



Factors affecting the decision to use YouTube Music streaming application service in Thailand

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Abstract

This study investigates the factors influencing Thai consumers' decisions to use the YouTube Music streaming application. Specifically, it examines (1) the impact of demographic differences, (2) the role of brand image, and (3) the influence of service marketing mix factors on the decision to use the platform. The research targets Thai users who have experience using YouTube Music. A purposive sampling method was applied, with a sample size of 400 respondents, calculated using Cochran's formula to ensure an appropriate error margin. Data were analyzed using descriptive statistics, including t-tests and regression analysis (including F-statistics). The findings indicate that most of the respondents were male, aged 21-30 years, and single. Most participants were students, with an average monthly income between 10,001 and 30,000 baht. Hypothesis testing revealed that service marketing mix factors—including product, price, distribution, promotion, process, personnel, and physical characteristics—statistically significantly impacted the decision to use YouTube Music ($p < 0.05$). Brand image factors, particularly features and perceived value, also significantly influenced user decisions at a 0.05 significance level. These findings highlight the importance of marketing strategies tailored to consumer demographics, service quality improvements, and brand positioning in driving user engagement with YouTube Music in Thailand.

Keywords: Marketing Mix, YouTube Music, Music Streaming, Consumer Decision-making, Consumer Behavior

1. Introduction

With the rapid development of digital technology, music streaming applications have revolutionized how people access and enjoy music globally, including in Thailand. YouTube Music has gained significant popularity among these platforms due to its vast library, accessibility, and unique features like curated playlists and algorithmic recommendations. In Thailand, where music culture is diverse and deeply embedded in daily life, the decision to use YouTube Music as a preferred streaming service can be influenced by various factors. These factors range from individual user preferences, economic considerations, and technological aspects to the influence of social media and cultural trends (Wang & Chen, 2020).

Business competition is becoming more and more intense these days. Success depends on the several key factors: artists and copyright holders who create works legally distributed on the streaming platform by music companies. In Thailand, listener preferences and artist popularity are shaped by image, personality, and unique characteristics. In addition to singing, artists should be able to compose songs or dance. Fan clubs often place more importance on the artist's image than their music. Therefore, the artist's image is an important part of the presentation. Once fans are drawn to the artist, they tend to follow and support the artist by listening to their songs and collecting souvenirs such as music albums. The behavior of fans that comes from liking the artist will have a significant influence and be very important in supporting, pushing the artist, and dedicating themselves to the artist so that the artist can go far, whether it is voting for the artist, sharing songs, downloading songs or setting on-hold tones to help promote their favorite songs from their favorite artists. The main principles related to the online music streaming business are music streaming applications, artists, and listeners. The easiest way for listeners to access their favorite artists' work is to listen to their music through various streaming platforms that offer good value for their service fees—whether through features, modernity, or other benefits that listeners will receive in return (Barata & Coelho, 2021)

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Understanding these factors is essential for stakeholders in the music streaming industry, as they offer insights into consumer behavior and potential for market growth. This study explores the key factors influencing Thai users' decisions to subscribe to YouTube Music, focusing on perceived value, user experience, social influence, and brand familiarity. By examining these dimensions, the research aims to shed light on the motivations driving YouTube Music usage and provide valuable recommendations for enhancing user engagement and satisfaction in the Thai market.

2. Objectives

1. To study the differences in demographic factors that affect the decision to use the YouTube Music application service.
2. To study the factors of the service marketing mix that affect the decision to use the YouTube Music application service.
3. To study the factors of YouTube Music's brand image that affect the decision to use the YouTube Music application service.

2.1 The hypothesis of the research

1. Different demographic factors significantly affect the decision to use the YouTube Music streaming application service.
2. Service marketing mix factors are significantly related to the decision to use the YouTube Music streaming application service.
3. Brand image factors are significantly related to the decision to use the YouTube Music streaming application service.

3. Materials and Methods

3.1 Concepts and theories

3.1.1 Demographic factors

Demographic factors studied are age, earnings, ethnic background, ethnic identity, family size, gender, marital status, profession, and religious affiliation. These factors help segment the market and target specific consumer group. It becomes a challenge for businesses that want to meet the exact needs of each consumer. Demographic segmentation focuses on understanding consumers holistically, such as differences in behavior between men and women, or between teenagers and older adults—highlighting which groups will show certain behaviors most prominently (Kotler & Keller, 2016).

