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**A Relationship of Environmental Stimuli and Technology Acceptance on
Continuance Intention to Use Social Media of Customers in Phuket**



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Abstract

The purposes of this research study were to study the level of environmental stimuli, technology adoption and consumers' intent to use social media in Phuket and to investigate the relationship of environmental stimuli and technology adoption on consumers' intent to use social media in Phuket. This research is quantitative research. The questionnaires that were tested confidence and content validity in aggregate were used to collect data from 400 consumers in Phuket using social media. Descriptive statistic and multiple regression analysis were performed. The results showed that most of the respondents were female, 41–50 years old, educated Undergraduate. They were business owner/freelance and had an average monthly income more than 55,001 bath. In the overall, the level of environmental stimuli and technology adoption were high, while, the level of consumers' intent to use social media was the highest moreover, the environmental stimuli and technology adoption had positive relationships on consumers intent to use social media, statistically.

Keywords: Environmental Stimuli, Technology Adoption, Intent to Use Social Media

1. Introduction

1.1 Background and Importance of the Problem

In nowadays, advances in information and community technology (ICT) have played a role in daily life and operations, causing convenience and speed. Information can be passed around the world without borders. A society called "Information society (Information Society)" (Pissamai Hanmongkolpipat, 2015) a society that uses information in various forms to help carry out activities for self, organization, society and communities, both in the form of audio broadcasting and information technology innovations that facilitate access to information more easily and quickly through A network of computers that span the world. Also known as the Internet, which is a network that allows people around the world to have equal access to information. A society that uses information in various forms to help carry out activities for self, organization, society and communities, both in the form of audio broadcasting and information technology innovations that facilitate access to information more easily and quickly through a network of computers that span the world also known as the Internet, which is a network that allows people around the world to have equal access to information. (Arunrat Srichoosin, 2011)

Global Digital Report 2021 has released a report on usage statistics. Social media around the world had 4.48 billion users, an increase of more than 500 million people just 1 year. Thai people used social media the first one in the world, accounting for 78% of game clicks "Pop Cat". Thailand is the strongest in the first place. But in terms of use "Social media" is a survey of We Are Social and Hootsuite, social media management platforms reveal the latest statistics of social users who found that Thai people used social media The highest in the world. First, Social Media Use" increased by 500 million just 1 year, making social media users today as many as 4.48 billion people worldwide, or more than half of the world's population. Second, Thai people use "social media" The highest in the world for media consumer behavior reports. Social media in 2021 of Thai people, we are social reports that Thai people use social media as their main channel for news updates and ranked No. 1 in the world, accounting for 78% of all users. Third, consistent with statistics From the Ministry of Digital Affairs, the above survey results are consistent with the insights used. Thai social media from the Anti-Fake News Center the Ministry of Digital Economy and Society (DES) reported that statistics dating back nearly a year (October 1, 2020 – June 30, 2021) found that 587,039 people posted fake news, of which Shared fake news with 20,294,635 people. More than 90% of the group that exhibited such behaviors were between the ages of 18-34, which were collected from whistleblowing, and follow online conversations about fake news, and has a total of 145,515,605 news messages that must be filtered. Fourth, excessive social media consumption causing FOMO from the survey above that indicated Thai people use social media number 1 in the world, causing the majority of Thai people to have a behavior known as "Fear of Missing Out" (FOMO) or "Fear of Fear". It's paranoid that you'll miss something, not keeping up with the trends like others like to update every movement Use social media to connect socially. Being too addicted to social media that causes FOMO can have a detrimental effect on your body, mind, and relationships with those around you. Finally, Fear Of Missing Out (FOMO) Signs For behaviors that indicate you may be in FOMO include mood swings. Frustrated when you don't use the internet, use your mobile phone for more than 6 hours each day, check social media almost every time for fear of falling out of trend. I know the news later than my friends. I feel nervous when I see comments. I feel inferior to others online. Compared to people who go to eat at luxury restaurants abroad. (Pranee Paweenchana, 2021)

From the situation of COVID 2019, adaptation to the new way of society has changed, especially online society that has played a role in people's behavior today. In generation where information technology is constantly evolving make it easier for consumers to access information

Presenting information or advertising through social networks is an important channel for promoting activities for convenience and business to be known and able to convey information easily. In order to be consistent with the research results, the researcher has brought a case study of online media usage among Phuket consumers to study because Phuket province has the 3rd highest rate of internet and mobile usage in the country (National Statistical Office, 2014). Compared to the size of the area and the population that is not much.

For that reason, the researchers were interested to study the relationship of environmental stimuli and technology adoption on consumers' intent to use social media in Phuket. For the benefit of the service users themselves and for related business organizations to develop in the creation of social media and social network marketing in the future.

1.2 Research Objectives

- (1) To study the level of environmental stimuli, technology acceptance and intention in the continuous use of social media by Phuket consumers
- (2) To study the relationship between environmental stimuli and technology acceptance that affect the intention of continued social media use among Phuket consumers

2. Research conceptual framework and hypothesis

2.1 Research conceptual framework

From the research objectives, research conceptual framework was developed.

Independent Variables

- 1) Environmental stimuli: consists of 3 elements;
 - Interaction
 - Personalized service
 - Personalized service
- 2) Technology acceptance: consists of 2 elements;
 - Perceived usefulness.
 - Perceived ease of use

Dependent Variable

- 1) The intention of using social media applications constantly online.

2.2 Research hypothesis

From the research conceptual framework, two hypothesis of the research were established as follows:

Hypothesis 1, Environmental stimuli had a statistically significant positive relationship with intention to use social media of consumers in Phuket.

Hypothesis 2, Technology adoption had a statistically significant positive relationship with intention to use social media of consumers in Phuket.

