanding improvements compared to other competitors: First, the FPT Play platform has hundreds of free TV channels with diverse and extremely rich content: The special thing here is that as long as the device has an internet connection, FPT Play will bring users a lot of attractive content. The quality of the channels with SD, HD quality, 4K video gives customers the experience of going to a movie theater (FPT Box, 2019). If the customer is a football lover or spends a lot of time sitting in front of the screen to watch movies, FPT will also solve all of the above problems. In addition, the FPT Play platform owns the copyrights for major football tournaments. Such as Seria A, FA Cup, English Premier League, V-League, World Cup, La Liga,...(FPT Play, 2021) so that customers can freely experience the top matches. Besides, in the FPT Play receiver, there is a video and movie store with thousands of different movies for customers to freely choose. The special thing about the FPT Play platform is that when customers use it, they will not be interrupted, and do not have to watch ads compared to watching movies online or on other TV channels.The second is the latest version of the Android TV 9.0 operating system currently available for TVs: With the use of the Android Tv platform, customers can access the internet as easily as another android smartphone. According to the actual experience of many users, playing games or browsing the web with FPT Play is much better than Smart TV. Along with that, the interface of the receiver always suggests the hottest, new, and most unique programs at the time of viewing. In addition, FPT Play products also have the feature of monitoring children by setting the time frame to watch TV for them (FPT Play, 2021). As a result, parents can control the content as well as the viewing time that is most appropriate for the age of the child. In addition, in the current stressful epidemic situation, TV is like a learning tool to help children learn more. FPT Play platform has learning applications. For example, ABC Play will help children acquire knowledge in a symbolic way, easier to understand than many traditional learning methods. In addition, FPT also equips Voice Remote via Bluetooth connection; users can control the FPT Play device with a few simple steps. Third, the FPT Play receiver is compatible with all devices on the market: Most TVs today can connect to this product. Whether it is an LCD TV, an OLED with only an HDMI port is compatible with older TVs. The product also supports Bluetooth 4.0 connectivity, as well as can connect to Wifi bands 2.4Ghz and 5Ghz …Fourthly, FPT Play's processing speed of programs and applications is faster than other types of streaming platforms as well as smart TVs: FPT Play has a built-in configuration that is quite strong compared to other

Android (Dang, 2019) players on the market to help viewers have a much smoother experience. Fifth is the support switchboard and how to install and use it is very simple and easy. FPT Play has a genuine 12-month warranty, so customers can rest assured to choose to use this product. In case the device has a hardware failure, customers will receive a 1-for-1 exchange within 30 days at all quality FPTPlay branches (FPT, 2020). In addition, customers can call directly to the hotline for timely and fastest processing

2.2 Variances

2.2.1 Hedonic motivation

Hedonic Motivation is "the fun or pleasure derived from using a technology" (Venkatesh et al., 2012). This is attributed to the fact that an enjoyable experience and fun in using a technological based service motivates users. Additionally, hedonic motivation such as enjoyment has been found as an important driver of a technology's adoption since it helps to trigger a positive attitude among users (Rose et al., 2012).

2.2.2 Social influence

The psychology of persons affected by one another is known as "social effect," and it describes how one person's (or group of individuals) conduct becomes the orientation for others' behaviors (Nguyen, 2008). According to the findings of Pederson (2011), Cheng et al. (2013), social influence has a beneficial impact on customers' decisions to utilize a service. Social influence, according to Chiu and Wang (2008), said that the extent to which a person thinks it matters how a technology should be used by others. In other words, it indicates the extent to which referents influence a person's attitudes, values, and behaviors (Wang et al 2013). A direct effect on behavioral intent has been shown to have social influence (e.g. Venkatesh and Morris (2000), Venkatesh et al. (2000), and Hong et al. (2008)). Shen et al. (2011) and Zhou and Li (2014), for example, have shown that social impact influences desire and have a significant impact on the usage of continuity. According to this study, the higher a streaming social influence, the longer its users keep using it. Similarly, The UTAUT emphasizes the impact of other influential voices on technology adoption. The premise that individuals favor adoption is known as a social influence (Ajzen, 1985). According to previous studies, the voice of significant others has an impact on one's personal intention to adopt emerging technology (Kijsanayotin et al.,

2009; Moore and Benbasat, 1991; Venkatesh and Davis, 2000). Social influence has positively predicted the adoption of streaming platforms (Chong et al., 2010).

2.2.3 Perceived usefulness

Perceived usefulness is the level of trust in using a particular subject that can benefit people who use it in services (Zhang et al., 2014; Zuniarti et al., 2021). Perceived usefulness is defined as the degree to which a user believes that using a particular smart speaker system can improve their productivity and job performance (Kowalczuk, 2018). Rauniar et al. (2014) define Perceived Usefulness as the degree to which social media users believe that using specific social network sites helps meet the needs of goal-driven individuals. Each social media application offers a specific primary service and offers different tools and apps to add practical value to its audience. According to a study by Ratten (2014) on cloud, computing, perceived usefulness is relate to the desire to access and store information to be implemented on services. According to the research by Zhang et al., (2014) in hospitality information technology classes, perceived usefulness is measured by the extent the systems can improve performance; systems can increase work productivity, systems can increase work effectiveness, and systems can be useful for easier work.

2.2.4 Price value

Price Value is the cognitive calculation users make between the benefits perceived from an information system and the monetary cost of using it Venkatesh et al. (2003). The cost and price structure could have a big impact on how people use technology. For example, data suggests that the popularity of short message services (SMS) in China is due to SMS's inexpensive cost compared to other mobile Internet applications (Chan et al. 2008). The monetary cost/price is generally conceived alongside the quality of items or services in marketing research to determine the perceived value of products or services (Zeithaml, 1988). Following these principles, pricing to value is define as the consumers' cognitive tradeoff between the perceived benefits of the apps and the monetary realization of habit as prior use, which Kim and Malhotra (2005) discovered to be a powerful predictor of future technology use.

2.2.5 Trust

In the literature on human-computer interface and ergonomics, trust is identified as a factor affecting human choice of the use of computerized systems (Muir 1997). Internet shopping is an activity that necessarily entails primary interactions with computer systems. In some senses, the Internet device (e.g., personal computer, WebTV) that the consumer interacts with is analogous to the salesperson in a traditional shop. According to Lee and Moray (1992), human trust in an automated or computerized system depends on three factors: (Anderson, 1998) the perceived technical competence of the system, (Bagozzi et al. 1982) the perceived performance level of the system, and (Baron et al. 1986) the human operator's understanding of the underlying characteristics and processes governing the system's behavior (Lee et al. 1992). The technical competence of a system is its ability to perform the tasks it is supposed to perform. Performance level includes such parameters as speed, reliability, and availability.

2.2.6 Facilitating Condition

The "perceptions of consumers of the resources and support available for conducting a behavior" are characterized as facilitating conditions (Venkatesh et al., 2012, p. 159), and this research adopts this definition. Chong (2013) used the UTAUT model to analyze the use of m-commerce, and the study found that motivating variables had a significant effect on the purpose of using m-commerce for market behavior. In the form of m-shopping fashion applications, facilitating conditions applies to web supports and aids, m-devices, internet access, etc (Hew et al., 2015; Margath & McCormick, 2013). If 23 of the 23 users have the requisite help and tools, they would have the aim of using technology (Venkatesh et al., 2012). Facilitating conditions apply to the views of users of the services and the assistance required executing a behavior. The promoting conditions are characterized by UTAUT as a construct that represents the sense of a person's influence over their actions. In the context of perceived behavioral regulation constructs, this description captures the exterior dimensions of the term represented by TPB, as suggested by Ajzen (2002). A direct relationship between the facilitating conditions and the intentions to be used in UTAUT-2 was added by Venkatesh et al. (2012), and this relationship was verified by Lai (2012) among users of mobile tour guides based on apps.

2.2.7 Intention to use

In previous technology acceptance studies, intention to use was identified as the individual willingness to use a technology system (Venkatesh et al., 2012; Venkatesh et al., 2003; Davis et al., 1989). In their research, they describe the intention to use as the person's willingness to use and continue to use a technology system in accordance with Venkatesh et al. (2012), where people are technology users, and the background is streaming platform. In addition, researchers conclude that the intention to use a certain technology system is a good indicator and determinant of the actual use of technology and predicts the later use of users. Because of this, a core principle of technology adoption models is the behavioral desire to use a technology (Venkatesh et al., 2003; Taylor & Todd, 1995; Ajzen, 1991; Sheppard et al., 1988). On the other hand, there is not much consensus among researchers on the factors that determine the intention to conduct a certain behavior, using streaming platforms in our case. Different researchers point out different factors that affect behavioral intent and depending on the context of the technology, these factors vary (Gfen, Karahanna & Straum, 2003; Venkatesh et al., 2003). By looking at several technology acceptance models and prior studies, this will be illustrated in the following sections.

2.3 Relevant Theoretical Framework

2.3.1 Technology acceptance model (Davis, 1989)

In this report, we examine the variables that directly affect the intention to use, and here are the research models we use to show that they influence the intention to use FPT play platform.