3.1.2 The service marketing mix

Kotler and Keller (2016) explained that consumer and social needs are complex and exist in every human being. Human needs are stimuli that create demands, which are described as items used to satisfy those needs. Marketers are responsible for facilitating purchasing decisions by offering various products that meet the consumers' needs. This is a task for business organizations to persuade consumers to choose their products in order to achieve their business objectives.

3.1.3 Brand image

Natchaya (2014) stated that brand image represents how a company, product, or service is communicated to consumers, allowing them to recognize, understand, and remember it over time. Consumers associate products with their brand image, which can be shaped by personal experiences or the experiences of other users.

Similarly, Anumat and Phirapha (2018) emphasized that brand image is key to fostering a connection between consumers and a product. Brands often utilize advertising to reinforce their image while highlighting the product's distinct characteristics.



Witthayaphon, Sirikanya, and Yotsawi (2017) described brand image as a defining trait that sets a product or service apart from competitors. A strong brand image enhances consumer recognition and leaves a lasting impression, thereby increasing brand recall and loyalty.

3.1.4 Purchasing decision-making

Decision-making involves a person choosing the best option from the many available. The purchase decision begins when consumers experience a problem (Need Identification). Once they understand the cause (The Difficulty is Located and Defined), consumers will start to find products that can solve the issue (Possible Solutions are Suggested). Consumers then go through several steps before making a purchase and evaluating the product afterward. According to Schiffman and Kanuk (2010), consumers make purchasing decisions both rationally and emotionally. They consider product utility, listen to others, and absorb information from various media sources.

3.2 Related research

Natchakorn and Kunte (2022) explored the effects of the marketing mix in the Korean music entertainment industry on customer loyalty, specifically from the perspective of Thai fans. Their study used quantitative methods, collecting data through online surveys from 441 Thai respondents. By applying multiple linear regression analysis, they found that product quality, pricing models, distribution networks, and marketing campaigns significantly impacted customer loyalty. The findings suggest that Korean music companies can strengthen fan loyalty in Thailand by tailoring their marketing strategies to match audience preferences and behaviors.

Sanitnarathorn and Prajaknate (2018) studied “An analysis of factors affecting Thai consumers’ intention to use music streaming services.” Their research examined the factors influencing Thai consumers’ intentions to use music streaming services. It focused on perceived ease of use, perceived usefulness, and attitude. Data were collected from 300 Thai music streaming users and analyzed using structural equation modeling with SmartPLS software. The findings showed that attitude had the most significant direct effect on usage intention, while perceived ease of use influenced usage intention through perceived usefulness and attitude. This suggests that enhancing user attitudes towards music streaming services can effectively increase their intention to use such platforms.

Moreover, Suphawi and Suphanni (2016) examined how consumers in Bangkok perceive the brand images of Nissan and Suzuki eco-cars. Their study found that demographic factors—such as gender, age, academic background, career fields, and earnings—shaped perceptions of both brands. Similarly, Ekkamon (2017) explored the connection between Mazda’s brand equity, consumer trust, and service centers in Bangkok and surrounding areas. The research highlighted that demographic factors, particularly gender, notably impacted brand value perception, confidence, and satisfaction.

Likewise, Panrasi (2015) studied how Bangkok consumers perceive the Panasonic brand. The findings suggested that demographic elements such as gender, age, marital status, education, and occupation contributed to brand perception. Rampaiphan (2015) took a slightly different approach, examining marketing communications and their effects on consumer purchasing behavior at the Central Department Store, Chaengwattana branch. That study found that a consumer’s occupation significantly influenced their purchasing decisions.

Adding to this discussion, Wanporn (2015) explored the determinants of consumer choices when buying Adidas sports shoes in Bangkok and its vicinity. Age was found to be a key factor, as different age groups tended to have distinct tastes and preferences. Similarly, another study investigated the factors influencing consumer satisfaction at Max Value Supermarket in Bangkok and nearby areas, emphasizing the role of demographic factors in shaping customer experiences.

Together, these studies demonstrate how demographic factors influence brand perception, consumer trust, purchasing decisions, and overall behavior across various industries. This highlights the broader impact of demographics on marketing strategies and consumer engagement.



