

# An Analytical Study on the Importance and Performance of Factors of Online Video Usage: Focusing on the Comparison of Chinese and Korean Platforms

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## Abstract

**Purpose** – The field of online videos has seen rapid changes in information and communications technology (ICT) development. Despite active academic research on the use of online platforms, few studies have analyzed the relative importance among the factors determined. In this study, the relative importance of factors found in previous studies was identified for users of online video platforms in China and Korea. Through this, factors that should be considered first in research on online video use were derived. In addition, the quality level of online video platforms currently used in China and Korea was measured and used for analysis. The analysis results can provide information for companies to enter Chinese and Korean markets and also be useful to platform providers aiming to increase usage.

**Design/methodology** – Among the factors of Online Video Usage identified in previous studies, 13 factors to be studied were selected through focus group interviews and hierarchized into 2 layers. For the analytic hierarchy process (AHP), each factor was designed as a pairwise comparison questionnaire. The survey included questions on the quality of online video platform currently in use. Data collection was conducted on 16 platforms in China and 11 platforms in Korea, and the relative importance of factors and user perspectives was compared and analyzed using importance performance analysis (IPA). In the analytical process, platforms were divided into over-the-top (OTT) group and Creator group according to the weight of user-generated content, and data analysis focused on these groups.

**Findings** – As a result of AHP, China and Korea showed both “Fun” and “Interests” factors at the top, while the importance of the Entertainment factor “Vicarious satisfaction” was very different for China and Korea. “Relationship with content creators” was the most important factor in China, but it ranked the lowest in Korea. The IPA showed that the factors with high importance and performance were fun, interests, and easy accessibility for both China and Korea. In contrast, the factors that showed low performance compared to high importance in China were relationship with content creators, relationship with acquaintances/friends, and trustworthiness. As for Korea, vicarious satisfaction was observed; thus, this study has raised the need for academic and industrial interest in vicarious satisfaction. The results show that fun, interests, vicarious satisfaction, and easy accessibility of the platform are factors that must be included in further studies on online videos.

**Originality/value** – Existing studies related to the use of online platforms have derived factors or focused on the influence relationship between factors and performance. However, few studies have analyzed the relative importance among the determined factors. This paper explores factors to be considered in future studies by deriving the relative importance between these factors from the perspective of users in China and Korea.

**Keywords:** Analytic Hierarchy Process, Importance Performance Analysis, Online Platform, Priority Value, Perceived Quality

**JEL Classifications:** L82, M15, O30

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## 1. Introduction

### 1.1. Background and Purpose

The development of information and communications technologies (ICT) has had a great impact on the media industry. It has changed the characteristics of media production, distribution, and consumption, and resulted in the evolution of the media industry. Through the era of terrestrial-centered minority channel networks and after the introduction of cable and satellite broadcasters, Internet Protocol Television (IPTV) and Digital Multimedia Broadcasting (DMB) were added and more media participants became part of the industry. Through this, the media industry showed a form of distribution overcoming the constraints of space and time (Lotz, 2007). Since the mid-2000s, online videos have been facing great changes due to the emergence of over-the-top (OTT) service and various forms of video on demand (VOD), as well as the generalized use of smartphones. OTT service had originally indicated service provided through devices such as television set-top boxes, but currently, with the development of information technology (IT) and various forms of devices, it refers to all internet-based video services regardless of whether there is a set-top box or not (Kim Dong-Kil, Choi Sung-Ho and Kim Seong-Jun, 2017).

The number of online video users is rapidly growing worldwide. Korea Communications Commission forecasted in the Assessment of the Status of Competition in the Market for the Delivery of Video Programming that various OTT services such as subscription-based linear (SLIN) OTT that provides real-time channels including Netflix and Amazon will grow rapidly worldwide, and the number of members of subscription-based OTT services will surpass that of pay television services after 2022 (Korea Communications Commission, 2018).

Studies on online platform usage are based on the Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), Technology Acceptance Model (TAM), Unified Theory of Acceptance and Use of Technology (UTAUT), DeLone & McLean Information System Success (ISS) Model, Uses and Gratifications Theory, etc. These studies focus on deriving or determining factors of usage in terms of usefulness, ease of use, social influence, effort expectancy, information quality, etc., or most of them are on the effects of these factors on performance such as satisfaction or use (Jayasingh and Eze, 2009; Kim Jong-Moo, 2017; Koivumäki, Ristola and Kesti 2008; Lee Bo-Mi, 2019; Yang Hee-Tae and Lee Hwan-Soo 2018; Yang Hee-Tae et al., 2016).

The online video industry that changes rapidly and diversely, necessitates actively determining the factors associated with the usage of these platforms and studying their effects. The usage factors shown in previous studies were very diversely derived. However, few studies have analyzed the relative importance among the determined factors. It is necessary to determine the importance among factors that must be preferentially considered in studies of online video usage (Kim Dong-Kil, Choi Sung-Ho and Kim Seong-Jun, 2017). Platform providers that aim to increase users and usage rates must also determine the high-priority usage factors and relative importance. Therefore, this study examines the industrial trend of online videos in China and Korea based on the reviews previous literature and comparing these results. It selects factors to study based on the factors mainly covered in previous literature and the results of focus group interviews (FGIs) with online video users. Relative importance of factors is then derived through an analytic hierarchy process (AHP) after

conducting a user survey on selected factors. Moreover, importance performance analysis (IPA) is conducted to present the study results from the users' perspective, which will contribute to establishing strategies in related industries.

## 1.2. Overview of the Online Video Industry in China and Korea

China's online video platform has been developing since the establishment of LeTV (乐视网) in December 2004. Although there is no significant difference from the YouTube service that began in 2005, China's online video platforms, unlike those in Korea, are being built and grown into its own ecosystem, due to external environmental factors such as strict regulations and deliberation from the Chinese government, and blocking of overseas services. In the case of Korea, after Google's YouTube launch and Netflix's domestic launch, the OTT and user-generated content (UGC) platform markets have grown in earnest, and the Korean platform and the entire market are being formed with a high market share from overseas platforms.

The online video platform can be divided into three types: one which distributes UGC (e.g., YouTube), one where users exchange content with each other (P2P site), and one that distributes commercial content (e.g., Netflix). Moreover, it can be divided according to the business model into transactional VOD (TVOD) in which contents are individually used or purchased, advertising VOD (AVOD) that generates profits based on advertising, and subscription VOD (SVOD) that provides service based on a monthly flat rate. These business models are used by firms in combination with other forms instead of using just one specific form (Korea Communications Commission, 2018). A typical example is YouTube that first started out as AVOD and is now implementing multiple business models such as YouTube Premium (SVOD) and TVOD.