With the technological advances of the 1980s, personal computers were commonly used. Since few people have sufficient technology knowledge to operate a personal computer, people are reluctant to use it. One of the most widely accepted models studying technology acceptance is the technology acceptance model (TAM). Davis proposed a technology acceptance model (TAM) in 1989 (Davis, 1989). Davis attempted to explore the behavior of users accepting the information of personal computers (Chang, 2008). Users' attitudes towards and acceptance of a new information system have a greater impact on successful information technology (IT) adoption. Davis advocated discarding the subject norms because of the uncertainty and difficulty of psychology measurement. Davis

(1989) developed the technology acceptance model (TAM) derived from the theory of reasoned action (TRA) (Fishbein et al., 1975) and predicts user acceptance based on two factors: perceived usefulness and perceived ease of use. Perceived usefulness and perceived ease of use are the primary drivers to determine a person's attitude toward using technology. Perceived usefulness is defined as the "prospective user's subjective probability that using a specific application system will increase his or her job performance within context" and perceived ease of use is "the degree to which the user expects the target system to be free of efforts" (Davis et al., 1989). Futhermore, perceived ease of use affects perceived usefulness. It is reasonable that the user believes technology, which is easy to manipulate, is useful.
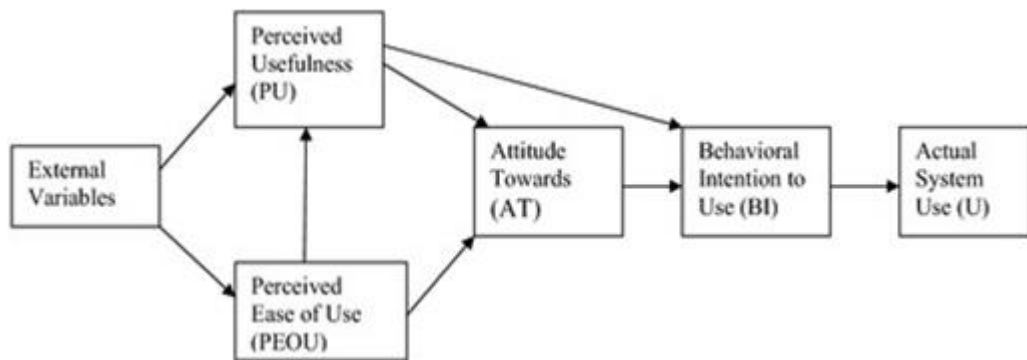
Figure 2.1: Technology acceptance model (Davis, 1989)

2.3.2 Model of innovation reception and use: Extending UTAUT2

In another research, Intention to use is greatly influenced by hedonic motivation. Unified Theory of Acceptance and Use of Technology 2 (Venkatesh et al., 2012) predicted this and it is consistent with other studies (Alalwan et al., 2017; Chun, Lee, &(Kim, 2012). On the other hand, social influence was not important. Venkateshet al. (2003) found in their analysis of the construct of social influence in eight adoption theories that this construct was relevant in mandatory circumstances, but not when use is voluntary. But with the Unified Technology Acceptance and Use Theory (UTAUT), they pointed out that individual characteristics moderated the social influence on behavioral intention. Likewise, facilitating conditions did not have a major effect on intention to use. A Unified Theory of Acceptance and Use of Technology meta-study showed that most research had an essential relationship between the facilitation of conditions and the intention to use those (Dwivedi et al., 2011). (Venkatesh et al., 2003) notes that it is possible to confuse facilitating conditions with ease of use. It is easy to use mobile apps: providers create reliable goods, network providers provide reliable access, and app developers make their apps intuitive,

needing very little support. However, the impact of facilitating conditions is another significant feature of the application of the Unified Theory of Acceptance and Use of Technology to the market context. While the original Unified Theory of Acceptance and Use of Technology only indicated a direction from facilitating conditions to actual actions, they theorized facilitating conditions, moderated by gender and age, in a customer sense, to influence behavioral intention as well. (Venkatesh et al., 2012) discovered a habit to have a major effect; we found that it was not relevant. As they had owned a smartphone for three years or more, more than 80 percent of our sample could be considered habitual users. There was insufficient habit variance to assess its meaning. (Shareef, Dwivedi, Kumar, and Kumar, 2017), in an analysis of mobile messages, also found that habit was not important. Nevertheless, with another research, according to Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), they modelled habit by behavioral intention as having both a direct impact on intention and an indirect effect. This is the first research that they are aware of, theorizing the moderating impact of demographic features on relationships between habit-intention and habit-use. Based on the underlying mechanism of activation and enforcement of habit, they have established hypotheses about how age, gender, and experience jointly moderate the impact of habit on technology usage.
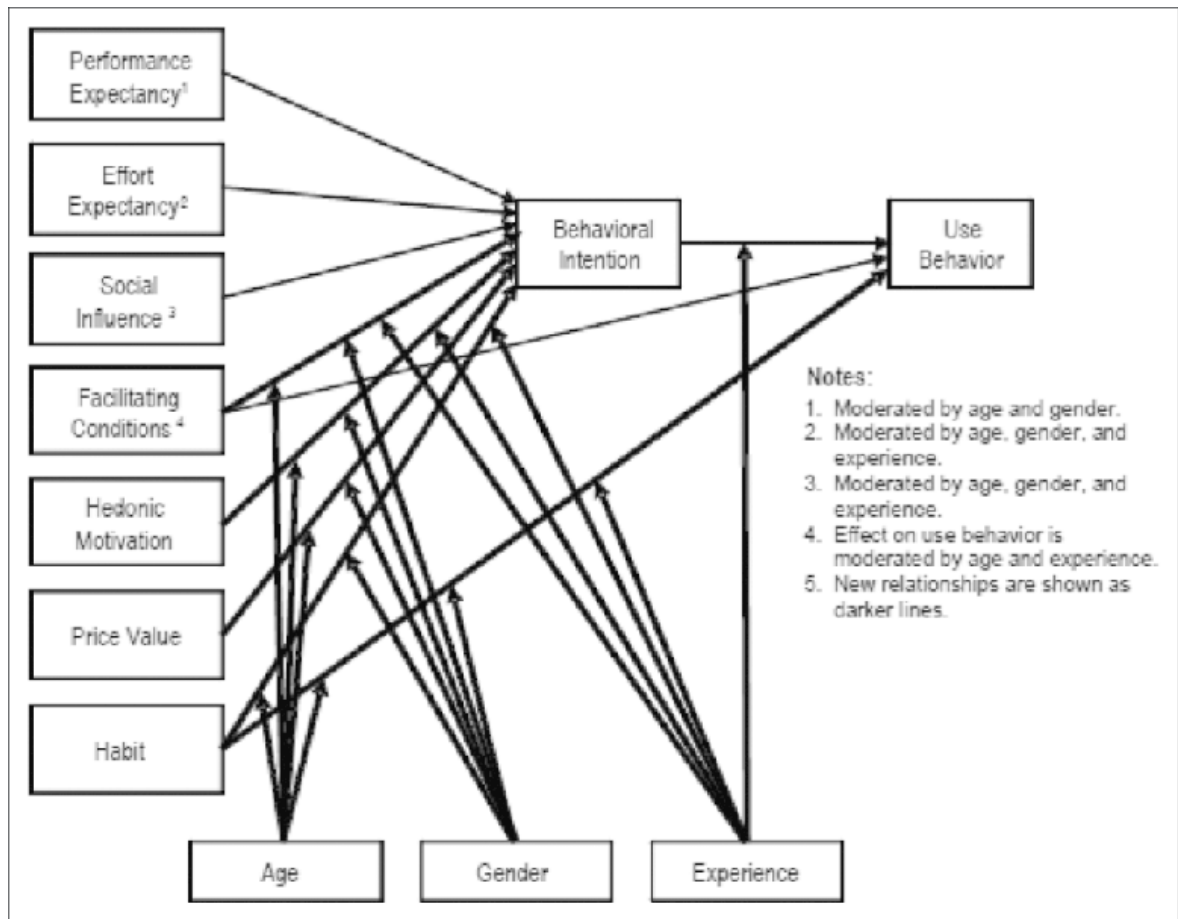
**Figue 2: The non-monetary benefits of mobile commerce: Extending UTAUT2
with perceived value (Venkatesh et al., 2012)**

2.3.3 UTAUT2 model extension applied to netflix

Several studies have focused on the intention to adopt a particular information system. Due to the nature of Netflix, the author conducted a review of the studies that used UTAUT2 or extensions of the same. Factors were identified that influenced the adoption of mostly hedonic information technologies in order to determine in which consumption and entertainment contexts the model was applied, the variations of the same and how these tests may or may not be applicable to this study.

(Helkkula, 2016) carried out research on the intention to subscribe to a music streaming service. In his study, the author extended the UTAUT2 model by adding the variable tangibility preference, which refers to the physical properties of the product and the extent to which it can be seen, felt, heard and smelled, among others (Freiden, J et al., 1998). The results of this model may be valuable for other innovative and highly hedonic

industries like the video game industry. In addition, Baabdullah (2018) researched the intention to adopt games in mobile social networks (M-SNG). In this case, the model included the variable trust, which is related to intention to use and, at the same time, is determined by the variables hedonic motivation and social influence. Vinnik (2017) studied the adoption of mobile applications, incorporating the variables herd behavior and online rankings and reviews into the model. To understand the reasons that people tag photographs in social networks, (Dhir et al., 2018) added variables based on the social cognitive theory Bandura (2016) to the model proposed by UTAUT2. This way, the model comprises the variables social presence, social status and self-efficacy.

These models confirmed that the UTAUT2 model could be used in different hedonic contexts with high reliability and adding single variables related to the context of the study. Therefore, the UTAUT2 model can be applied to the streaming industry. We decided to apply the model developed by Baabdullah (2018), as it includes the variable trust. This variable is relevant to prepaid media streaming service.
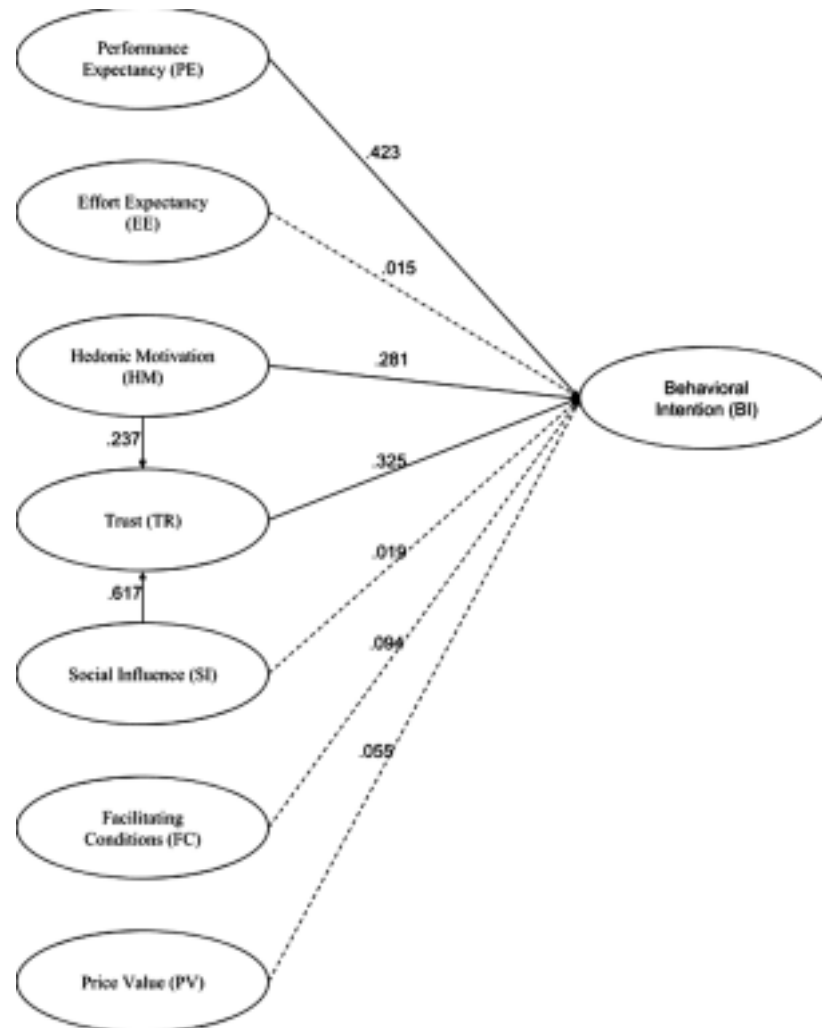
Figure 3: UTAUT2 model extension applied to netflix (Fernández-Robin et al. 2019)

