

Exploratory Study of Technology Attitude Towards Event Technologies in Thailand

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Abstract:

This empirical study aims to use factor analysis to determine factors contribute to a specific technology of event technologies, being Use behavior and Intention to use future technologies the event organisers of Thailand. The findings of this study used to be of great use in subsequent integration of event technologies into Thai events, allowing event organisers to “fine tune” the process of introduction of event technologies so that they are adopted in Thailand event industry. This study has two objectives. (1) to determine UTAUT Model contribute to the intent to use and the use of event technologies and (2) to investigate the factors that influence event technologies adoption in Thailand. The sample size was 343 samples. The questionnaire was distributed online. SPSS AMOS 23 was used to analyze the data used SEM AMOS as a statistical technique. The data was cleaned using univariate and multivariate analysis. Then, data was used to find reliability, validity, and correlation. Afterward, CFA and SEM the researcher used path analysis to find the relationship between variables. The result found that the effort expectancy has a significant positive effect on intention to use future technologies. The performance expectancy has a significant positive effect on intention to use future technologies. The facilitating condition has a significant positive effect on intention to use future technologies. The social influence has a significant positive effect on intention to use future technologies and Intention to use future technologies has a significant positive effect on Use behaviour.

Keywords: Event Technologies, Event industry in Thailand, Future Technologies, Use Behavior.

1. Introduction

In Thailand, the simple answer is event organisers to search for a Meeting Incentive Convention and Exhibition (MICE) destination that is effectively dissimilar from others and

offers benefits for delegates. These advantages include convenient accessibility to, from, and within the country; modern infrastructure; international standard venues, an abundant choice of quality accommodation together with a variety of entertainment and recreational activities, to name just a few along with value for money combined with excellence. Located in the heart of ASEAN and serving as a major hub of this region (**Business events thailand, 2017**). Thailand is one of the leading countries in event organisation and activities related to the event industry (**TCEB, 2017**). as a result, it is at the forefront of development of event technologies, which act to expand the impact of events organisers (**Smit, 2012**). Although event technologies promise to streamline processes for organisers and to provide novel and exciting experiences for event technology users (**Goldblatt, 1990; Bovže & Thill, 2010**), event technologies have little use if poor introduction leads to them not being accepted by the event organisers.

2. Significance Of The Study

Given that there have been no prior studies into the determination of UTAUT factors to the adoption of Event Technologies, this ground-breaking study of considerable importance. Academically, it will act as a test of if the UTAUT, developed by Venkatesh et al. (2003) has application outside the adoption of computing systems in the business sector. More broadly, it will be beneficial for Thai event organisers and MICE Venue Standard attempting to integrate event technologies, and possibly other event technologies, into their businesses. Although there are some indications that the UTAUT model may be vulnerable to changes in working culture and for how long a technology has been in place, the results may be potentially adaptable not only in event industry but also other industries.

3. Review Of Related Studies

Chao, C (2019) conducted study on the factors determining the Behavioral Intention to Use Mobile Learning: An Application and Extension of the UTAUT Model. **Onalapo, s., & Oyewole, O. (2018)** Performance Expectancy, Effort Expectancy, and Facilitating Conditions as Factors Influencing Smart Phones Use for Mobile Learning by Postgraduate Students of the University of Ibadan, Nigeria study with variables and applied questionnaire was used in this study. **Lee, C, et al. (2019)** conducted a study on An Empirical Study of Behavioral Intention to Use Blockchain Technology. In this study they revealed that, There was a significant difference between independent variables and dependent variables.. **Mohd Isa & Wong (2017)** conducted study on the Age Differences in Behavioral Intention To Use Internet Marketing: Age

Differences in Behavioral Intention To Use Internet Marketing: A Comparative Study Between Malaysian And Taiwanese. They conducted on the effect of mediators with UTAUT model.

4.Objectives Of The Study

- To assess UTAUT Model contribute to the intent to use and the use of event technologies.
- To Investigate the factors that influence event technologies adoption in Thailand.

5.Hypotheses Of The Study

- The effort expectancy has a significant positive effect on intention to use future technologies in Thailand.
- The performance expectancy has a significant positive effect on intention to use future technologies in Thailand.
- The facilitating condition has a significant positive effect on intention to use future technologies in Thailand.
- The social influence has a significant positive effect on intention to use future technologies in Thailand.
- Intention to use future technologies has a significant positive effect on Use behaviour.

6.Population And Sample

The study will be examining the views of users of event technology in Thailand. This group is used by event organisers to present events to potential event organisers. The sample size representative of the event technology users in this study is 343.

6.1.Statistical Techniques Used in the Present Study

A statistical assessment of the model fit is necessary to evaluate whether there is enough evidence to support the proposed causal relationships. There is a wide array of goodness-of fit indices that researchers can rely on to evaluate models produced by SEM. were used to analyze the data.