Most of China's online video platforms are generally in the form of services that provide all types of content together, and UGC-centered platforms have been emerging recently. Most platforms are characterized by provision of commercial content such as dramas based on monthly payments and simultaneous profits through production, subscription, and advertisement of UGC of general users.

Meanwhile, major online video platforms in Korea are composing a market in the form of focusing on either the provision of commercial content or the provision of UGC. After the advent of Netflix, the OTT platform market, which provides videos such as public TV dramas to monthly subscribed users, began to be activated first, and the UGC platform market also began to grow due to the increase in YouTube's utilization rate and the formation of a profit structure through advertisement insertion in YouTube.

As of 2020, the total number of OTT subscribers in China is 377.05 million and has been increasing rapidly with an average annual growth rate of about 38.5% since 2016. Among them, subscribers of online subscription channel service, comprising the majority of subscribers, stands at 357.24 million, increasing with an annual average growth rate of about 40.7% since 2016. Tencent Video, iQIYI, and Youku Tudou lead the Chinese OTT market with about 80.6% of the total OTT subscribers in China (Omdia, 2021). The number of OTT subscribers in Korea is on the rise driven by increase in subscribers to overseas OTT service Netflix and domestic OTT service Wavve and Tving. As of 2020, Netflix has the largest number of subscribers among Korea's OTT services, accounting for about 3.84 million and about 33.8% of market share, followed by Wavve with about 2.1 million (18.5%) and Tving with 1.78 million (Omdia, 2021).

China's personalized content platform can be largely classified into two types that are leading the market side-by-side: (1) Platforms that are recently becoming popular all over the world and focus on cell phone-standardized, short clip videos; and (2) general types of platforms that support relatively long, high-definition UGC videos. Currently, Douyin (抖音), Kuaishou (快手), and Bilibili are leading the personal content platform market in China. Douyin is China's largest short clip (short-form video of 10 seconds to less than a minute) and live streaming platform, with 630 million monthly average users as of the third quarter of 2021, and Kuaishou ranks second in China with 320 million monthly average users as of the third quarter of 2021. Bilibili is a video content platform that started with a UGC video sharing platform for enthusiasts, and is recently being evaluated as a "Chinese version of YouTube." The platform has grown from the video community focused on creator-produced animation and game in 2009, into a comprehensive content platform like YouTube covering various genres including entertainment, dramas, and sports, and it has recorded 272 million monthly average users as of the fourth quarter of 2021 (KAWO, 2022).

Korea's online video utilization rate is steadily increasing every year. According to a 2021 report by the Korea Press Foundation, the utilization rate continued to increase from 33.6% in 2018 to 69.7% in 2021 (Korea Press Foundation, 2021). Korea's UGC platform market is divided into overseas platforms such as YouTube and native platforms including Afreeca TV, Naver TV, and Kakao TV. The presence of market leaders is strong in this market; therefore, the largest portion belongs to YouTube, which led the popularization of the market, followed by Facebook based on social networking services (SNS), and Afreeca TV, which takes the role of the first native live broadcasting platform. Recently, the use of TikTok and Instagram, which are easily accessible through a mobile phone, has been increasing (Nielsen Korea, 2020). UGC, unlike OTT, provides free view of contents under the condition of viewing advertisements, and this is the same for both China and Korea. Users are watching videos after playing a certain number of advertisements without the need for separate paid subscriptions or order procedures through mobile-oriented channels. Therefore, it provides high accessibility and consumption conditions.

This video service market is expected to grow more as Generation Z (people born after 1995), who have encountered the digital media since they were born, start to go out into the world and become working members of the society (Cho Young-Shin, 2019). Moreover, as market expansion is anticipated, more diverse forms of online video platforms are emerging. Moreover, types of OTT being adopted are combinations of SVOD, TVOD and AVOD, with each platform distinguished by the proportion or ratio of UGC. Accordingly, firms are facing the issue of having to secure differentiated competitiveness, while users are facing the difficulty of figuring out which standard to apply in choosing the platform.

## 2. Literature Review

Studies on online platform usage have been conducted on various fields such as online shopping, online banking, and e-learning. Studies on usage were initially conducted based on TRA and TPB, and are actively carried out in various forms of expansion, transformation, and convergence models such as TAM and TAM2 as well as UTAUT and UTAUT2. In addition, various theories and studies have been carried out on online platforms and their usage such as uses and gratifications theory and niche theory.

## 2.1. TAM and UTAUT

In social psychology, many scholars have attempted to explain the relationships among beliefs, attitude, intention and behavior, and the initial models used were the TRA and TPB.

The TRA, first developed by Fisherbein, has been extensively verified and applied in understanding and predicting human actions (Ajzen and Fishbein, 1980; Fishbein and Ajzen, 1976). Certain human behaviors in the TRA are determined by intention, which is determined by the attitude toward the target as well as subjective norms. This theory is based on the assumption that most social actions of humans can be controlled by will, and thus revealed limitations in explaining behaviors that are impossible to control completely by will. To make up for this weakness, Ajzen presented the TPB by adding the concept of “perceived behavioral control” to the TRA, which indicates the perception that behavior is under individual control (Ajzen, 1985/1991).

Since information systems have been adopted by various fields including businesses, technology acceptance of users has been the concern of the academia (Kwon and Zmud, 1987; Swanson, 1988). Researchers have attempted to examine factors that affect the beliefs and attitude formation of users in determining acceptance of information systems, as well as factors affecting the resistance of users (Lucas et al., 1990). In this trend, a theory to structurally explain and predict technology acceptance shown by IT users based on the TRA was proposed by Davis through the Technology Acceptance Model (TAM). Davis presented two beliefs of user acceptance—perceived usefulness and perceived ease of use—as the concepts to explain user acceptance and usage behavior, and explained that attitude toward use formed by these two variables affect the intention to use (Davis, 1985)

Venkatesh and Davis who suggested TAM2 later proposed the Unified Theory of Acceptance and Use of Technology (UTAUT), which approaches users’ technology acceptance from an integrated view to complement various exogenous variables and the validity of relationship among variables (Venkatesh et al., 2003). For this integrated view, existing models such as TRA, TPB, TAM (and TAM2), Innovation Diffusion Theory (IDT), Model of PC Utilization (MPCU), Social Cognitive Theory (SCT), and their mixed models were all merged. In the UTAUT model, performance expectancy is regarded as a similar concept as perceived usefulness, extrinsic motivation, job-fit, relative advantage, and outcome expectation. Effort expectancy is defined as a similar concept as perceived ease of use, complexity, and ease of use. Moreover, social influence is considered a similar concept as subjective norm, social factors, and image (Venkatesh et al., 2003). The UTAUT was later developed into the UTAUT2 by adding hedonic motivation, price value, and habit (Venkatesh, Thong and Xu Xin, 2012).