2.4 Hypothesis Development & Research model

2.4.1 Intention to use FPT Play platform

<u>Hedonic motivation</u>

Hedonic motivation is the pleasure or enjoyment arising from the use of technology and plays an important role in encouraging the adoption and use of technology (Brown and Venkatesh, 2005; Hong et al., 2017). The function of hedonic motivation is one of the key contributions that Venkatesh et al. (2012) added to Unified Theory of Acceptance and Use of Technology 2 (UTAUT2). Indeed, by integrating the role of intrinsic motivation along with extrinsic motivation, Venkatesh et al. (2012) succeeded in making their new model suit the client context. Social networking sites have been largely reported to be a new place to find fun and entertainment for people (Alalwan et al., 2017; Hsu and Lin, 2008; Shareef, Mukerji et al., 2018; Wamba, Bhattacharya, Trinchera, & Ngai, 2017). In particular, because of their level of imagination and appeal, clients are more drawn to social media advertising (Dwivedi, Rana, Jeyaraj et al., 2017; Hsu and Lin, 2008; Jung et al., 2016; Lee and Hong 2016; Wamba et al., 2017). This is in addition to the high degree of interactivity available on such channels, which increases the ability of customers to monitor, contribute, and engage with others. Consequently, as stated by Yang, Kim, and Yoo (2013), clients may have more hedonic benefits. In line with this claim, (Shareef et al., 2017) recently empirically proved the effect that intrinsic motivation (entertainment) has on both social media advertising value and customers' attitudes. Otherwise, such hedonic motivation (conceptualized as perceived pleasure) has been found to explicitly affect the adoption and use of technology in IS research (e.g., van der Heijden, 2004; Thong et al., 2006). Hedonic motivation has also been found to be a significant determinant of the adoption and use of technology in the consumer sense (e.g., Brown and Venkatesh, 2005; Childers et al., 2001). Consequently, the following hypothesis is supported by the current analysis:

H1: Hedonic motivation affects intention to use the FPT platform positively.

<u>Social influence</u>

Venkatesh et al. (2012, p. 159) defined social influence as "the extent to which consumers believe that important persons (e.g. family and friends) believe they should utilize a specific technology." According to (Wei et al, 2009), social influence is divided into two categories: mass media influence and interpersonal influence. Newspapers,

academic journals, magazines, the internet, radio, television, and other relevant mediums fall under the category of mass media impact, whereas interpersonal influence is typically the consequence of social networks such as classmates, friends, and superiors (Park, et al.2007). Furthermore, (Lu, et al. 2005) found that social influence is substantial only in required situations. In creating their Behavioral intention, online consumers are likely to be impacted by their colleagues, family, media, and other online users. According to (Chong et al. 2012), social influence has a major impact on both Malaysian and Chinese consumers' willingness to adopt streaming platforms. Furthermore, (Leong et al. 2013) backed up the previous conclusion. Hence, the following hypothesis is proposed:

H2: Social influence positively affects intention to use the FPT Play platform

Perceived usefulness

According to a study by Rauniar et al., (2014) on Facebook, perceived usefulness has an impact on intention to use because the use of Facebook increases the effectiveness to stay in touch with others, and it is easier to stay in touch resulting in good communication with others and that encourages them to continuously use Facebook. Perceived usefulness in cloud computing adoption impacted intentions to use on 135 respondents at large universities in the Northeast USA and China (Ratten, 2014). Perceived usefulness positively affected acceptance intentions in 484 respondents to WeChat's payment system (Wu et al., 2017). Perceived usefulness affects the intention to use sports and fitness wearable devices in Korean consumers because these tools provide a good experience and increase the effectiveness and productivity of tool use, making Korean consumers use the tool regularly and often in the future (Kim & Ciu, 2019). Based on the explanation of the relationship, a third hypothesis can be established:

H3: Perceived usefulness affects intention to use the FPT Play platform positively

Price value

Price Value is the cognitive calculation users make between the benefits perceived from an information system and the monetary cost of using it (Venkatesh et al., 2012). Price value is positive when the benefits of using an information system are perceived as higher than its monetary cost, which makes users more enthusiastic about adopting a new technology (Venkatesh et al., 2012). Streaming platform is a service for which consumers pay. Therefore, Price value is expected to have a significant impact on the selection of the service. According to Venkatesh (Venkatesh et al., 2012), individual consumers are more sensitive to price than people who use a service paid for by their

company, because the cost of the new technology is paid by the same consumer. Several studies on technologies used outside of the workplace have pointed to the importance of price value for intention to use (Martin (2013), Xu (2014)). Therefore, we believe that:

H4. Price value affects positively intention to use the FPT Play platform.

Trust

This construct refers to the perception inherent to humans of being able to trust another person Wong et al. (2005). Mayer (1995) defines it as the will to be in a vulnerable state based on positive expectations of the future behavior of another person. Studies about online services have shown that trust affects intention to use (Alalwan et al., 2017, Featherman et al., 2003, Hanafizadeh et al., 2014, Lee et al., 2001). As a paid subscription service, FPT Play needs users to trust that the company is acting in good faith. Therefore, the following hypothesis is proposed:

H5: Trust affects positively intention to use the FPT Play platform

Facilitating conditions

Facilitating Conditions is call "the degree to which an individual believes that the use of the system is supported by an organizational and technical infrastructure" Venkatesh 2003. Based on Chibaro 2015 study the author discovered from previous research on the adoption of technology that most individuals would be willing to embrace the latest technology if they had adequate and suitable infrastructure to implement it. According to Triandis (1979), in order to execute a behavior, facilitating conditions include the availability of resources and supporting individual criteria. A customer who has access to a favorable collection of facilitating conditions is more likely to have a higher intent to use a technology, according to Nysveen and Pedersen (2016). Facilitating conditions is a framework that represents the expectations of a person regarding his or her regulation of behaviour (Venkatesh et al. 2008). The further the facilitation requirements associated with the use of the mobile app are tailor to streaming platform users, the more a user may continue to use them. Different studies have indicated that older people are more difficult to deal with the acceptance of emerging technology (Camilleri & Camilleri, 2017a; Venkatesh et al. 2012). In addition, male and female genders can vary on how they perceive that their interaction with the technologies will be influence by the facilitating conditions. Therefore, age, gender and experience can have a moderate influence on the

relationship between the enabling conditions of the individuals and their behavioral intentions to use the technologies. We therefore postulate the following:

H6: Facilitating condition affects positively intention to use FPT Play platform

2.4.2 Research model

Through the definitions, theories, and research models that we mentioned above, we have reviewed and referenced the following research model to better understand and explain the factors affecting the intention to use the FPT Play platform in Hanoi. The model includes Hedonic Motivation, Social influence, Perceived usefulness, Trust, Facilitating Conditions, and Price Value. These factors affect the intention to use the FPT Play platform.

To reach the best level of confidence in this study, all definitions, model theory mentioned, and analyses in this chapter are based on past research. The theoretical and reference research models that we studied and utilized in the following model are appropriate for the study. In addition, the following model is the best appropriate for this study:
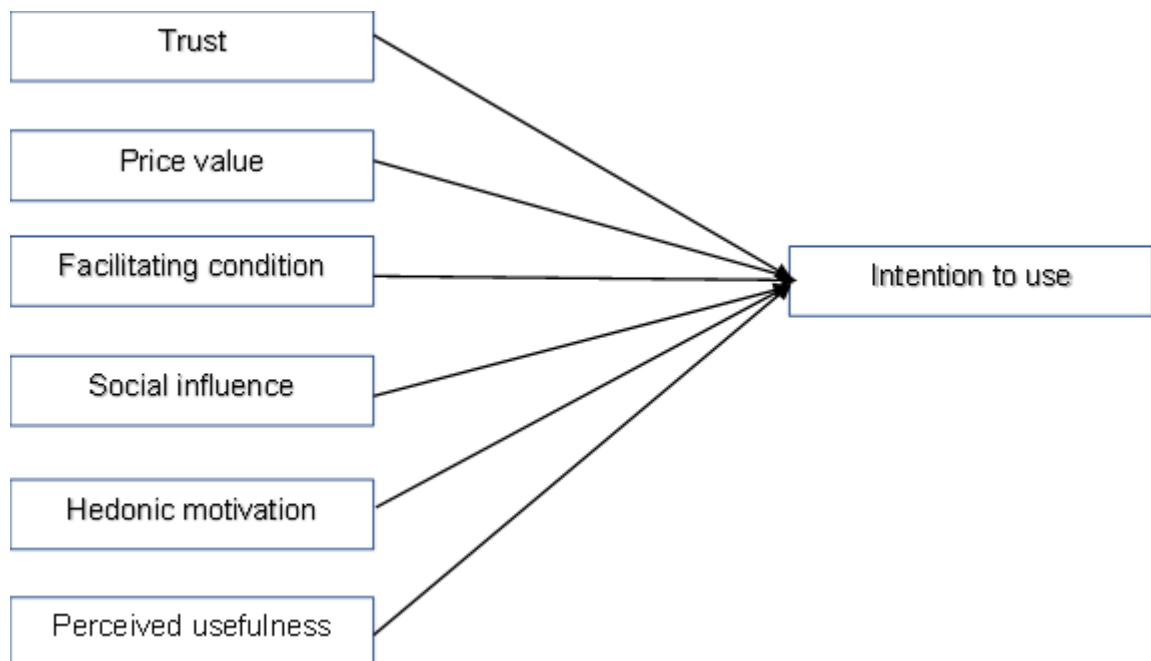
Figure 3.1: Research model apply for FPT Play platform

CHAPTER 3: METHODOLOGY

In this chapter, the authors cover research strategies including research systems, research procedures, information sources, and techniques for information assortment and examination. Moreover, in this section, the authors additionally need to address the examination morals and impediments of this review:

The authors utilize the quantitative strategy in this study to comprehend the variable factors affecting customers' intention to use FPT Play platform in Hanoi area. An overview was conducted in Hanoi and 500 responses were gathered. At last, all information will be concentrated on information and measured by SPSS programming to give the most dependable outcomes (Statistics Suite for Social Sciences).