6.2.Data Analysis and Interpretation

Table.1. showing the percentage level of demographics profile of respondents

Demographic	Characteristic	Frequency	Relative Frequency (%)
Q3 Gender	Male	135	39.4

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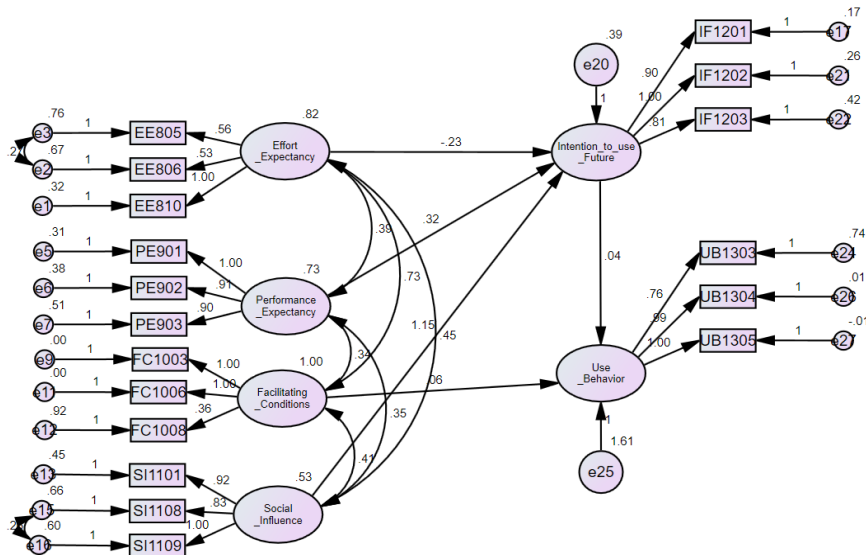
Demographic	Characteristic	Frequency	Relative Frequency (%)
	Female	208	60.6
	Total	343	100
Q4 Age	18 to 24	87	25.4
	25 to 34	130	37.9
	35 to 44	101	29.4
	45 to 54	21	6.1
	55 to 64	4	1.2
	Total	343	100
Q5 Level of Education	High School	0	0
	College/Tafe	24	7
	Bachelor's degree	276	80.5
	Master's degree	43	12.5
	Total	343	100
Q6 Years of Work Experience	Year	329	95.9
	Month	14	4.1
	Total	343	100
Q7 Job Type	Managerial	55	16
	Operational	277	80.8
	Other	11	3.2
	Total	343	100

Table.1.2 Summary of Fit Indices The data was analyzed

Fit indices	Structural model	Indication	Recommended range
NFI	0.951	Good fit	>0.9 (Hair et al., 2010)
CFI	0.965	Good fit	>0.9 (Hair et al., 2010; Hu & Bentler, 1999)

GFI	0.892	Good fit	>0.9 (Doll, Xia & Torkzadeh, 1994)
RMSEA	0.081	Good fit	<0.09 (Hooper, Coughlan & Mullen, 2008)

Figure.1 Analysis of the UTAUT Model.



Interpretation of table-1.

Despite to 343 cases identified using Mahalanobis Distance techniques outliers (There was a significant difference between independent variables and dependent variables.), the hypothesis structural model is, if anything, an even poorer fit than the CFA measurement the indices for goodness of fit being outside acceptable levels with chi-squared: 3.221 CFI = 0.965, GFI = 0.892, NFI 0.951 RMSEA = 0.081 being within acceptable levels.

Table.2. Results of structural path analysis.

Hypothesis	Hypothesis	Structural paths	Estimate	S.E.	P	Supported
Hypothesis 1	The effort expectancy as a construct of UTAUT intention to use future	Intention to use future technologies	0.103	0.061	0.089	Rejected

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Hypothesis	Hypothesis	Structural paths	Estimate	S.E.	P	Supported
	technologies in Thailand.					
Hypothesis 2	The performance expectancy as a construct of UTAUT affects the adoption of Event Technology in Thailand.	Intention to use future technologies	0.366	0.054	***	Supported
Hypothesis 3	The facilitating condition as a construct of UTAUT affects the use behaviour	Intention to use future technologies	0.531	0.061	***	Supported
Hypothesis 4	The social influence as a construct of UTAUT affects the adoption of Event Technology in Thailand.	Intention to use future technologies	0.104	0.066	0.117	Rejected
Hypothesis 5	Experience of event technology use affects intention to use future technology.	Use Behaviour	0.056	0.075	0.454	Rejected

Interpretation of table-2.

There is no significant difference between Hypothesis 1, 4 and 5 but Hypothesis 2 and 3 show significant that. The performance expectancy has a significant positive effect on intention to use future technologies in Thailand and The facilitating condition has a significant positive effect on intention to use future technologies in Thailand.