Since the emergence of the TAM (and TAM2) and UTAUT (and UTAUT2), hundreds of studies have been conducted on development, extension, modification, and application with focus on these models, and most of these studies are on integrating models, investigating factors, and examining the effects among factors (Marangunić and Granić, 2015; Williams, Rana and Dwivedi 2014). They were applied to various fields such as internet shopping, e-learning, digital library, search engine system on Web, mobile internet, internet banking, health care information system, e-government, micro blogging, and social media. These studies proved that perceived usefulness (performance expectancy) and perceived ease of use (effort expectancy) have significant effects on explaining social acceptance of various technologies, thereby verifying theoretical validity (Chau and Hu, 2001; Limayem, Khalifa and Frini, 2000; Marangunić and Granić, 2015; Moon Ji-Won and Kim Young-Gul, 2001;

Tintorer et al., 2015). Table 1 shows the main models that formed the bases of studies on factors affecting usage as well as their constructs.

**Table 1.** Main Models that Formed the Bases of Studies on Factors Affecting Usage

Construct	Model	Original/Prior research
Behavioral beliefs, Evaluation of results, Normative beliefs, Motivation to comply with referents, Attitude, Subjective norms, Intention, Behavior	TRA	Fisherbein and Ajzen (1976)
Attitudes, Subjective norms, Perceived behavioral control, Behavioral intention, Behavior	TPB	Ajzen (1985)
External variables, Perceived usefulness, Perceived ease of use, Attitude towards use, Intention to use, Actual usage	TAM	Davis (1985)
Subjective norm, Image, Job relevance, Output quality, Result demonstrability, Experience, Voluntariness, Perceived usefulness, Perceived ease of use, Intention to use, Usage behavior	TAM2	Venkatesh and Davis (2000)
Performance expectancy, Effort expectancy, Social influence, Facilitation Conditions, Experience, Voluntariness of use, Gender, Age, Behavioral intention, Usage behavior	UTAUT	Venkatesh, Morris and Davis (2003)
Performance expectancy, Effort expectancy, Social influence, Facilitation Conditions, Hedonic motivation, Price value, Habit, Experience, Gender, Age, Behavioral intention, Usage behavior	UTAUT 2	Venkatesh, Thong and Xu Xin (2012)
Relative Advantages, Complexity, Triability, Observability, Compatibility, Innovation Adoption,	IDT	Rogers (1962/ 2010)
Reciprocal Determinism, Behavioral Capability, Observational Learning, Reinforcements, Expectations, Self-efficacy	SCT	Bandura (1962)
Quality, Locatability, Authorization, Compatibility, Ease of use/training, Production timeliness, Systems reliability, and Relationship with users, Performance impact	TTF	Goodhue and Thompson (1995)
System quality, Information quality, Service quality, intention to use, use, User satisfaction, Net benefit	ISS Model	DeLone and McLean (1992/ 2003)

## 2.2. Uses and Gratifications Theory

The Uses and Gratifications Theory (UGT) explains media usage with focus on individual characteristics and motives. This begins from the research on media functions conducted by Herzog and Lasswell in 1940, and the theoretical foundation was built by various scholars like Katz in the 1950s (Han Young-Ju, 2018).

Katz, Gurevitch and Haas (1973) stated that users are active and their media usage is goal-oriented, and that media competes with other media for need gratification. They explained that people are sufficiently aware of their interests and motives, and they make different value judgments in which they connect media or contents to their needs. They extracted 35 basic human needs through literature review and classified them into cognitive (e.g., strengthening knowledge), affective (e.g., pleasurable experience), integrative (e.g., strengthening confidence), social integrative (e.g., strengthening contact with other people), and tension-release needs.

The generalization of smartphone supply has also broadened the scope of media. Examining the broader scope of media studies from the perspective of contents, YAO Hui (2019) classified lifestyle vlogs into sense of reality, social interaction, indirect experience, voyeurism, and viewing convenience. Lee Jeong-Hee (2018) classified the motives for using educational contents/lectures on YouTube into variety, interest, convenience and informativity. Hong Hong (2019) classified Autonomous Sensory Meridian Response (ASMR) contents into pursuing mental and physical stability, entertainment, and social relations.

In terms of platform, Kim Ye-Ram and Park Nam-Kee (2019) classified the motives for using real-time video service on social media into seeking information, social interaction, and entertainment/pleasure. Han Young-Ju (2018) classified the motives for watching one-person broadcasting contents into interactivity, indirect experience, entertainment, informativity, and habit. Lee Bo-Mi (2019) classified the motives for subscribing to YouTube channels into convenience, benefits, and communication.

In particular, Oh Dae-Young (2017) explained the motives for using YouTube genres in relation to the user's demographic characteristics and personality, each of which is classified into relationship seeking (e.g., to not remain behind the times, to find out other people's reactions), fun seeking (e.g., to lift the mood, because time flies by), and information seeking (e.g., to obtain useful information, to obtain new information). He revealed that relationship seeking affects nine genres of usage—the biggest number.

Studies on video service depending on technological advancement were also conducted, such as one claiming that smartphones' replacement of home TVs will be accelerated (Choi Min-Jae, 2013) and another suggesting constant monitoring on high niche overlap between online videos and existing video media (Lee Seung-Yeop and Lee Sang-Woo, 2014). Park Joo-Yeon and Park Su-Cheol (2018) conducted a niche analysis of each internet video service in Korea, discovered that YouTube had advantage in all levels of gratifications, and explained that YouTube had competitive advantage over Naver TV or Afreeca TV.

Appendix 1 shows the classification of media usage motives and measurement items used or investigated by studies based on the UGT. The classification includes information motivation, indirect experience/vicarious satisfaction, resting/refreshing the mood, escape, kill time, co-viewing, interpersonal connection, social interaction, relationship with content creators, variety, entertainment, benefit, convenience, and price.

### 2.3. IPA and AHP

IPA, first presented by Martilla and James (1977), is a useful tool for obtaining substantial suggestions for management and supporting managerial decision making. It has benefits such as ease of interpretation, clear implications, and visual excellence, and thus is used in various fields including education, healthcare, finance, and IT service (Albayrak and Caber, 2015; Dwyer et al., 2012; Esmailpour et al., 2020; Gai, Rong and Dai, 2022; Sever, 2015). IPA measures the importance and performance perceived by users about products or services and classify them into quadrants based on the results. Performance is also used to represent satisfaction or perceived quality depending on the purpose and situation of analysis (Kim Bo-Mi and Lee Dong-Kun, 2017, Park So-Hyun, Lee Kuk-Hie and Park Sung-Sik, 2016). The IPA grid divided by median or mean is divided into “keep up the good work, concentrate management, low priority, and possible overkill” depending on the location.