3.1 Samples

The objective gathering that the authors target is the clients of the FPT Play platform. From that point, the authors can get more outcomes that are precise to direct research on the components influencing the goal to utilize the FPT Play platform. In light of the current Covid-19 pandemic, individuals cannot go to the cinemas to watch movies, so the FPT Play platform hits the hearts of clients who have great films to watch without stressing over the plague. All ages and a wide range of items can utilize the FPT Play platform as long as the gadget has a web association and the FPT Play platform can interface various gadgets simultaneously. The author-led review was sent to a wide audience of different ages and fields with the goal that the exploration results could be pretty much as broad and unbiased as conceivable as an overall evaluation of the aim to utilize the FPT Play platform.

A significant thought is the decision of test size; it straightforwardly influences the result and achievement of an examination paper. The bigger the example size range, the more precise and target the exploration results will be, and the lower and the final poor engagement rate.

According to Hair J. (1995), as well as Mulaik, SA (1990)

Number of surveys	Standard assessment
100	Poor

200	Reasonable
300	Good
500	Very Good
At least 1000	Remarkable

In the test studies, if the examination just has test results of organic product size. For this analysis, 400 examples were properly dependent on that case. In outline, 500 responses were obtained from the web-based study.In the case of the author's research paper, only 401 responses were confirmed 99 out of 401 respondents (19.8%) said they were not in the Hanoi region but rather we were contemplating in the Hanoi region, we overlooked these responses to further develop the exactness of exploration results. So 500 answers then we just utilize 401.

3.2 Data Collection Procedures

Our purpose when creating the survey is to be able to understand customers' views and intentions to use the product through quick feedback on people's intention to use the FPT platform when building the survey. In this study, our main purpose is to understand the intention to use FPT platform in Hanoi area. The authors used Vietnamese language for the survey so that the survey participants could read and understand it, so that the authors could collect the most accurate data. All questions the author team tries to compile and translate from English to Vietnamese in a concise and easy to understand way

There are 4 types of scales used in the research:

The first is the nominal scale: This is the scale that contains the least amount of information. Categorized observations are not specifically rank (Hair, 2013)

Ordinal scale: The rating scale has a higher level of measurement than the nominal scale. In a categorical scale, all observations are assigned to one of the categories. These categories are then ordered according to a particular characteristic (Hair, 2013)

Interval scale: Interval scales provide a hierarchical relationship like a rating scale, and the difference between values between the ratings of the scale is equal. The weakness of the interval scale is that the point 0 is just a hypothetical point, not an absolute value (Hair, 2013)

Ratio scale: Scale scales represent the highest level of scales, having all the characteristics of nominal, nominal, and interval scales. The scales provide the rank and equal difference between the rank and they also have true zero origin (Hair, 2013).

We employ two types of scales in this report: interval and nominal scales. To calculate and rank the difference values of variables, we use a variety of interval scales... We utilize nominal scales to categorize variables into a variety of groups.The authors had to divide the survey into three segments in order to achieve the most accurate and authentic findings.The first stage consists of collecting information and collecting feedback on the intention of customers to use the FPT platform who have not or are using the platform. The Likert scale is a scale or a tool used in a questionnaire to determine the opinions, behaviors and perceptions of individuals or consumers. Survey respondents choose from a range of possible responses to a particular question or statement based on their level of agreement. Responses usually include "strongly agree", "agree", "neutral", "disagree", and "totally disagree".This scale provides two moderate opinions along with two extremes, two intermediate opinions and one neutral opinion for respondents. In addition, it is very suitable to dig into a particular topic to find out in more detail what people think about it.

Finally, the authors continue to use the nominal scale in the third part to collect personal data of survey respondents' age, address, occupation, and monthly income.The reason why we ask this whole question is mostly because they do not take too long to think about the reader and themselves, but the customers who have used the platform have their own experiences. Customers will answer more accurately than customers who have never used the FPT Play platform. So the question and the answer are closely linked to the results of our study. Due to the pandemic situation as well as the distance, the authors have conducted this survey in the form of an online survey, based on the purpose and scope in the Hanoi area to get the most accurate questions. The authors have conducted a test run in parallel with the research before releasing the official questions to the readers. In order to be able to collect data in a complicated situation, the authors send the survey link through social networks Facebook, Instagram, Gmail etc. The authors have collected this data for a period of 1 month. From October 10 until the end of November 10, the authors received all the answer sheets. Finally, in order to be friendly to the readers, the authors use google form to design and create questions for this survey.

3.3 Data Analysis Methods

As noted before in this study, we use SPSS 20 (Statistical Package for Social Sciences) to evaluate the survey results. In sociological and econometric survey research, SPSS is a widely used tool for evaluating and processing primary data. We used SPSS to assess the reliability of variables and test hypotheses. Assessing the reliability of variables is a critical step in determining if the acquired data is suitable for the next review processes. The validity of the data is next investigated using exploratory factor analysis. The final stage is to test the hypothesis using correlation analysis. Finally, regression analysis is utilize to evaluate each factor's impact, which is a crucial stage in the study's ability to draw particular conclusions.

3.3.1 Descriptive analysis

Descriptive analysis explains historical data to better understand the changes that occur in a business. The data is collected from the answers including both valid and non-valid answers, then, is aggregated into descriptive statistics, and expressed through data representation: tables, graphs and data summaries, calculation of sample parameters.

3.3.2. Reliability Analysis

According to Nunnally, J. (1978) determines the internal consistency and reliability of the questionnaire, Cronbach's Alpha is a reliability test. The chart below displays Cronbach's Alpha for the accuracy of the questionnaire as a reliability test:

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.98$	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

Table 3.3.2. Rules of Cronbach's Alpha

- α value makes sense when it is positive
- Variables with item-total correlation less than 0.3 will be excluded.
- The scale will be valid when Cronbach's Alpha coefficient is greater than 0.6.

3.3.3 Exploratory Factor Analysis (EFA)

Exploratory Factor Analysis is a prominent method for academics to examine the validity of two types of scale values: convergent and discriminant. EFA is used to condense a large number of variables into a smaller number of more critical ones. This will save the authors time, effort, and resources as they carry out their research. The following are the rules that govern this reduction norm:

KMO (Kaiser-Meyer - Olkin) $\geq$ 0.5 and Sig <0.05: There is a relationship between the variables.

- · Factor loading > 0.3: Minimum (Can be kept)
- · Factor loading > 0.4: Significant (Has good meaning on research)
- · Factor loading > 0.5: realistic value (Has very good meaning on research).

3.3.4. Correlation Analysis

Correlation analysis is a statistical method for demonstrating any relationship between two variables and the degree of association between them. A positive correlation occurs when the variables increase or decrease in lockstep; on the other side, a negative correlation occurs when one variable increases while the other decreases

The correlation coefficient (r) is a statistical measurement that determines how strong a relationship between two variables is. From -1.0 to 1.0, the correlation coefficient is measured. There is a correlation measurement error if the estimated result is larger than 1.0 or less than -1.

-     r < 0 proves a negative relationship between two variables (absolute inverse when the value is -1)

-     r > 0 proves a positive relationship between two variables (absolute covariance when the value is 1)

-     r = 0 proves the existence of two independent variables.

3.3.5.   Regression Analysis

To test whether the hypothesis is confirmed or not, regression analysis is used. It also calls the relationship between variables that are dependent and independent. From this method, researchers can predict the dependent variable (unknown) based on the given value of the independent variable (known) as well as predict the change of the dependent variable when there is any change in the independent variable. Linear regression is the most frequent type of regression analysis, in which a researcher identifies the line (or a more sophisticated linear combination) that best fits the data based on a set of mathematical criteria.

3.4 Measures

We want to discover in this study a factor influencing the intention to use the FPT Play platform. We have therefore agreed to integrate several elements of purpose to add to our research model using previous applicable studies. Our model has 6 independent variables according to the related theories, including: Hedonic motivation from Venkatesh et. (2012), Social influence from Venkatesh et al. (2012), Facilitating conditions from Venkatesh et al. (2012), Perceived usefulness from Systems J (2006) & Lee (2009), Trust from Gefen et. (2003). Price value from Chan etc. (2008).

The measurement scales are as follows:

Code	Measuring Items
IU1	I intend to use FPT Play in the future.

IU2	I will always try to use FPT Play in my daily life
IU3	I will plan to use FPT Play frequently

Table 3.4.1: Scale of Intention to use (Adapted from Taylor & Todd, 1995)

Code	Measuring Items
HM1	Using FPT Play is fun.
HM2	Using FPT Play is enjoyable.
HM3	Using FPT Play is entertaining.

Table 3.4.2: Scale of Hedonic motivation (Adapted from Venkatesh et. (2012)

Code	Measuring Items
SI1	People who are important to me would think that I should use FPT Play
SI2	People who influence my behavior would think that I should use FPT Play
SI3	People whose opinions I value would prefer that I use FPT Play.

Table 3.4.3: Scale of Social Influence (Adapted from Venkatesh et al. 2012)

Code	Measuring Items
FC1	I have the resources necessary to use FPT Play
FC2	I have the knowledge necessary to use FPT Play.
FC3	FPT Play is compatible with other technologies I use.

Table 3.4.4: Scale of Facilitating Conditions (Adapted from Venkatesh et al.2012)

Code	Measuring Items
TR1	FPT Play are honest
TR2	FPT Play care about customers
TR3	FPT Play is not opportunistic.

Table 3.4.5: Scale of Trust (Adapted from Gefen et al. 2003)

Code	Measuring Items
PU1	Using FPT Play helps me get necessary information when I need it
PU2	Using FPT Play makes my life easier.

Code	Measuring Items
PU3	I think that using FPT Play would improve the way in which I and my family entertaining.

Table 3.4.6: Scale of Perceived usefulness (Adapted from Systems J (2006) & Lee (2009))

Code	Measuring Items
PV1	The cost of using FPT Play is reasonable.
PV2	Using FPT Play is worth the cost
PV3	At the current price, FPT Play provides a good value

Table 3.4.7: Scale of Price value (Adapted from Chan et al. 2008)

CHAPTER 4: DATA 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.

4.1.1 Survey analysis

The online surveys were conduct over approximately 1 month (From October 10 to November 10). The total number of answers obtained was 500 answers. Samples were rejected after classification because they were invalid, with the number of samples approved for review in this study remaining 401.