3.3 Methodology

In this study, the researcher studied the factors affecting the decision to use the YouTube Music streaming application service. It is exploratory research, and the instrument used to collect data was a questionnaire. The sample group consisted of 400 Thai users who use or have used the YouTube Music streaming application.

3.3.1 Data Collection

The authors gathered and analyzed data from two main sources: primary data and secondary data.

Primary data refers to firsthand information collected directly from the sample group. To obtain this data, the researcher used an online questionnaire as the primary tool for gathering responses. The collected information was then organized, summarized, and processed for statistical analysis.

Secondary data includes information from existing materials, including books, academic journals, research articles, theses, previous studies, and online sources. This data was used to develop a conceptual framework and design research tools for data collection.

3.3.2 Data Analysis

Once the authors obtained data from the sample group, the next step involved analyzing the data and testing the hypotheses. This was done using statistical software, which categorized the analysis as descriptive and inferential statistics.

3.3.3 Descriptive Statistics Analysis

Descriptive statistics provide an initial overview of the sample group. The findings are presented in frequency distribution tables, percentages, means, and standard deviations to summarize key characteristics of the respondents. The analysis includes:

3.3.3.1 Demographic Factors

This section examines characteristics such as gender, age, marital status, occupation, monthly income, and highest level of education. The data are presented using frequency distributions and percentages to illustrate the demographic composition of the sample.

3.3.3.2 Service Marketing Mix Factors

The second section of the questionnaire focuses on factors influencing the decision to use the YouTube Music streaming application. The responses were analyzed using mean, standard deviation, frequency, and percentage to assess the significance of each factor in shaping user decisions.

3.4 Research Instrument

This research examined the impact of marketing mix factors and brand image on the preference for the YouTube Music streaming application. The study followed these steps:

3.4.1 Questionnaire Development and Review

After designing the questionnaire, the researcher submitted it to an advisor for review. The advisor assessed the content, language, and clarity to ensure accuracy and appropriateness. Necessary revisions were made before the questionnaire was finalized for data collection.

3.4.2 Reliability Testing

A pilot test was conducted to evaluate the questionnaire's reliability with 40 participants who shared similar characteristics with the main sample group. This process ensured the questions were straightforward, appropriately worded, and aligned with the study's objectives. The questionnaire's reliability was then



measured using Cronbach's alpha coefficient (Cronbach, 1970). McNeish (2018) states that an alpha coefficient (α) above 0.7, or 70%, is an acceptable reliability threshold.

4. Results and Discussion

4.1. Demographic Characteristics

The demographic analysis of the sample group revealed that the majority were male, accounting for 51.25% (205 respondents). Most participants were between 21 and 30 years old (332 respondents, 83.00%) and single (354 respondents, 88.50%). Regarding occupation, students comprised the largest portion of the sample (159 respondents, 39.75%). Regarding income, 62.75% (251 respondents) reported earning between 10,001 and 30,000 baht monthly. Additionally, the highest level of education for most participants was a bachelor's degree, with 316 respondents (79.00%) holding this qualification (Figure 1).