IPA is a simple and useful analytical tool but may cause unexpected problems in actual application. The most commonly used method to measure importance is to have the

respondents measure it in the same way as performance using a Likert or metric scale (Kim Nam-Hyun and Lee Choong-Ki, 2013). When importance and performance are surveyed using the same page of the questionnaire, they may mutually affect each other (Byun kwang-In , Lee Ji-Yeon and Kim Gi-Jin, 2013). Moreover, there may be a bias in the responses, such as the participants responding that a certain item is important if they are well aware of it, or it is not important if they are not aware of it. There may also be importance inflation in which importance is generally high and performance is low as the participants respond to most items as “Very important” (Bacon, 2003). This problem can be solved by AHP that determines importance using a pairwise comparison method. Importance derived by AHP is not absolute but relative importance, and thus the differences depending on the order of importance can also be compared.

AHP is one of the multi-criteria decision-making methods that systemizes multiple attributes into a hierarchical structure and shows relative importance through pairwise comparison of attributes at each level (Kim Dong-Kil, Choi Seong-Ho and Ahn Ji-Young, 2015; Saaty, 1977/2003). This method can simply and intuitively determine the complicated criteria, and enables users to use only high-consistency responses because it connotes the procedure that verifies consistency of respondents. Moreover, the intensity of importance meets the mutual requirements; thus, if A is X times more preferred than B, then B is 1/X times more preferred than A (Boo Je-Man, Lee Tae-won and Kim Ki-Tae, 2015; Vargas,1990). The test is considered suitable if the consistency ratio (CR) is lower, and AHP developer Saaty claims that a CR within 0.2 is acceptable (Saaty, 2003).

Studies that combined AHP and IPA are as follows. Nam Jae-Won, Kim Sun-Nam and Lee Hwan-Su (2015) measured relative importance of quality attributes of social commerce and delivery apps using AHP, and conducted a survey on satisfaction with individual quality attributes, after which the responses were integrated and presented on an IPA graph. Cho et al. (2017) applied AHP by stratifying the activation factors of environmental labeling system and conducted IPA on the results of satisfaction measured by a survey. Jung Yoon-Jin, Kang Ha-Eun and Park So-Hyun (2019) calculated the ranking and importance of the selection factors of overseas direct purchase and suggested strategic directions by comparing with their perceived quality. Hsu, Yu and Huang (2015) conducted AHP and IPA on service attributes of container terminals and revealed service attributes that must be improved as well as ranking of improvement. Several other studies that combined AHP and IPA were conducted in various fields, such as the cement industry (Kaviania et al., 2014), international port distribution centers (Hsu and Huang, 2014), online education (Pak Ro-Jin, 2013), and marine leisure (Jang Da-Hye, 2018).

### 3. Research Methods

#### 3.1. Deriving Factors of Online Video Usage

This study set the criteria selection of factors based on the classification and factors which frequently mentioned in the process of literature review grounded on TRA, TPB, TAM (and TAM2), UTAUT (and UTAUT2), UGT, and niche theory. The final factors were selected in combination with the results of FGIs carried out four times with 34 subjects. FGIs were conducted in September 2019 with online video users in their 10s, 20s, 30s and 40s about the motives and reasons for using online videos. Table 2 shows the previous studies related to the



factors that are analyzed in this study. The factors in Layer 1 are relationship, entertainment, informativity and convenience, and Layer 2, which is the subfactor of Layer 1, is as follows. First, relationship is classified into relationship with content creators, relationship with platform users, and relationship with acquaintances/friends. Second, entertainment is classified into fun, interests, and vicarious satisfaction. Third, informativity is classified into trustworthiness, up-to-dateness, usefulness, and variety of the video content provided. Fourth, convenience is classified into easy accessibility, convenient function, and reasonable price.

**Table 2.** Operational Definition

Layer 1	Layer 2	Definition	Prior Research
Relationship	Relationship with content creators	Relationship between users and content creators through communication with or favorable impression of content creators or	Eom Hee-Jeong (2019), Hong Hong (2019), Kim Jong-Moo (2017), Kim Tae-Young (2019), Lee Bo-Mi (2019), Oh Dae-Young (2017), Park Joo-Yeon and Park Su-Cheol (2018), Yao Hui (2019)
	Relationship with platform users	Relationship among video service platform users through other users' responses or communication	
	Relationship with acquaintances/friends	Relationship between users and acquaintances/friends based on the latter's use of video service platforms or communication with the latter	
Entertainment	Fun	The extent of fun obtained or killing time through video service	Eom Hee-Jeong (2019), Hong Hong (2019), Kim Dong-Kil et al.(2017), Kim Jong-Moo (2017), Kim Tae-Young (2019), Lee Jeong-Hee (2018), Oh Dae-Young (2017), Park Joo-Yeon and Park Su-Cheol (2018), Yao Hui (2019)
	Interests	The extent of fulfilling interest through video service	
	Vicarious satisfaction	The extent of fulfilling vicarious satisfaction through video service	
Informativity	Trustworthiness	Trustworthiness of the video content provided	Eom Hee-Jeong (2019), Kim Dong-Kil et al.(2017), Kim Jong-Moo (2017), Kim Tae-Young (2019), Lee Jeong-Hee (2018), Oh Dae-Young (2017), Park Joo-Yeon and Park Su-Cheol (2018)
	Up-to-dateness	Up-to-dateness of the video content provided	
	Usefulness	Usefulness of the video content provided	
	Variety	Variety of the video content provided	
Convenience	Easy accessibility	Easy accessibility of video service platform usage	Kim Dong-Kil et al.(2017), Kim Jong-Moo (2017), Kim Tae-Young (2019), Lee Bo-Mi (2019), Lee Jeong-Hee (2018), Park Joo-Yeon and Park Su-Cheol (2018), Yao Hui (2019)
	Convenient function	Convenient function of video service platform usage	
	Reasonable price	Reasonable price of video service platform usage	

### 3.2. Methods of Analysis and Data Collection

This was a survey of Chinese and Korean users of online videos for AHP and IPA on selected factors. The questionnaire was comprised of 21 pairwise comparison survey items asking about importance by applying AHP, 13 items to measure the performance of factors, an item to select the platform mainly used, and items regarding gender and age. The item to select the platform mainly used was placed at the beginning, and further items were to be responded to depending on the platform selected.

This survey can anticipate research achievements in the following ways:

1. The results of AHP can be used to derive relative importance and ranking among factors of online video usage, which can determine factors that must be considered in further research.
2. Problems such as importance inflation that may occur when using absolute importance can be prevented by applying relative importance of AHP to IPA.
3. AHP survey items on importance and survey items on performance are separated into different pages, thus preventing the mutual effect that may occur when the same page of the questionnaire is used.
4. User-perspective research findings can be derived through IPA, thereby diagnosing the current state of each factor of online video usage. This can also contribute to establishing strategies in related industries.