4.1.1.1 Respondent profile: City, Career, Age, Income
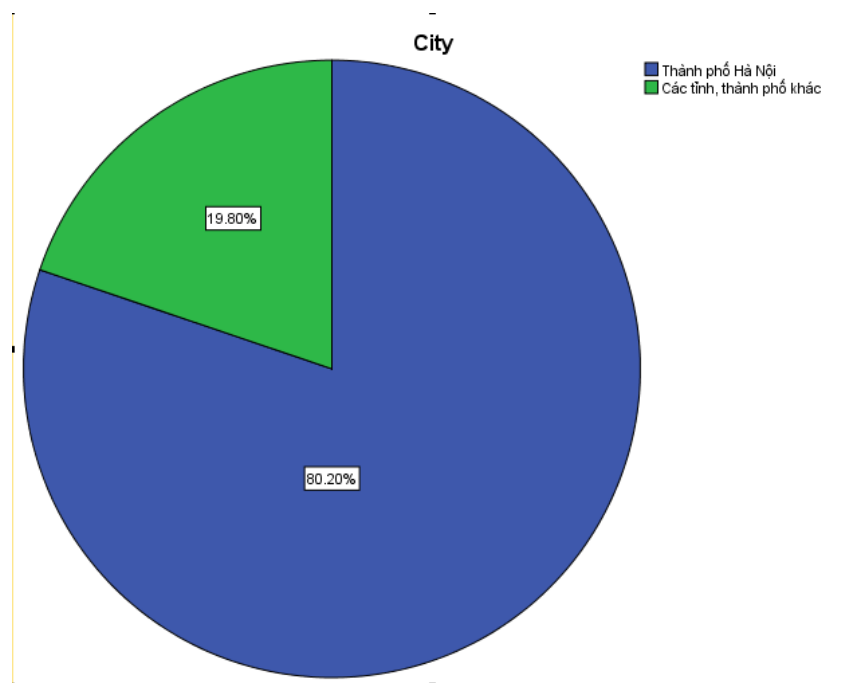
Figure 4.1: City of respondents

City of this research was divided into 2 main groups that are HaNoi area and other provinces, cities. In which, Hanoi area accounts for 80,20% while other provinces and cities account for 19,20%.
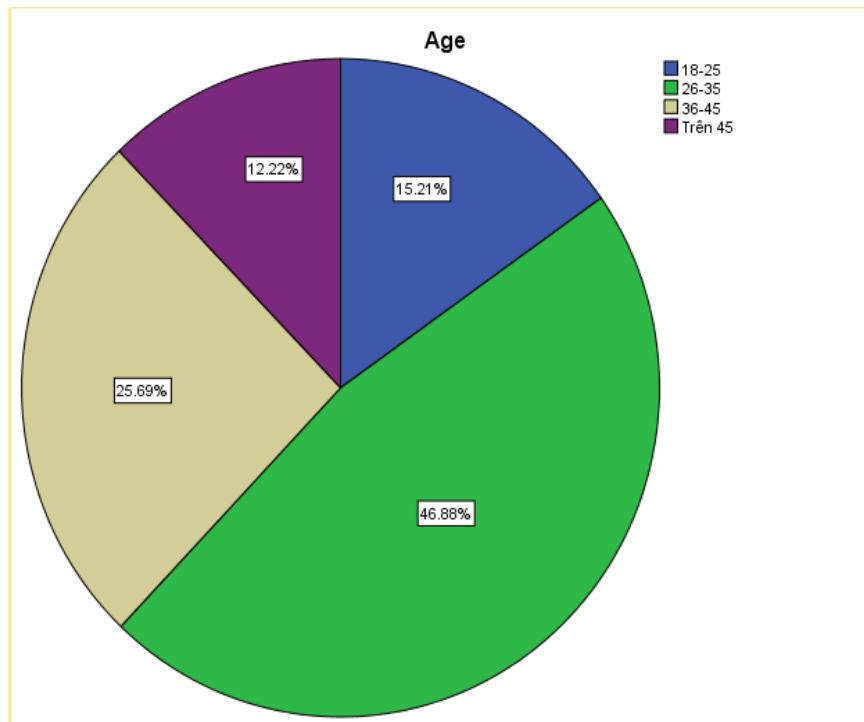
Figure 4.2: Age of respondents

Age of this research was divided into 4 main groups that are 18 to 25 years ago, 26 to 35 years old, 36 to 45 years old, above 45 years old. The largest proportion is the group 26 to 35 years old (accounted 46.88%). The proportion of groups 36 to 45 years old was 25.69%, group 18 to 25 years ago was 15.21% and group over 45 years old was 12,22%.
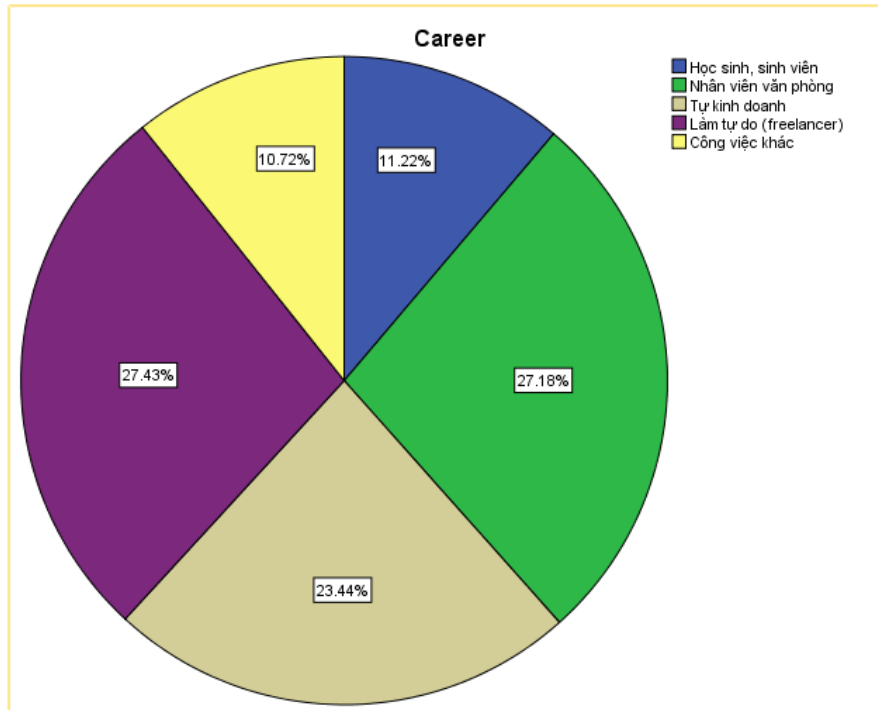
Figure 4.3: Career of respondents

The highest number of people are freelancers with 27.43%%, followed by clerical workers with 27.18%, followed by self-employed with 23.44%. The lowest percentage are students and other work with 11.22% and 10.72%.
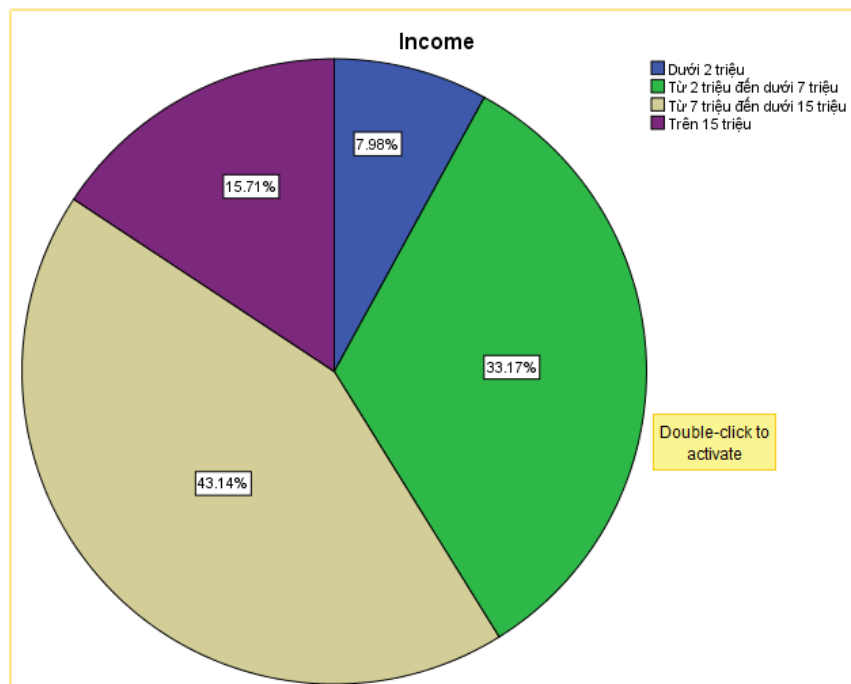
Figure 4.4: Income of respondents

In this study, we can see that people with average income from 7 million to 15 million accounted for the highest proportion with 43.14%. From 2 million to 7 million

accounted for 33.17%. People with income the highest accounted for the little with 15.71%.under 2 million accounted for the lowest proportion 7.98%.

4.1.2: 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				

Table 4.1.2: Descriptive analysis

4.2 Reliability Test – Cronbach's Alpha

The Alpha of Cronbach (Cronbach, 1951) is a measure of internal consistency, that is, as a group, how closely connected a set of items are. A measure of scale reliability or internal consistency of a composite score is considered to be the objective of Cronbach's Alpha. According to Nunnally and BernStein (1994), this test accepts values that are met by two of the following conditions:

- The variable of each factor is considered to be true if the Cronbach Alpha is equal to or greater than 0.6. -Cronbach Alpha Coefficient > 0.6: The higher the Alpha value of Cronbach is the more accurate the test is.
- Corrected Item-total Correlation > 0.3: For each variable, the Corrected Item-total Correlation must be at least 0.3.

4.2.1 Measurement scales of Social Influence (SI)

Reliability Statistics	
Cronbach's Alpha	N of items
.687	3

Table 4.2.1.1: Reliability Statistics of SI

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SI1	8.07	2.365	.487	.612
SI2	8.20	2.075	.637	.419
SI3	7.97	2.299	.400	.733

Table 4.2.1.2: Item-Total Statistics of SI

Cronbach's Alpha coefficient of SI is 0.687 (greater than 0.6) this implies a high degree of internal continuity. In the Corrected Item-total Correlation, the variable scale like SI1, SI2, SI3 shows reasonably high performance (greater than 0.3). Therefore, two criteria are fulfilled by these variables, so they can be included in this analysis.

4.2.2 Measurement scales of Perceived Usefulness (PU)

Reliability Statistics	
Cronbach's Alpha	N of items
.707	3

Table 4.2.2.1: Reliability Statistics of PU

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PU1	8.11	2.440	.534	.606
PU2	8.33	2.097	.652	.449

PU3	8.06	2.466	.405	.768

Table 4.2.2.2: Item-Total Statistics of PU

Cronbach's Alpha coefficient of PU is 0.707 (greater than 0.6) this implies a high degree of internal continuity. In the Corrected Item-total Correlation, the variable scale like PU1, PU2, PU3 shows reasonably high performance (greater than 0.3). Therefore, two criteria are fulfilled by these variables, so they can be included in this analysis.