Figure.2. Result of structural path analysis for the research model and hypotheses testing

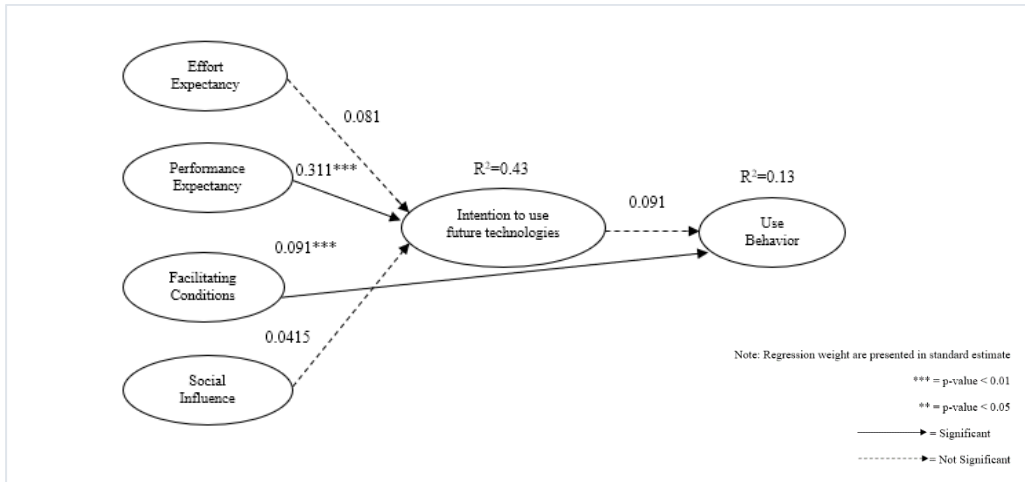


Table.3. Sample Sizes and Statistical Techniques Used for Demographic Variables.

Demographic Variables						Statistical technique
Gender	Male (n=135)	Female (n=208)				Kruskal-Wallis test
Education Level	TAFE (n=24)	Bachelor degree (n=276)	Master degree (n=43)			Kruskal-Wallis test
Age group (years old)	18 to 24 (n=87)	25 to 34 (n=130)	35 to 44 (n=101)	45 to 54 (n=21)	55 to 64 (n=4)	Kruskal-Wallis test

Interpretation of table-3.

For multi-group modeling in SEM using AMOS, the minimum sample size for each sub-group recommended by **Kline (2005)** is 100 respondents. However, the sub-group sample sizes in terms of Age, Gender and Education Level in this study are not sufficient for multi-group modeling in SEM using AMOS. According to **Hayes and Kruger (2014)**, non-parametric tests (such as

Wilcoxon rank-sum or Kruskal-Wallis test) can be appropriate for sample sizes as small as 10. As a result, this study used two non-parametric tests for examining the mediating effect of demographic variables on the predictive factors in the Adapted Original UTAUT model.

Table.4. Hypotheses on the mediating effects of demographic variables.

Predictive factors in Use Behaviour and Intention to Use Future Technologies	Demographic variables		
	Gender	Education Level	Age
Effort Expectancy	X	X	X
Performance Expectancy	X	-	X
Facilitating Conditions	X	-	X
Social Influence	X	-	X

Note: (-) = the result is inconclusive; (X) = there are no significant differences between groups; (✓) = there are significant differences between groups.

Interpretation of table-4.

There are no significant and the result is inconclusive between among respondents of different Gender group, Ages and Education Level in their perception of Social Influence as a factor in influencing Use Behaviour and Intention to Use Future Technologies. For Gender There are no significant differences in Effort Expectancy, Performance Expectancy, Facilitating Conditions and Social Influence when respondents are classified into different demographic groups of Gender and Age. In the result that inconclusive show on Performance expectancy, Facilitating Conditions and Social Influence into different demographic groups of Education Level.

7.Recommendations

- The researcher should understand in a detail that the company organisers manages on their business because one of the big points about willingness to use the new technologies is to develop resource management from the company.
- In process of collecting data. the researcher got involved with the company organiser in a short period of time. Most of them come from management levels suggest to how to adapt themselves and find risk management tools to prevent from situation that impacts to event industry in the future.

8. Conclusion

This study has two objectives. First to determine UTAUT Model contribute to the intent to use and the use of event technologies the result showed some hypothesised are not significant and second to investigate the factors that influence event technologies adoption in Thailand. the result showed event organisers in Thailand have a high extensive on event technologies. The UTAUT model showed a positive of construct that independent variables have a significant positive effect on dependent variables. The effort expectancy has a negative with intention to use future technologies, The performance expectancy has a positive with intention to use future technologies, The facilitating condition has a positive with intention to use future technologies, The social has a negative with intention to use future event technologies, and Experience of event technology was not significant intention to use future technology so in part of patch analysis show event organiser in Thailand have high degree of ease to which the person considers that usage of a event technologies will contribute in gaining the improved performance in their job. For facilitating conditions that show the exploration of behaviours towards using future event technologies are affected by external factors and highly influenced by perceptions of Facilitating Conditions. Although Facilitating Conditions normally describes the importance given to organisational factors and related infrastructure-based system support but in contrast for effort expectancy and social influence show negative is mean event organiser in Thailand not highly degree to refers to the extent to which an individual believes a future event technologies and this research found that Social Influence had no significant importance with intention to use future technologies so future event technologies not influence event organiser in Thailand.

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