This survey was conducted from October to November 2019 and from August to September 2022 in the form of face-to-face and online survey of platform users in China and Korea. A total of 298 Chinese copies and 297 Korean copies excluding insincere responses were used in the analysis.

### 3.3. Analysis of Basic Statistics of Respondents

Table 3 summarizes the analysis results of the basic statistics of respondents. The age distribution of respondents in Korea was 27.9% in their 10s, 35.5% in their 20s, 27.5% in their 30s, 7.7% in their 40s, and 1.4% in their 50s. The age distribution of respondents in China was 26.2% in their 10s, 34.5% in their 20s, 23.5% in their 30s, 15.4% in their 40s, and 0.6% in their 50s. Eleven platforms were mainly used in Korea. YouTube accounted for about half of the usage rate (50.2%), followed by Netflix (16.4%) and Instagram (10.1%). Ten platforms were mainly used in China. Bilibili was 29.5%, Douyin 25.2%, Tencent video 16.1%, and iQIYI 14.8% in that order. Online video platforms in Korea and China were classified into OTT group for platforms with a low ratio of UGC and Creator group for platforms with a high ratio. OTT and Creator showed a ratio of 25.4% and 74.6% respectively in Korea, 41.6% and 58.4% respectively in China. This study analyzes further data by comparing OTT and creator group.

**Table 3.** Profile of Respondents

Chinese				Korean			
Gender	Mainly used online video platform			Gender	Mainly used online video platform		
Female	232 (77.9%)	Tencent video	48 (16.1%)	Female	148 (51.6%)	Netflix	47 (16.4%)
Male	66 (22.1%)	iQIYI	44 (14.8%)	Male	139 (48.4%)	Wavve	18 (6.3%)
total	298 (100%)	OTT	124 (41.6%)	total	287 (100%)	Watcha Play	5 (1.7%)
Age		mango TV	11 (3.7%)	Age		Tiving	3 (1.0%)
under 19	78 (26.2%)	Bilibili	88 (29.5%)	under 19	80 (27.9%)	YouTube	144 (50.2%)
20~29	102 (34.2%)	Douyin	75 (25.2%)	20~29	102 (35.5%)	Instagram	29 (10.1%)
30~39	70 (23.5%)	Creator Kuaishou	7 (2.3%)	30~39	79 (27.5%)	Creator Naver TV	18 (6.3%)
40~49	46 (15.4%)	etc	4 (1.3%)	40~49	22 (7.7%)	Facebook	14 (4.9%)
over 50	2 (0.6%)			over 50	4 (1.4%)	etc	9 (3.1%)
total	298 (100%)	total	298 (100%)	total	287 (100%)	total	287 (100%)

## 4. Data Analysis

### 4.1. Analysis of Importance of Usage Factors by AHP

Table 4 shows the importance and ranking of Layer 1 for factors of online video usage. The AHP result showed that all CR values were lower than 0.2 and thus the analysis was valid. The factor that Koreans considered most important in online video usage was entertainment, followed by informativity, convenience, and relationship. This order was common to all platform groups except OTT. The priority value of 1st place [0.395] was 3.66 times greater than the 4th place [0.108] in the ranking. In other words, entertainment was 3.66 times more important than relationship. OTT showed a noticeable result. With the 2nd and 3rd place changed, the main users of OTT gave top priority to entertainment, followed by convenience, informativity, and relationship. The gap between the 1st and 4th places was bigger than all other groups, with the former 4.94 times greater than the latter. Compared to 4th place [0.232], 1st place [0.266] was 1.15 times higher, and the difference in Layer 1 was narrow.

Table 5 shows the total priority values that multiplied the priority values of Layer 1 and Layer 2, as well as the ranking accordingly. In China, "Relationship with content creators" which means "Relationship between users and content creators through communication with or popular impression of content creators" appeared as the most important selection factor for online video platforms. For Korea, the factor recorded a very low rank of 12th place, showing a distinct difference from the Chinese market. In addition, "Relationship with

**Table 4.** Priority Value of Layer 1

Ranking [priority value]	Chinese			Korean		
	Overall	OTT	Creator	Overall	OTT	Creator
Layer 1	Overall CR = 0.078	OTT CR = 0.085	Creator CR = 0.073	Overall CR = 0.099	OTT CR = 0.089	Creator CR = 0.102
Relationship	1 [0.266]	1 [0.283]	2 [0.256]	4 [0.108]	4 [0.088]	4 [0.113]
Entertainment	3 [0.2508]	2 [0.259]	3 [0.246]	1 [0.395]	1 [0.435]	1 [0.385]
Informativity	2 [0.2511]	3 [0.230]	1 [0.263]	2 [0.268]	3 [0.222]	2 [0.280]
Convenience	4 [0.232]	4 [0.227]	4 [0.235]	3 [0.230]	2 [0.256]	3 [0.223]

**Table 5.** AHP Derived Results

Layer1	Layer2	Chinese						Korean					
		Overall		OTT		Creator		Overall		OTT		Creator	
		Total priority value	Total ranking	Total priority value	Total ranking	Total priority value	Total ranking	Total priority value	Total ranking	Total priority value	Total ranking	Total priority value	Total ranking
Relation ship	Content creators	0.108	1	0.106	1	0.109	1	0.036	12	0.025	13	0.039	11
	Platform Users	0.076	7	0.082	5	0.072	7	0.035	13	0.026	12	0.038	12
	Acquain- tances /friends	0.082	5	0.096	3	0.075	6	0.037	11	0.037	11	0.036	13
Entertai nment	Fun	0.097	2	0.100	2	0.094	2	0.165	1	0.219	1	0.150	2
	Interests	0.085	4	0.083	4	0.087	4	0.156	2	0.135	2	0.163	1
	Vicarious satisfaction	0.069	10	0.076	8	0.065	10	0.074	4	0.081	5	0.072	6
Informa tivity	Trust- worthiness	0.079	6	0.072	9	0.084	5	0.058	10	0.041	10	0.064	8
	Up-to- dateness	0.056	13	0.050	13	0.060	12	0.071	7	0.062	8	0.073	5
	Usefulness	0.059	11	0.053	12	0.062	11	0.073	5	0.052	9	0.080	4
Conven ience	Variety	0.057	12	0.055	11	0.058	13	0.066	9	0.067	7	0.062	10
	Easy accessibility	0.088	3	0.079	7	0.094	2	0.091	3	0.089	3	0.091	3
	Convenient function	0.070	9	0.068	10	0.071	8	0.072	6	0.080	6	0.069	7
	Reasonable price	0.074	8	0.081	6	0.070	9	0.068	8	0.086	4	0.063	9

platform users” and “Relationship with Acquaintances/friends.” which were Layer 2 factors of Relationship, ranked in the middle in China while ranking at the bottom in Korea, showing a difference between two regions. In addition, Layer 2 factor of Entertainment, “Vicarious satiation,” ranked 10th in China, while in Korea, it ranked in the top tier at the 4th place. Unlike the results of China, where up-to-dateness, usefulness, and variety, which are Layer 2

factors of Informativity, all ranked in the lower tier, the factors ranked in the middle in Korea. In summary, there is a difference between Chinese and Korean users in online video platform selection factors. Chinese users saw “Relationship with content creators” as the most important, and perceived how fun and interesting the content was and “Easy accessibility of video service platform usage” as major selection factors. For Korean users, “fun obtained/killing time or filling interest” was the most important selection factor, while “Easy accessibility of video service platform usage” and “fulfilling vicarious satisfaction” were major selection factors.