4.2.3 Measurement scales of Hedonic Motivation (HM)

Reliability Statistics	
Cronbach's Alpha	N of items
.718	3

Table 4.2.3.1: Reliability Statistics of HM

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
HM1	7.98	2.782	.531	.640
HM2	8.17	2.520	.633	.517
HM3	8.00	2.525	.467	.731

Table 4.2.3.2: Item-Total Statistics of HM

Cronbach's Alpha coefficient of HM is 0.718 (greater than 0.6) this implies a high degree of internal continuity. In the Corrected Item-total Correlation, the variable scale like HM1, HM2, HM3 shows reasonably high performance (greater than 0.3). Therefore, two criteria are fulfilled by these variables, so they can be included in this analysis.

4.2.4 Measurement scales of Price Value (PV)

Reliability Statistics	
Cronbach's Alpha	N of items
.777	3

Table 4.2.4.1: Reliability Statistics of PV

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
	Item-Total Statistics			
PV1	8.11	2.681	.642	.670
PV2	8.20	2.538	.713	.590
PV3	8.12	2.798	.501	.827

Table 4.2.4.2: Item-Total Statistics of PV

Cronbach's Alpha coefficient of PV is 0.777 (greater than 0.6) this implies a high degree of internal continuity. In the Corrected Item-total Correlation, the variable scale like PV1, PV2, PV3 shows reasonably high performance (greater than 0.3). Therefore, two criteria are fulfilled by these variables, so they can be included in this analysis.

4.2.5 Measurement scales of Trust (TR)

Reliability Statistics	
Cronbach's Alpha	N of items
.616	3

Table 4.2.5.1: Reliability Statistics of TR

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TR1	8.12	2.278	.459	.468
TR2	8.18	2.286	.480	.439
TR3	8.21	2.417	.343	.637

Table 4.2.5.2: Item-Total Statistics of TR

Cronbach's Alpha coefficient of TR is 0.616 (greater than 0.6) this implies a high degree of internal continuity. In the Corrected Item-total Correlation, the variable scale like TR1, TR2, TR3 shows reasonably high performance (greater than 0.3). Therefore, two criteria are fulfilled by these variables, so they can be included in this analysis.

4.2.6: Measurement scales of Facilitating Condition (FC)

Reliability Statistics	
Cronbach's Alpha	N of items
.641	3

Table 4.2.6.1: Reliability Statistics of FC

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
FC1	8.21	2.184	.513	.457
FC2	8.32	2.147	.544	.415
FC3	8.25	2.484	.315	.731

Table 4.2.6.2: Item-Total Statistics of FC

Cronbach's Alpha coefficient of FC is 0.641 (greater than 0.6) this implies a high degree of internal continuity. In the Corrected Item-total Correlation, the variable scale like FC1, FC2, FC3 shows reasonably high performance (greater than 0.3). Therefore, two criteria are fulfilled by these variables, so they can be included in this analysis.

4.2.7 Measurement scales of Intention To Use (IU)

Reliability Statistics	
Cronbach's Alpha	N of items
.840	3

Table 4.2.7.1: Reliability Statistics of IU

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
IU1	7.90	3.560	.677	.804
IU2	8.03	3.341	.769	.717
IU3	7.98	3.272	.673	.812

Table 4.2.7.2: Item-Total Statistics of IU

Cronbach's Alpha coefficient of IU is 0.840 (greater than 0.6) this implies a high degree of internal continuity. In the Corrected Item-total Correlation, the variable scale like IU1, IU2, IU3 shows reasonably high performance (greater than 0.3). Therefore, two criteria are fulfilled by these variables, so they can be included in this analysis.

4.2.8 Conclusion

No variable is rejected after using the reliability test for 6 determinants because all of them have total correlation values greater than 0.3, Cronbach's Alpha coefficient greater

than 0.6, which can be indicated as a strong correlation, and if any item is deleted, Cronbach's Alpha coefficient of each factor is not greater.

4.3 Exploratory Factor Analysis

The method of exploratory factor analysis (EFA) allows one to test two major scale values: convergent validity and validity of discriminants. The criterion for ensuring the functional value of EFA is factor loading. (Hair & ctg,2009)

- The loading factor greater than 0.3 is considered to be the minimum
- Factor loading greater 0.4 is deemed relevant
- A loading factor greater than 0.5 is considered realistic
- The condition for the study of the discovery element is to meet the following requirements:
- Factor loading factor greater 0.5
- $0.5 \leq KMO \leq 1$: The Kaiser-Meyer-Olkin (KMO) coefficient is the index used for consideration. The suitability of factor analysis. The closer the KMO value is to 1, the more useful the study of the factor is.
- The Bartlett test is statistically relevant (Sig. <0.05): This is the quantity used for statistics. To consider the assumptions that, overall, the variables are not correlated. If it is this exam statistically important (Sig. <0.05), the variables found are usually associated with each other.
- Percentage of variance (Percentage of variance > 50%): Shows the percentage difference of the variables observed. That is, if we consider the variance to be 100%, this value would show how well the factor analysis will explain the percentage.

EFA:

For the first time, all variables agree on the right factors, as a result of factor analysis.

4.3.1 Exploratory Factor Analysis (EFA) for the observed variables of independent variables

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.805

Bartlett's Test of Sphericity	Approx. Chi-Square	2342.372
	df	153
	Sig.	.000

Table 4.3.1.1: KMO and Bartlett's Test

The results shown in the table show that the coefficient of KMO is 0.805, higher than 0.5, which indicates that the data used for factor analysis is entirely acceptable. The test result of Bartlett is 2342.372 with Sig's (significance level) = 0.000< 0.05, this time denying the hypothesis H0: in the population, the variables observed are not associated with each other. The hypothesis of correlation matrix is therefore rejected among variables that are homogeneous matrices, i.e. the variables are correlated with each other and satisfy the factor analysis conditions

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				

Table 4.3.1.2: Total Variance Explained

Based on the key components of Varimax rotation, factor analysis was performed. The findings showed that 18 variables observed were initially classified into 6 classes. Value for Total extracted variance = 66.036 percent > 50 percent (satisfactory). It can then be said that these seven variables the variance in the data accounts for 66.036 percent. Or the model should clarify the variance of the 66.036% variable depends on factors influencing the intention to use FPT Play platform evidence from Ha Noi. The Initial Eigenvalues coefficient value of all factors is high (> 1), factor 7 has the lowest

Eigenvalues 1.020 > 1. Unique values 1. The loading coefficients of the factor are all greater than 0.5, and there are no variables that upload both factors at the same time with a near loading factor around coefficients. In addition, there is no disruption of variables, which suggests the problem of there is no misunderstanding between one aspect and the other. In conclusion, all variables are included in the research model in the next analysing test.

Rotated Component Matrix[a]							
	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	

Table 4.3.1.3: Results of Exploratory factors analysis for independent factors

- **The first factor includes 4 observed variables as follows:**

PU1	Using services of FPT Play platform helps me relieve stress when needed

PU2	Using services of FPT Play platform makes my life easier
TR1	FPT Play platform are trustworthy
TR2	FPT Play platform understands their market

This factor is made up of 2 observed variables of the Perceived Usefulness scale and 2 observed variables of the Trust scale. The convergence of perceived usefulness and trust determines the close relationship between these two factors. When customers choose to use the FPT Play platform, they expect to experience the effective entertainment values that the platform brings. Therefore, the new element is renamed **Performance Expectancy** encoded **PE**. This newly created factor has been re-evaluated for reliability by the Cronbach alpha coefficient. The results show that the Cronbach alpha of PE reaches 0.755, the smallest total correlation is 0.673 (variable PU2).

The impact of Performance Expectancy scale: Cronbach's Alpha = .755			
Item-Total Statistics			
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PU1	12.13	4.467	.586	.679
PU2	12.35	4.299	.594	.673
TR1	12.14	4.335	.553	.696
TR2	12.20	4.657	.474	.739

Table 4.3.1.4: Reliability analysis result of new factor PE

● **The second factor include 3 observed variables as follows:**

PV1	FPT Play platform is reasonably priced
PV2	FPT Play platform is good value for the money
PV3	At current price, FPT Play platform provide good value

This factor is name **Price Value**, encoded **PV.**

● **The third factor include 3 observed variables as follows:**

HM1	Using FPT Play platform will be fun
HM2	Using FPT Play platform will be enjoyable
HM3	Using FPT Play platform will be very entertaining

This factor is name **Hedonic Motivation**, encoded **HM**

● **The fourth factor include 3 observed variables as follows:**

SI1	People who are important to me think that I should use FPT Play platform
SI2	People who influence my behaviour think that I should use FPT Play platform
SI3	People whose opinion that I value prefer that I use FPT Play platform

This factor is named **Social Influence**, encoded **SI**

● **The fifth factor include 3 observed variables as follows:**

FC1	I have the knowledge necessary to use FPT Play platform
FC2	FPT Play platform is compatible with other technologies I use
FC3	I can get help from others when I have difficulties using FPT Play platform

This factor is name **Facilitating Condition**, encoded **FC**

● **The sixth factor include 2 observed variables as follow:**

PU3	Using FPT Play platform helps me improve the entertainment method for me and my families
TR3	FPT Play platform cares about customers

This factor is made up of 1 observed variable of the Perceived Usefulness scale and 1 observed variable of the Trust scale. The convergence of perceived usefulness and trust determines the close relationship between these two factors. When customers choose to use the FPT Play platform, they expect the level of ease involved in using the platform. Therefore, the new element is renamed **Effort Expectancy** encoded **EE**. This newly created factor has been re-evaluated for reliability by the Cronbach alpha coefficient. 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).

The impact of Effort Expectancy scale: Cronbach's Alpha = .546				
Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PU3	4.05	.940	.375	.
TR3	4.19	.904	.375	.

Table 4.3.1.5 Reliability analysis result of new factor EE

4.3.2 Exploratory Factor Analysis (EFA) for the observed variables of dependent variables

To ensure the reliability and coherence factors of the intention to use FPT Play platform given in the theoretical basis, the authors will also conduct an Intention to use factor analysis. The authors' expectation is that these factors will together form an element (category) with an Eigen Value greater than 1. That means three measures. Intention to use factor is highly cohesive and together represents the intention to use the FPT Play platform.

After analysing EFA, 3 observed variables of agricultural supply chain adaptation were combined into 1 factor. No observed variables were excluded. EFA is consistent with coefficient KMO = 0.706, variance extracted 76.049%; Observable variables with factor loading coefficients above 0.5, Sig value is 0.000.