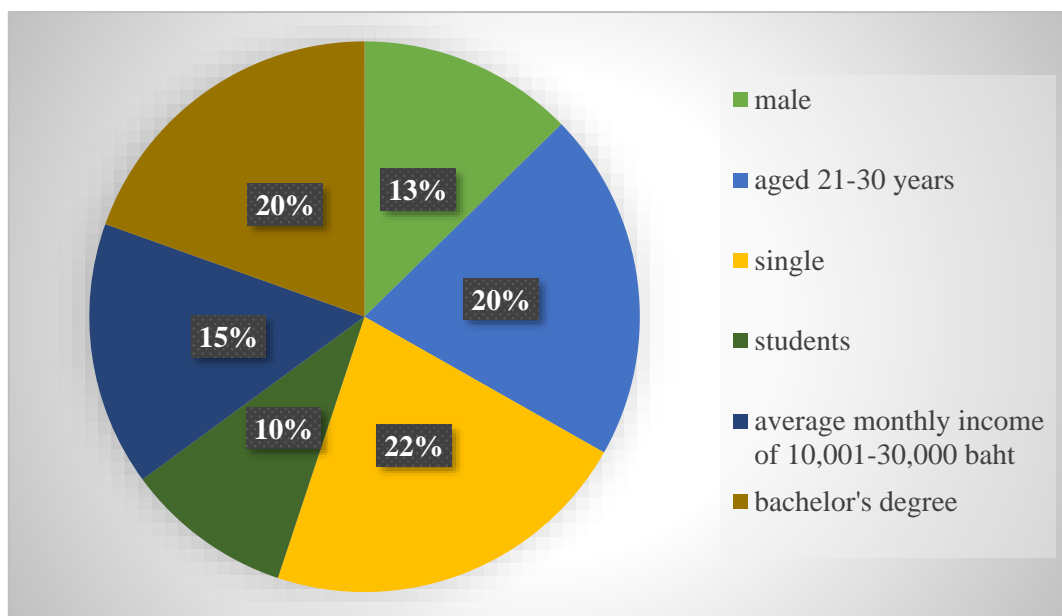


Figure 1. Demographic Characteristics of the Sample Group

4.2. Influence of Marketing Mix Factors

The results indicated a strong correlation between marketing mix factors and the decision to use the YouTube Music streaming application, with an overall mean score of 4.10 (S.D. = 0.78). When examining each factor individually, the findings were as follows:

- **Personnel** received the highest mean score (\bar{x} = 4.24, S.D. = 0.77), indicating its significant influence.
- **Promotion** followed closely, with a mean score of 4.14 (S.D. = 0.79).
- **Physical characteristics** also significantly impacted, scoring 4.10 (S.D. = 0.63).
- **Distribution** showed a strong influence with a mean score of 4.07 (S.D. = 0.679).
- **Price** had a mean score of 4.07 (S.D. = 0.79), indicating its importance in decision-making.
- The **product** scored slightly lower but still showed a strong influence (\bar{x} = 4.06, S.D. = 0.77).
- While the **process** ranked last among the factors, it still had a relatively high mean score (\bar{x} = 4.06, S.D. = 0.79).

These findings suggest that all aspects of the marketing mix play a crucial role in influencing consumer decisions regarding YouTube Music, with personnel and promotional strategies having the most substantial impact.

**Table 1** Marketing mix factors affecting the decision to use YouTube Music streaming application service.

Marketing mix	Mean	S.D.	Level
Product	4.06	0.77	High
Price	4.07	0.79	High
Distribution	4.07	0.79	High
Promotion	4.14	0.79	High
Personnel	4.24	0.77	Very High
Physical	4.10	0.80	High
Process	4.06	0.79	High
Total	4.10	0.78	High

4.3 Influence of Brand Image on the Decision to Use YouTube Music

The analysis indicates that brand image strongly correlates with the decision to use the YouTube Music streaming application, with an overall mean score of *4.11* (S.D. = *0.81*).

Table 2 Brand image factors are related to the decision to use the YouTube Music streaming application service.

Brand image factors	Mean	S.D.	Level
Features	4.16	0.79	High
Benefits	4.10	0.85	High
Value	4.08	0.81	High
User Personality	4.10	0.79	High
Total	4.11	0.81	High

When examining individual aspects, the findings can be detailed as follows:

- **The feature** aspect received the highest mean score, ranking first with a value of *4.16* (S.D. = *0.79*).
- **The user personality aspect** followed closely, scoring *4.10* (S.D. = *0.79*).
- The **benefit aspect** also showed a high level of influence, with a mean score of *4.10* (S.D. = *0.85*).
- **Value aspect** ranked last among the measured factors but still exhibited a strong influence, with a mean score of *4.08* (S.D. = *0.81*).

These results suggest that brand image significantly impacts users' decisions to choose YouTube Music, mainly through its features, alignment with user personality, perceived benefits, and overall value.

4.4 Hypothesis Testing: Relationship Between Service Marketing Mix and Decision to Use YouTube Music

The hypothesis testing results indicate that service marketing mix factors have a statistically significant relationship with the decision to use the YouTube Music streaming application, at a significance level of *0.05* ($p < 0.05$). This suggests that the various elements of the service marketing mix—such as product, price, place, promotion, people, process, and physical evidence—play a crucial role in influencing consumer decisions to adopt and use the platform.

Table 3 Marketing mix factors of service are related to the decision to use the YouTube Music streaming application service using Multiple Regression Analysis statistics.

