

# Appendix

## Part 1: Background information

1. What is your gender?
  - Male
  - Female
2. What age group do you belong to?
  - Under 18
  - 18-24
  - 25-29
  - 30-34
  - 35-40
  - Over 40
3. What is your current occupation?
  - Student
  - Office worker
  - Civil servant
  - Personal business
  - Labor/Worker
  - Unemployed
  - Retired
  - Other
4. What is your current monthly income/allowance?
  - Under 5M VND
  - 5M – under 10M VND
  - 10M – under 20M VND
  - 20M – under 30M VND
  - 30M – under 50M VND
  - Over 50M VND

## Part 2: Personal perspectives on movie streaming services

5. Are you currently using any paid movie streaming service?
  - Yes
  - No

6. How much time do you spend on watching content on these services a day on average?
  - Under 2 hours
  - 2-3 hours
  - Over 3 hours
7. Which one below is your most often used paid movie streaming service (if you are paying for one or more)?
  - Netflix
  - FPT Play
  - VieOn
  - K+
  - ZingTV
  - Other
8. Your assessment on factors of your currently using movie streaming service(s)?  
(Note: Pick one answer on a scale of 1 to 5 for each statement with 1 being VERY BAD and 5 being VERY GOOD)
  - User Interface
  - Security
  - Content Variety
  - Resolution
  - Sound Quality
  - Subtitles
  - Connection Speed
9. Factors affecting your decision on using movie streaming services? Pick all suitable answers.
  - High internet security
  - Technical help from the website
  - Fast loading speed
  - Ability to use on multiple devices
  - Reasonable placement of ads
  - Sound and video quality
  - Eyes-catching websites
  - Good website lay-out
  - Movie watching habit and hobby

- Connection speed
10. What is your favorite genre(s)? Pick all suitable answers
- Action
  - Romance
  - Comedy
  - Cartoon
  - Epics/ Historical
  - Horror
  - Adventure
  - Science Fiction
  - Crime & Gangster
  - Sitcom
  - War/ Anti-war
  - Musical
  - Tragedy
  - Documentary
11. What is your maximum possible rate of spending in a month for a movie streaming service given the fact that it meets all your requirements?
- under 100K VND
  - 100K – under 200K VND
  - 200K – under 300K VND
  - Over 300K VND
12. What is your most used device when watching on movie streaming services?
- Smart TV
  - Tablet
  - Laptop
  - Smartphone
  - Desktop