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

Table 4.3.2.1: KMO and Bartlett's Test of IU

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.281	76.049	76.049	2.281	76.049	76.049
2	.439	14.641	90.689			
3	.279	9.311	100.000			

Table 4.3.2.2: Total Variance Explained of IU

Component Matrix[a]	
	Component
	1
IU1	.906
IU2	.857
IU3	.852

Table 4.3.2.3: Component Matrix[a] of IU

ADJUSTED RESEARCH MODEL
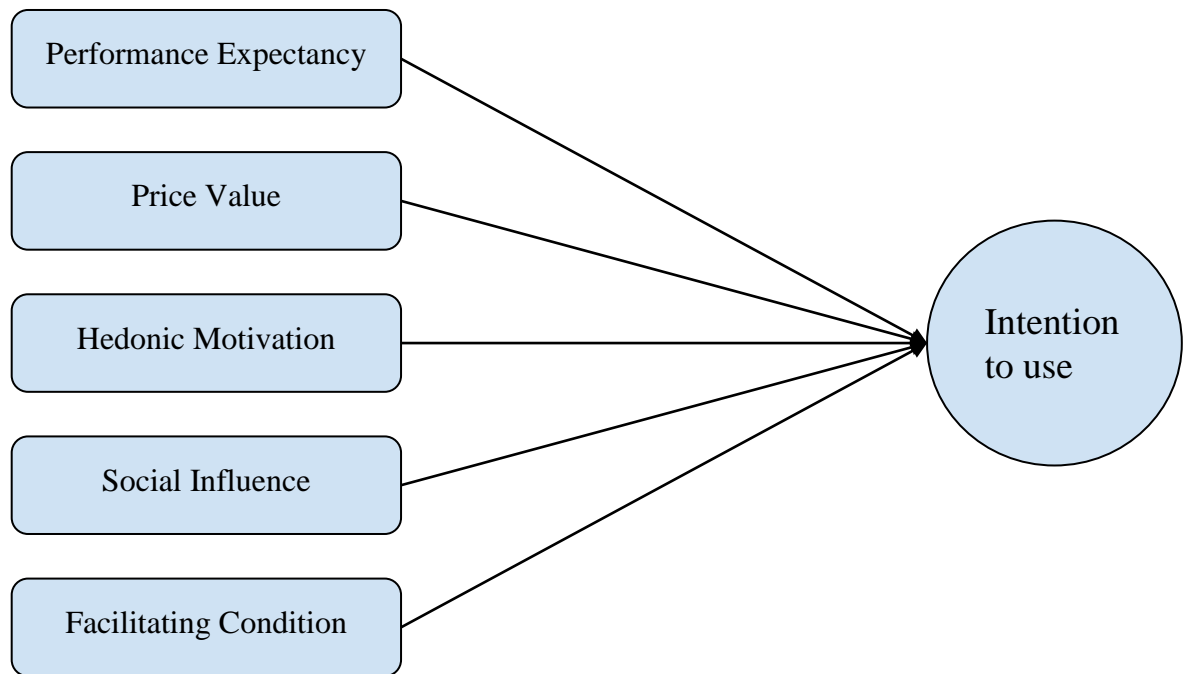
Figure 4.5: Adjusted research model

H1: Performance Expectancy affecting has a positive impact on intention to use the FPT Play platform

H2: Price Value affecting has a positive impact on intention to use the FPT Play platform

H3: Hedonic Motivation affecting has a positive impact on intention to use the FPT Play platform

H4: Social Influence affecting has a positive impact on intention to use the FPT Play platform

H5: Facilitating Condition affecting has a positive impact on intention to use the FPT Play platform

4.4 Correlation analysis

The Pearson correlation coefficient, according to Karl Pearson, is a test statistic that calculates the statistical relationship or association between dependent variables and independent variables. The correlation coefficient Pearson (r) is meaningful only if the level of significance observed (sig.) is lower than the level of significance alpha = 5%.

- If r is in the range 0.50 to ± 1, it is said to be highly correlated
- If r is in the range 0.30 to ± 0.49, this is called the mean correlation.
- If r is below ± .29, it is considered a weak correlation.

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)

Table 4.4.1: Correlation between IU, PV, HM, SI, FC and PE

The relationship of IU with PV, HM, SI, FC, PE has been defined as follows:

The association between Pearson and Pearson is 0.431, 0.510, 0.375, 0.451, 0.563.

Indicators that are both greater than 0.5 (between 0.5 and 1) which are said to be strongly correlated.

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 (0.375) and the highest is the PE factor (0.563).

The variables all have Sig <0.05 in conclusion, so they are statistically important. Therefore in regression analysis, all 5 variables are satisfied to be included.

4.5 Regression Analysis

Regression analysis is a statistical method used to estimate the most appropriate equation of the dependent and independent variables for the result set observed. In addition, hypothetical models can be evaluated and concluded after the coefficient of regression analysis (VIF). The multivariate aggregation phenomenon between variables is investigated using the coefficient of inflation variance (VIF).

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:

β_0: Constant

β_i: Normalized regression coefficient (i = 1, 2, 3, 4, 5)

SI, PV, HM, FC, PE: independent variables

IU: Dependent component

After running the regression, the authors get the following results:

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					

Table 4.5.1: Model Summary[b]

The Modified R Square coefficient is 0,485 (lower than 50%) which indicates that 47,8% of the variance in the intention to use the FPT Play platform can be explained by these predictors (PV, SI, HM, FC, PE). Otherwise, the Durbin-Watson statistic shows a value of 1.792 (which ranges from 1 to 2); that means there is no autocorrelation in the sample.

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						

Table 4.5.2: ANOVA[a] for the regression of five independent variables

In Table ANOVA, sig. of F test is 0.000 less than 0.05. Therefore, the multiple linear regression model fits the data set and can be used.

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

Table 4.5.3: Coefficient for the regression of five independent variables

The PE variable has the highest Beta coefficient of 0.309, so it has the greatest effect. It states that there are statistically important effects of 5 independent variables on the dependent variable. In addition, the VIF score of these variables is lower than 2, so in this case multiple collinearities do not occur. According to the results above, it is seen that the beta (β_i) coefficient of five independent variables PE, PV, HM, SI and FC are 0.309, 0.219, 0.212, 0.151, 0.114 respectively. All regression coefficients (β_i) are greater than 0, where coefficients are sorted in descending order of $\beta PE > \beta PV > \beta HM > \beta SI > \beta FC$. Thus the normalized equation of regression will be:

$$IU = 0.309*PE + 0.212*PV + 0.219*HM + 0.115*SI + 0.114*FC + e$$

According to regression equation and noticed that all regression coefficients are positive numbers, five hypothesis H1, H2, H3, H4, H5 are confirmed. These hypotheses are listed in the table below:

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	.008	Confirmed

positive impact on intention to use the FPT Play platform		

4.6 Findings

4.6.1 Performance Expectancy affecting Intention To Use the FPT Play platform

According to the results obtained after regression analysis to obtain the results of the above affecting intention to use FPT Play platform, the researchers believe that the performance expectancy have the most affecting to intention to use FPT Play platform. Because according to the regression results, the beta coefficients of the above factor are PE= 0.309.

Performance expectancy (PE) has been defined as the degree to which someone believes that using a particular technology will help to enhance his or her job performance (Venkatesh et al, 2003). Particularly, this study looks at Performance expectancy (PE) as the degree to which a farmer believes that using mobile communication technologies for agricultural marketing information dissemination will lead to faster access to accurate information. However, performance expectancy as the degree to which an individual believes that the perceived usefulness of utilizing a particular mobile technology will assist in improving his performance (Jambulingam, 2013). Therefore, the author looked at performance expectancy as being related to perceived usefulness and trust in the previous adoption models studied. Performance expectancy came as a result of two factors from previous models and these include perceived usefulness, which is derived from the technology acceptance models, trust from the UTAUT2 model extension applied to Netflix.

4.7 Research limitation

There aren't many similar studies on this subject currently in Vietnam, so we don't have many reference sources to make the study more impartial. Also, we did only an online survey with a total of 500 responses because of limited time, money and economics. For a research paper, this is not the optimal sample size to come up with the findings, but the number of samples in the 300 range is fine (Hair J, 1995) and (Mulaik, 1990), and can be included in a research article. The findings showed that the variables of the performance expectancy factor affect the experience of the FPT Play platform, thereby increasing their

purchasing intent, in effect the usage intent of the consumer. Performance expectancy can be induced by whether they like the functionality provided by the app or the convenience of the platform, but in this study we did not explain these. We make recommendations for comparable studies in the future based on the above limitations. First of all, the group of authors should extend the reach and size of the analysis in order for a report to be objective and of the highest quality. In addition, Offline's parallel online data collection would also improve the precision of the study results. Finally, further research on this subject should further explain the effect of user expectation factors after using the platform, such as quality, popularity of the product and usability of the platform.

4.8 Conclusion

In this chapter, data is collected and analyzed using a survey to find out the Factors affecting the intention to use the FPT Play platform. Furthermore, using SPSS, the conceptual modeling that was conducted in chapter 2 is Social Influence (SI), Perceived Usefulness (PU), Price Value (PV), Trust (TR), Hedonic Motivation (HM), Facilitating Condition (FC) were tested to influence the intention to use FPT Play platform. Accordingly, based on the results of the Exploratory Factor Analysis (EFA) table, two new factors have been created are Performance Expectancy (PE) and Effort Expectancy (EE). However, after testing the reliability test – Cronbach's alpha, Effort Expectancy (EE) factor reached 0.546 (lower than 0.6) indicating that this scale has bad reliability. Because of the scale's bad reliability, all variables were not included in the future analysis phases. Performance Expectancy (PE) has been created that has the strongest influence on the intention to use the FPT Play platform (B = 0.309). The remaining factors are listed in order of improvement as follows: Price Value (B = 0.212), Hedonic Motivation (B = 0.219), Social influence (B = 0.151), Facilitating Condition (B = 0.114). In the next chapter, based on the analysis results, solutions are implemented to improve the intention to use the FPT Play platform.

CHAPTER 5: DISCUSSION & CONCLUSION

5.1 Discussion

Previous parts of the study identified six major factors that influence the intention to use in FPT Play platform, which include: Social Influence, Perceived Usefulness, Price Value, Hedonic Motivation, Trust, Facilitating conditions. In particular, based on the

results of the survey and analysis in chapter 4, according to the results of the study, the new factors have been created Performance Expectancy and Effort Expectancy, in which, Effort Expectancy has been eliminated because of the scale's bad reliability. Performance Expectancy is the factor that has the largest direct influence on a customer's buying intent with B value index is 0.309, The 4 factors are Social Influence, Price Value, Hedonic Motivation, Facilitating Conditions with coefficients are 0.151, 0.212, 0.219, 0.114. The information analyzed in chapter 4 appears solid and subjective. Chapter moreover presents the confinements of the think about and suggestions for comparable things within the future.