Looking at 13 factors divided by platform group, OTT groups showed some peculiarities in both China and Korea. In China, OTT group's Trustworthiness was in the 9th place, slightly different from the 5th place for Creator group and 6th place as a whole. In addition, the importance of Easy accessibility was in the 7th place, which was different from the 2nd place for Creator group and 4th place as a whole. This can imply that the contents provided by OTT have been verified to some extent in terms of trustworthiness because they are mainly made by producers, not ordinary people. However, the difference in the importance of Easy accessibility from the Creator group seems to require further investigation. In Korea, the OTT group differed in content usefulness and reasonable price. The importance of usefulness in the video provided was at the 4th place in the Creator group and 5th place overall, while it was lower at 9th place in the OTT group. Videos provided on Creator group's platforms such as YouTube can be seen as a result of people using them for recent issues and information retrieval purposes. This can also be confirmed through the Creator group's up-to-dateness (5th place). Meanwhile, the importance of reasonable price was ranked 4th, which is among the higher ranks, for the OTT group only. This may be a user characteristic of OTT platform that adopts TVOD and SVOD as its main profit model.

## 4.2. Results of IPA

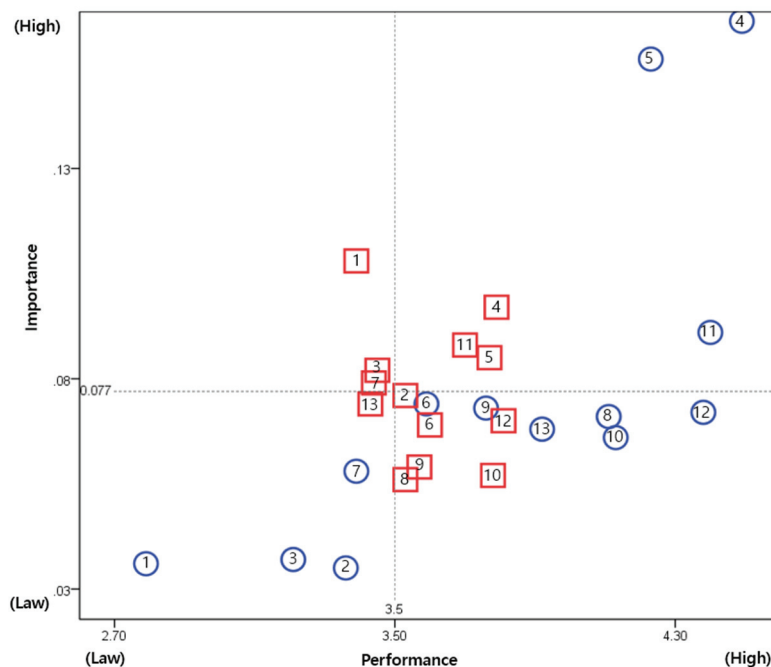
From the perspective of firms running online videos platforms, efficiently operating limited resources is a more strategic way of management. In the same context, it is efficient to focus on elements that the target customers consider more important. This study examined relative importance among 13 factors of usage and the perceived quality of current platforms by users of online video platforms.

The results of AHP show importance weighting among factors, which indicates relative importance. This study also refers to this as priority value. This is used as importance for the Y-axis of IPA and prevents the issue that may occur in absolute importance as mentioned in 2.3. Performance on the X-axis applies perceived quality of users in factors of online video usage measured with separate items. The relevant data can be found in Appendix 2. The means of total priority value and perceived quality were used as the central points for the IPA grid. Fig. 1 shows the quadrants divided by the two base lines with 13 factors.

Looking at China's distribution of 13 factors, it appears to be overcrowded in the middle as compared to that of Korea. In contrast, the distribution of 13 factors in Korea shows that factors with high importance show high performance, while factors with low importance show low performance. As for each quadrant, the current direction of platforms that meet fun and interest and the easy accessibility of the platform are in the “Keep up the good work”(quadrant 1) area. This result was common for both Korea and China. Moreover, convenient function of the platform, variety of video content, and up-to-dateness are in the “Possible overkill” (quadrant 4) area, thereby showing excessive effort. For Korea, reasonable

price factor is in the “Possible overkill” area also. Furthermore, the factor corresponding to “Concentrate” (quadrant 2), which needed improvement, was not observed in Korea, while for China, Relationship with content creators, Relationship with Acquaintances/friends, and Trustworthiness factors were observed. This was the factor with the highest importance among the 13 factors in the AHP results, but it can be interpreted that the quality does not meet the level of importance recognized by Chinese platform users. The factor belongs to “Low Priority” (quadrant 3) as the importance is not high in Korea. The same phenomenon was observed in Relationship with Acquaintances/friends and Trustworthiness factor. Given the limited resources, it can be said that it is efficient to allocate efforts on “Convenient function” and “Variety of the video content” factors in China's online platform to improve “Relationship with content creators” and “Trustworthiness of the video content.” In case of Korea, factors that firms must pay attention to if possible are vicarious satisfaction and usefulness of videos close to the “Concentrate” area. Therefore, an efficient management strategy would be to focus the resources and effort currently put into convenient function, variety of video content, up-to-dateness, and reasonable price into user characteristics for fun, interests, and vicarious satisfaction, and to focus on enabling users to use the platforms anytime and anywhere in terms of function.

Fig. 1. IPA-derived Results



**Note:** Squares in the graph represent Chinese, and circles represent Korean. 13 factors of Layer 2 are indicated by numbers in the figure.

1: Content creators, 2: Platform Users, 3: Acquaintances/friends, 4: Fun, 5: Interests, 6: Vicarious satisfaction, 7: Trustworthiness, 8: Up-to-dateness, 9: Usefulness, 10: Diversity, 11: Easy accessibility, 12: Convenient function, 13: Reasonable price.