Marketing mix factors	b	Std.Error	β	t	Sig.
Constant	.114	0.179		.637	.525



Product	.180	0.067	.118	2.710	.007*
Price	.155	0.065	.094	2.400	.017*
Distribution	.171	0.065	.123	2.642	.009*
Promotion	.209	0.068	.131	3.072	.002*
Process	.239	0.072	.164	3.308	.001*
Personnel	.457	0.059	.303	7.755	.000*
Physical Characteristics	.123	0.032	.201	4.310	.003*

R = 0.749 R² = 0.562 Adjusted. R² = 0.554 SEE = 0.10 F = 71.689 Sig. = 0.000*

4.5. Hypothesis Testing: Relationship Between Brand Image and Decision to Use YouTube Music

The results of the hypothesis testing indicate that brand image factors have a statistically significant relationship with the decision to use the YouTube Music streaming application, at a significance level of 0.05 ($p < 0.05$). This finding suggests that consumers' perceptions of YouTube Music's brand image—such as its features, benefits, user identity alignment, and overall value—play a critical role in their decision to adopt and continue using the platform.

Table 4 Brand image factors are related to the decision to use the YouTube Music streaming application using Multiple Regression Analysis statistics.

Brand Image Factors	b	Std.Error	β	t	Sig.
Constant	1.200	0.252		3.476	.000
Features	.231	.063	.160	3.689	.000*
Benefits	.036	.087	.022	.416	.678
Value	1.020	.046	.866	22.002	.000*
User Personality	.055	.099	.045	1.899	.217

R = 0.515 R² = 0.312 Adjusted. R² = 0.405 SEE = 0.563 F = 30.689 Sig. = 0.000*

5. Conclusion & Discussion

The study on what influences consumers to choose the YouTube Music streaming application and their decision to use it highlights several important business recommendations. First, businesses should tailor their strategies, communication methods, and marketing approaches to different age groups, as users of various ages have unique preferences and service expectations. Meeting these needs can enhance user satisfaction and engagement. Another crucial factor is human resources, particularly customer support. Respondents emphasized the importance of having a reliable call center and responsive post-sale service. Therefore, businesses should invest in well-trained staff who can efficiently assist customers and address their concerns. Listening to user feedback and improving based on suggestions can also strengthen brand loyalty.

Although pricing was found to have the least direct impact on users' decisions, it still plays a role in retaining customers. Offering discounts or loyalty incentives based on accumulated usage can make the service more appealing. Additionally, businesses should ensure that YouTube Music remains competitively priced compared to other streaming platforms, since many consumers prioritize affordability and value for money. The study also found that perceived value strongly influences user decisions. Businesses must ensure that YouTube Music delivers a highly satisfying and worthwhile experience to maintain a competitive edge. Consumers should feel that the service justifies its cost by offering meaningful benefits, which can enhance retention and long-term engagement.

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Another significant factor is the application's features, which ranked second in importance. The research suggests that YouTube Music's unique identity is a key reason users choose the platform. Businesses that want to stand out should emphasize the distinct features that differentiate YouTube Music from competitors while ensuring the application remains easy to use and accessible. Additionally, keeping the platform modern and regularly updated is essential to meet evolving user expectations. Businesses can strengthen YouTube Music's position in the competitive streaming market by focusing on usability, innovation, and customer satisfaction.

The results of this study are consistent with previous research. For example, Sanitnarathorn and Prajaknate (2018) found that user attitudes significantly shape the intention to use music streaming services in Thailand. Similarly, Natchakorn and Kunte (2022) demonstrated that the 7Ps marketing mix factors impact customer loyalty in the Korean music entertainment industry. These findings align with this study's conclusion that marketing mix factors influence users' decisions to use the YouTube Music streaming services in Thailand.

5.1. Suggestions for future research

Further studies should investigate other variables that could impact brand loyalty. Understanding these factors in greater detail would allow businesses to develop more effective strategies for maintaining a strong customer base over the long term, while also identifying opportunities to expand their market reach in the future.

Further studies should also examine the factors influencing music streaming decisions using qualitative research methods, such as in-depth interviews or focus groups. These approaches can provide deeper insights into consumer behavior, uncovering key motivations and preferences that quantitative research may not capture. The findings could help businesses refine marketing strategies to meet consumer needs and expectations.

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