5.1.1 Answer questions

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

Through data processing using SPSS, 5 factors we set out to influence intention to use, factors that directly affect intention to use including social influence, price value, hedonic motivation, performance expectancy, Facilitating conditions. There are two factors that most strongly affect intention to use: performance expectancy (PE), hedonic motivation (HM) is B=0,309 an0, 219.

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

5.2   Limitations & Recommendations for Future Research:

Since there have not been numerous comparative examinations on this theme in Vietnam, we don't have many references to make our exploration more unbiased. What's more, because of the restricted time, assets, and economy, particularly due to the quickly expanding Covid-19 pandemic, we just led an internet-based overview with an aggregate of 500 responses. This is not an ideal example size for an examination paper to give the most level-headed and precise outcomes, but according to Hair J. (1995) and Mulaik, SA (1990), an example size of around 401 responses is great. Also, in this review, the outcomes show that the components of the promotion impact the feelings of the watchers and, accordingly, increase the customer's wants and needs

In view of the above restrictions that are currently being experienced, we make proposals for future comparable examinations. Above all else, for an examination to be evenhanded and of the highest quality, the creators ought to increase the extension and size

of the exploration. Likewise, equal web-based information assortment will also increase the exactness of the outcomes in the review. For further investigations, that research paper needs to more easily explain the impact of passion factors on customers after considering advertising

5.3. Theoretical Implications

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. Regional customer's intention to use FPT Play platform in Hanoi area. Along with that, we have really focused on this topic to explain the main considerations in using the FPT Play platform by customers in Hanoi area.

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. Furthermore, this assessment can be an important asset for future research and work with improving research quality.

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. Therefore, this review can be considered as a solid hotspot for them to advise and make the best decision and choice. In fact, there have been a lot of exploratory articles on the topic of watching television, but most of them are done in Western countries or very developed countries and when applied to the Vietnamese market it is usually not very accurate.

5.3.1 Practical Implications and Recommendations:

From the 5 factors in the adjusted research model: Social influence, price value, performance expectancy, hedonic motivation, facilitating conditions leading to the intention to use the customer is very large. All this will cause the conversion rate to increase, which is what any company wants. we have the following suggestions: we can see that the two factors that most strongly influence customer intentions of this study as well as some other previous studies have shown that the two factors hedonic motivation and performance expectancy are two the biggest impact factor so we suggest the company to tap harder on these two factors continually improving quality and adding fun to these two factors specific to our hedonic motivation.

Based on the survey result, we propose the following recommendations to improve the platform along all five researched factors.

Hedonic motivation: One way to promote hedonic motivation is to boost the "fun" factor when using the platform. The users will be better motivated to use FPT Play when they feel like they are having a good time using it. Therefore, FPT Play has to ensure that users are never bored on the platform. One way to achieve this is to enrich the content library so that users have a vast selection of content to choose from. 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. That will increase the users' feeling of enjoyment and motivation to spend more time on the platform.

Performance expectancy: as we know making it easy to use the app to make it easy to understand and clear is also very important. If the customer using the platform has difficulty in understanding how to choose favorite channels, it will lead to a state of boredom not wanting to use so a way to arrange the science of a good interface and minimal unnecessary steps in using the app will greatly improve the performance expectancy. In addition, improving the use of voice to select channels will also bring convenience and performance expectancy to customers. 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: as we know customers want to use the platform for considerable value for money, the customer services system needs to be improved to create conditions for customers to receive requests as quickly as possible, and the troubleshooting system needs to be more specific, faster. Features that add benefits to customers that stimulate entertainment are also a good way to use the platform. 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. Focus more on potential new customers and have a separate promotion policy for new customers (for example, 3 months of free installation) to stimulate the demand of new customers.

Facilitating conditions: with a low level of impact, FPT Play platform is sometimes limited and incompatible with many different technology devices, which can make it difficult to use or cannot be used due to lack of support, thus affecting the user's intention to use FPT Play platform customer to the product. On the other hand, some electronic devices that are not feasible with the FPT Play platform application can be confusing or difficult to use without assistance, affecting the customer's intention to use. Therefore, it should be ensured that the platform is supported by and compatible with popular operating systems and devices. The company should also have a specialized technical support team that is available 24/7 to provide assistance timely to users so that the user experience is never disrupted by technical difficulties.

Social influence: According to the survey results, the Social Influence factor also has a positive correlation with the intention of customers to use. Specifically, this means that in many cases where friends and relatives use the FPT Play platform and affect users, users will be affected in terms of the purpose of use. Therefore, FPT Play can implement a user program with a referral code, if you can refer your friends and relatives to use that code to register on the FPT Play platform, both old and new users will be eligible. FPT Play service discount. It is one of the ways to promote word of mouth and positive referrals among users. In addition, the element of influencer marketing also needs special attention in FPT Play's promotions. In addition, FPT Play should promote groups that have experienced their products and have good reviews about FPT Play's service quality, so that they can influence customers' intention to use as much as possible.

5.4 Conclusion

Today, we live in a rapidly developing technology society. There are more and more different services, but to bring convenience and value when watching movies, besides that, customers can experience modern and high-class services right in Vietnam, the best platform is still the same. FPT Play platform. In Vietnam, especially Hanoi, the number of customers of FPT Play platform is expanding and increasing rapidly, maybe it is the most popular platform in Vietnam at the moment and especially in the future. In the past 2 years, due to the Covid-19 pandemic affecting life. The government then issued Directive 16 issued by the government to isolate the whole society to protect people's health, making

people and individuals and organizations at home unable to go out and have to stay at home, this also opens up many opportunities for online economic development. FPT Play platform has also captured this field to develop the platform and reach many different customers, this is considered one of the basic reasons that this article was born to give rates, comments, and recommendations for organizations in Vietnam in Hanoi. There have been 500 customer feedbacks on the affecting of intention to use FPT Play platform after analyzing 7 main factors: Performance expectancy, intention to use, hedonic motivation, social influence, facilitating conditions, and price value

In particular, intent to use is an element of dependency. This assessment uses a quantitative method. In particular, the survey was carried out depending on the evaluation of 401 customers in Hanoi, through organizations and individuals filling in the information, the results of the collected survey information were then used SPSS 20 to produce results. In summary, the test results show that the deciding factors for customers to use FPT Play platform include: performance expectancy, intention to use, hedonic motivation, social influence, facilitating conditions, and price value.

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APPENDIX

Khảo sát yếu tố quyết định sử dụng nền tảng FPT Play của khách hàng tại khu vực Hà Nội

Xin chào anh/chị/các bạn

Chúng em/mình là những sinh viên của trường Đại Học FPT Hà Nội. Hiện tại chúng tôi đang tiến hành nghiên cứu khảo sát. Nghiên cứu về các yếu tố ảnh hưởng đến ý định sử dụng nền tảng FPT Play của khách hàng tại khu vực Hà Nội. Anh/chị/các bạn có thể bớt một chút thời gian để trả lời một số câu hỏi ngắn sau đây không ạ. Chúng em/bọn mình xin cam đoan rằng những thông tin thu được từ cuộc phỏng vấn này chỉ nhằm mục đích phục vụ cho cuộc nghiên cứu và hoàn toàn bảo mật.

Xin chân thành cảm ơn ý kiến đánh giá của anh/chị/các bạn !

THÔNG TIN CÁ NHÂN:

No:	Question:
1.	**Độ tuổi hiện tại của bạn ?**
	18-25 tuổi 26-35 tuổi 35-45 tuổi - Trên 45 tuổi
2.	**Thành phố hiện tại bạn đang sinh sống?**
	- Thành phố Hà Nội - Các tỉnh khác
3.	**Nghề nghiệp hiện tại của bạn ?**
	- Học sinh, sinh viên - Nhân viên văn phòng - Tự kinh doanh - Làm tự do (freelancer) - Công việc khác
4.	**Mức thu nhập hiện tại của bạn ?**
	- Dưới 2 triệu - Từ 2 triệu đến dưới 7 triệu - Từ 7 triệu đến dưới 15 triệu - Trên 15 triệu

CÂU HỎI KHẢO SÁT:

Code	Questions	Extent of Agree/Disagree				
		1	2	3	4	5
SI. Social influence						
SI1	Những người quan trọng với bạn nghĩ rằng bạn nên sử dụng dịch vụ FPT Play					
SI2	Những người ảnh hưởng đến hành vi của bạn nghĩ rằng bạn nên sử dụng dịch vụ FPT Play					
SI3	Sử dụng dịch vụ FPT Play giúp tôi giải tỏa căng thẳng khi cần thiết					
PU. Perceived Usefulness						
PU1	Sử dụng dịch vụ FPT Play giúp tôi giải tỏa căng thẳng khi cần thiết					

PU2	Sử dụng các dịch vụ di động giúp cuộc sống của tôi dễ dàng hơn					
PU3	Sử dụng dịch vụ FPT Play giúp tôi cải thiện phương thức giải trí của tôi và người thân					
PV :Price value						
PV1	FPT Play có giá cả hợp lý.					
PV2	FPT Play rất đáng đồng tiền					
PV3	Ở mức giá hiện tại,FPT Play cung cấp giá trị tốt					

HM	Hedonic Motivation					
HM1	Sử dụng dịch vụ FPT Play giúp bạn trở nên vui vẻ					
HM2	Bạn cảm thấy hứng thú khi sử dụng dịch vụ FPT play					
HM3	Sử dụng dịch vụ FPT Play sẽ có tính giải trí cao					

IU	Intention to use					
IU1	Tôi sẽ sử dụng nền tảng FPT Play trong tương lai					
IU2	Tôi sẽ luôn cố gắng sử dụng dịch vụ của FPT Play trong cuộc sống hàng ngày của mình					
IU3	Tôi sẽ có kế hoạch sử dụng dịch vụ của nền tảng FPT Play thường xuyên					

FC	Facilitating Condition					
FC1	Tôi có kiến thức cần thiết để sử dụng nền tảng FPT Play					
FC2	Nền tảng FPT Play tương thích với các công nghệ khác mà tôi sử dụng.					
FC3	Tôi có thể nhờ người khác giúp đỡ khi gặp khó khăn khi sử dụng nền tảng FPT Play					

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TR	Trust					
TR1	Nền tảng FPT Play rất đáng tin cậy					
TR2	Nền tảng FPT Play thấu hiểu thị trường của họ.					
TR3	Nền tảng FPT Play quan tâm đến khách hàng					