## 5. Conclusions and Suggestions

The results of AHP in China showed that online video users thought relationship was most important, followed by informativity, entertainment, and convenience. However, the difference in 1st to 4th place was narrow at 1.15 times. In contrast, Korean users thought that entertainment was the most important, followed by informativity, convenience, and relationship. Moreover, 1st place was 4.94 times higher than the 4th place, implying significantly higher importance of entertainment. Entertainment was the most important category across all platforms, while relationship lacked relative importance. Even though easy accessibility of the platform is a subfactor of convenience that lacked relative importance, it was ranked 3rd among the 13 factors throughout all groups except Chinese OTT group. Online video users in China and Korea showed some differences among the 13 factors. In both China and Korea, both “Fun” and “Interest” factors appeared at the top, while the same entertainment factor—Vicarious satisfaction—showed a noticeable difference between China (10th place) and Korea (4th place). In addition, “Relationship with content creators” was the most important factor in China, but it recorded 10th place in Korea. Three other sub-factors of Informativity (Up-to-dateness, Usefulness, Variety) ranked at the bottom in China, but in Korea, they ranked in the middle. There was also a factor that showed differences between the overall results that did not distinguish between the platform type and OTT group results in both China and Korea. China’s OTT group showed a slightly lower importance on Trustworthiness (9th place) and Easy accessibility (7th place) compared to other groups, while Korea’s OTT group had a lower content usage (9th place) than other groups. This seems to be because the contents provided by OTT in both countries are mainly made by producers, not ordinary people, and videos provided on Creator group’s platforms are used by people for recent issues or information search purposes. In other words, OTT contents do not require much effort for reliability verification compared to individual-made contents, and it is difficult to expect content production based on real-time issues; therefore, it can be seen that it is used for entertainment purposes.

The results of IPA showed that the factors with high importance and performance were fun, interests, and easy accessibility in both China and Korea. The factors that showed low performance but high importance were relationship with content creators, relationship with acquaintances/friends, and trustworthiness in China. As for Korea, we can observe vicarious satisfaction, and this point means that this study has raised the need for academic and industrial interest related to vicarious satisfaction.

Entertainment and their subfactors such as fun, interests, vicarious satisfaction, and easy accessibility of the platform are factors that must be included in further studies on online videos. In particular, previous studies on vicarious satisfaction were conducted only in certain contents such as travel TV shows (Eom Hee-Jeong, 2019) and lifestyle vlogs (Yao Hui, 2019). However, for Korea, vicarious satisfaction showed the 4th highest importance among 13 subfactors and showed a high difference with the rank of China (10th place). Moreover, easy accessibility of the platform was ranked 3rd. This may be because video platforms are used online. Some studies explain easy accessibility along with other items, or exclude it altogether (Oh Dae-Young, 2017; Park Joo-Yeon and Park Su-Cheol, 2018). However, this study proved that easy accessibility and vicarious satisfaction are attributes that must be considered when conducting related studies.

The limitations of this study lie in the selection method of the samples. Since it was

conducted with Koreans and Chinese participants, the conclusions obtained may be affected by the regional characteristics of Asian countries. Therefore, the results may have limited generalizability. In addition, we were not able to focus on the standards of a specific platform (e.g., YouTube, Netflix) as the study compared a country where global companies can freely enter (Korea) with a country where government regulations are strict (China). The field of online videos is receiving spotlight from the world regardless of country, and thus further research is anticipated, which has overcome the limitations of external validity. This study failed to sufficiently obtain respondents aged 60s and older. Therefore, another limitation is that it failed to convey the characteristics of the older generation (e.g., baby boomers in Korea).

## Appendices

**Appendix 1.** Classification of Media Usage Motives and Measurement Items Used or Investigated by Prior Studies Based on the UGT

Category	Measurement item (survey item, measurement index, etc.)	Researcher (year)
Information motivation	– Solve problems	Eom Hee-Jeong (2019), Han Young-Ju (2018), Kim Seol-ye, Yu Eun and Jung Jae-Min (2016), Kim Tae-Young (2019), Kim Ye-Ram and Park Nam-Kee (2019), Lee Bo-Mi (2019), Lee Jeong-Hee (2018), Oh Dae-Young (2017), Park Joo-Yeon and Park Su-Cheol (2018)
	– Answer questions	
	– Learn about my courses	
	– To learn new things	
	– Information seeking	
	– To get useful information	
	– To get new information about the latest trends	
	– to get variety information	
	– To get the information I need about my interests	
Indirect experience/Vicarious satisfaction	– Because I can take a peek into other people's everyday lives	Eom Hee-Jeong (2019), Han Young-Ju (2018), Yao Hui (2019)
	– Because I can watch other people's everyday lives	
	– Because I can learn things I have never tried	
	– Because I can learn about myself and others	
	– Because I can learn in advance what can happen to me	
	– Because it is an indirect experience and thus has less constraints in reality	
Resting/refreshing the mood	– Because it is a pleasant rest	Haridakis and Hanson (2009), Hong Hong (2019), Kim Jong-Moo (2017), Kim Seol-ye, Yu Eun and Jung Jae-Min (2016), Kim Tae-Young (2019), Kim Ye-Ram and Park Nam-Kee (2019), Lee Jeong-Hee (2018), Lee Young-Ju and Song Gin (2016), Oh Dae-Young (2017)
	– To improve health	
	– To reduce anxiety	
	– To induce sleep	
	– To relieve stress/tension	
	– To reduce loneliness	



Category	Measurement item (survey item, measurement index, etc.)	Researcher (year)
Escape	<ul style="list-style-type: none"> <li>- To get away from what I'm doing</li> <li>- To forget about school, work or other things</li> <li>- To get away from family, friends or others</li> </ul>	Haridakis and Hanson (2009), Kim Tae-Young (2019), Kim Ye-Ram and Park Nam-Kee (2019)
Spending time	<ul style="list-style-type: none"> <li>- Just because it is there</li> <li>- Because it passes the time away, particularly when I'm bored</li> <li>- Because it gives me something to occupy my time</li> <li>- When I have nothing better to do</li> </ul>	Eom Hee-Jeong (2019), Han Young-Ju (2018), Haridakis and Hanson (2009), Hong Hong (2019), Kim Seol-ye, Yu Eun and Jung Jae-Min (2016), Kim Tae-Young (2019), Oh Dae-Young (2017), Park Joo-Yeon and Park Su-Cheol (2018)
Co-viewing	<ul style="list-style-type: none"> <li>- To talk to other people about what is going on</li> <li>- To be with other members of the family or friends who are watching YouTube with me</li> <li>- Because it is something to do when friends come over</li> </ul>	Haridakis and Hanson (2009), Kim Tae-Young (2019), Lee Young-Ju and Song Gin (2016), Oh Dae-Young (2017), Yao Hui (2019)
Interpersonal Connection	<ul style="list-style-type: none"> <li>- To show others encouragement</li> <li>- To belong to a group with same interests as mine</li> <li>- To let others know I care about their feelings</li> <li>- To talk as long or as short as I want</li> <li>- To express myself freely</li> <li>- To enjoy answering other people's questions</li> <li>- Because it makes me feel less lonely</li> <li>- To communicate with family and friends</li> <li>- Because people don't have to be there the exact time you send the message</li> <li>- Because many people around me use it</li> </ul>	Eom Hee-Jeong (2019), Haridakis and Hanson (2009), Kim Jong-Moo (2017), Kim Tae-Young (2019), Lee Young-Ju and Song Gin (2016), Oh Dae-Young (2017), Yao Hui (2019)
Social Interaction	<ul style="list-style-type: none"> <li>- To meet new people</li> <li>- To participate in discussions</li> </ul>	Haridakis and Hanson (2009), Lee Bo-Mi (2019)
Relationship with content creators	<ul style="list-style-type: none"> <li>- To interact with content creators</li> <li>- Because content creators provide good service for fans</li> <li>- Because there is no sense of distance from me</li> <li>- Because they feel closer than celebrities</li> <li>- To watch specific cast or guest</li> </ul>	Eom Hee-Jeong (2019), Hong Hong (2019), Kim Jong-Moo (2017), Lee Bo-Mi (2019), Lee Jeong-Hee (2018), Yao Hui (2019)
Variety	<ul style="list-style-type: none"> <li>- Because there are various attractions</li> <li>- Because there are various channel options</li> <li>- Because there are various video contents</li> <li>- Because of curiosity about new contents</li> <li>- Because they provide new entertainment</li> <li>- Because the content led by an ordinary person (non-celebrity) is unique</li> <li>- Because there are contents/materials differentiated from other broadcasts</li> </ul>	Eom Hee-Jeong (2019), Hong Hong (2019), Kim Seol-ye, Yu Eun and Jung Jae-Min (2016), Lee Jeong-Hee (2018), Lee Young-Ju and Song Gin (2016), Park Joo-Yeon and Park Su-Cheol (2018)

Category	Measurement item (survey item, measurement index, etc.)	Researcher (year)
Entertainment	– Because it amuses me – Because it is enjoyable – Because it is entertaining – Because it is exciting – Because it is fun just to play around and check things out – Because it is thrilling	Eom Hee-Jeong (2019), Han Young-Ju (2018), Haridakis and Hanson (2009), Hong Hong (2019), Kim Jong-Moo (2017), Kim Seol-Ye, Yu Eun and Jung Jae-Min (2016), Kim Tae-Young (2019), Lee Jeong-Hee (2018), Lee Young-Ju and Song Gin (2016), Oh Dae-Young (2017)
Motivation for benefits	– To receive a prize/giveaway – To apply for an event – To get a promotional discount	Lee Bo-Mi (2019)
Convenience	– Because I can use it anytime – Because I can use it anywhere – Because it is easier to get information – To search for information – Because it provides a new and interesting way to do research – To keep up with current issues and events	Haridakis and Hanson (2009), Kim Jong-Moo (2017), Kim Tae-Young (2019), Lee Bo-Mi (2019), Lee Jeong-Hee (2018), Lee Young-Ju and Song Gin (2016), Park Joo-Yeon and Park Su-Cheol (2018), Yao Hui (2019)
Price	– To get information for free – Because it is free of charge	Haridakis and Hanson (2009), Kim Jong-Moo (2017), Yao Hui (2019)

**Appendix 2.** Results of Total Priority Value and Perceived Quality Value with 13 Factors

Ranking, Value		Chinese						Korean					
		Overall		OTT		Creator		Overall		OTT		Creator	
Layer1	Layer2	Total priority value	Perceived quality	Total priority value	Perceived quality	Total priority value	Perceived quality	Total priority value	Perceived quality	Total priority value	Perceived quality	Total priority value	Perceived quality
Relation ship	Content creators	1 0,108	13 3,39	1 0,106	13 3,29	1 0,109	12 3,45	12 0,036	13 2,794	13 0,025	13 2,014	11 0,039	13 2,79
	Platform users	7 0,076	8 3,53	5 0,082	9 3,50	7 0,072	8 3,55	13 0,035	11 3,355	12 0,026	12 2,575	12 0,038	11 3,39
	Acquaintances/friends	5 0,082	10 3,45	3 0,096	11 3,38	6 0,075	11 3,51	11 0,037	12 3,213	11 0,037	11 3,055	13 0,036	12 3,21
Entertainment	Fun	2 0,097	2 3,79	2 0,100	3 3,70	2 0,094	1 3,86	1 0,165	1 4,488	1 0,219	1 4,685	2 0,150	1 4,49
	Interests	4 0,085	4 3,77	4 0,083	4 3,69	4 0,087	2 3,82	2 0,156	4 4,226	2 0,135	4 4,096	1 0,163	4 4,23
	Vicarious satisfaction	10 0,069	6 3,60	8 0,076	7 3,56	10 0,065	6 3,63	4 0,074	9 3,592	5 0,081	10 3,329	6 0,072	9 3,59

Ranking, Value	Chinese						Korean					
	Overall		OTT		Creator		Overall		OTT		Creator	
Trustworthiness	6	11	9	10	5	13	10	10	10	8	8	10
	0,079	3,44	0,072	3,47	0,084	3,42	0,058	3,387	0,041	3,685	0,064	3,39
Up-to-dateness	13	8	13	8	12	9	7	6	8	5	5	6
	0,056	3,53	0,050	3,53	0,060	3,53	0,071	4,111	0,062	4,082	0,073	4,11
Usefulness	11	7	12	5	11	7	5	8	9	7	4	8
	0,059	3,57	0,053	3,60	0,062	3,56	0,073	3,760	0,052	3,699	0,080	3,76
Variety	12	3	11	2	13	5	9	5	7	5	10	5
	0,057	3,78	0,055	3,78	0,058	3,77	0,066	4,132	0,067	4,082	0,062	4,13
Easy accessibility	3	5	7	5	2	4	3	2	3	2	3	2
	0,088	3,70	0,079	3,60	0,094	3,78	0,091	4,401	0,089	4,562	0,091	4,40
Convenience	9	1	10	1	8	2	6	3	6	3	7	3
Convenient function	0,070	3,81	0,068	3,79	0,071	3,82	0,072	4,376	0,080	4,425	0,069	4,38
Reasonable price	8	12	6	12	9	10	8	7	4	9	9	7
	0,074	3,43	0,081	3,31	0,070	3,52	0,068	3,923	0,086	3,562	0,063	3,92

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