3. Research methodology

3.1 Research pattern this research uses a quantitative research methodology.

This research uses a quantitative research methodology.

3.2 Population and samples

The population used in the study were 414,741 consumers using social media applications in Phuket. By using Taro Yamane's table of finished products (1967) at 95% confidence level and $\pm 5\%$ error level, 400 samples were obtained.

3.3 Research tools

The tools used in this research were questionnaires, with the following steps of development and verification respectively:

1. Study documents, textbooks and research related to satisfaction. Enjoyment, stimulation environment and technology acceptance that affects the intentions of consumers in Phuket to use social media as a guideline for creating research conceptual frameworks and questionnaires.

2. Create questionnaires based on research concepts, and bring the questionnaire created by the researcher to present to the advisor Check the accuracy and ask for advice on how to improve the questionnaire accordingly.

3. Take the revised questionnaire for testing to determine the reliability by giving away. The questionnaire was with a sample of 40 samples and analyzed to determine the reliability of the questionnaire by Cronbach's Alpha Coefficient method.

4. The complete questionnaire was taken to collect 400 samples.

3.4 Data Collection

In this research, a specific sampling method will be used. The data will be collected only from consumers using social media applications in Phuket. Data were collected from September to October 2021.

3.5 Data analysis

In this research study, there are two types of statistics used for data analysis:

- 1) Descriptive statistics consisting of frequency, percentage, arithmetic mean, standard deviation. The interpretation was then performed using the Interpretation Criteria using the mean of

the question points. The interpretation criteria have been set for 5 levels (Thanin Silcharu, 2020) as follows:

- Score 4.21 – 5.00 is the highest level,
- Score 3.41 – 4.20 is high level
- Score 2.61 - 3.40 is moderate,
- Score 1.81 - 2.60 is low
- Score 1.00 – 1.80 is the lowest level.

2). Inferential statistics is a statistic for finding the relationship between the dependent variable and the hypothesized independent variable. In this research, the statistics used in the analysis were Multiple Regression Analysis with enter method. Environmental stimuli and technology acceptance were the independent variables and the intention of continued social media use was the dependent variable.

4. Research results

Demographic information and social media usage behavior

The results of the study of the personal characteristics of the respondents found that most of the respondents were female, accounting for 62.14%, The highest common age ranges between 41-50 years, 28.64 percent, with the highest bachelor's degree (62.86%). Business/freelance accounted for 35.44% and the highest average earner is 55,001 or more, representing a percentage 25.97 per month.

Levels of environmental stimuli that affect the intent of continued social media use among Phuket consumers

Environmental stimulus level Consumers' acceptance of technology and intent to continue using social media in Phuket The study found that the overall level of consumers' opinions on all three environmental stimuli was at a “very” level. By considering the items from various aspects as follows:

1. Interaction stimuli (Interactivity: IN) from the survey respondents, the level of opinion, the importance of overall interaction was at High level. The average result was 4.14.
2. Personal service stimuli from the survey respondents, the level of opinion on the importance of personal service as a whole was at High level. The average result is 3.52.
3. Things in terms of ability to socialize (Sociability: SO) from responding to the questionnaire, the respondents were given an opinion level that prioritized the ability to be social. Overall, it's at High level. The average result is 3.52 as shown in table 2.

Table 2 Levels of environmental stimuli that affect the intent of continued social media use among Phuket consumers.

Environmental Stimuli	Mean	S.D.	Level
1. Interactivity: IN	4.14	0.692	High
Social media applications allow you to improve the content available on social media.	4.10	0.684	High
Social media applications allow you to create content according to your imagination.	4.10	0.702	High
Social media applications allow you to interact with others.	4.21	0.657	The highest
Social media applications influence your interactions with others.	4.13	0.722	High
2. On personal service	3.52	0.766	High
Social media developers understand your unique needs.	3.94	0.771	High
Social media developer companies know what you want.	3.10	0.737	High
Social media development companies offer special services based on your needs.	3.94	0.811	High
Social media development companies offer special services based on your needs.	3.10	0.746	High
3. Sociability: SO	4.10	0.718	High
Social media helps you to get a good impression from other people.	4.09	0.681	High
Social media helps you develop social connections with other people.	4.12	0.711	High
Social media helps you feel part of a virtual community online.	4.06	0.771	High
Social media allows you to build close friendships with other people in society.	4.14	0.709	High

The level of technology acceptance that affects the intent of using social media continuously among Phuket consumers

The study found that the level of consumer opinion on technology adoption in each area. can be displayed as follows

1. The results of the consideration showed that the overall opinion level of perceived usefulness (Perceived Usefulness: PU) was at High level, averaged at 4.20.

2. The results of the consideration revealed that the overall level of perception of ease of use was at High level, mean at 4.18 as shown in table 3.

Table 3 The level of technology acceptance that affects the intent of using social media continuously among Phuket consumers

Technology Acceptance Model: TAM	Mean	S.D.	Level
Perceived Usefulness: PU	4.20	0.69	High
Using social media will improve your management in areas such as communication, planning coordination, etc.	4.25	0.64	The highest
Using social media will increase your ability to manage your personal life.	4.10	0.736	High
Using social media will increase the efficiency of managing your personal life.	4.08	0.748	High
You are aware of the benefits of using social media such as making it possible to be able to quickly receive news, etc.	4.35	0.639	The highest
Perceived Ease-of-use: PE	4.18	0.672	High
Do you feel Social media applications are easy to use?	4.26	0.622	The highest
Do you feel The commands for using social media applications are clear and easy to remember?	4.23	0.656	The highest
Overall, do you think Social media is easy to use?	4.09	0.725	High
Learning to use social media is easy for you.	4.15	0.687	High

The level of intent to continue using social media among consumers in Phuket

The level of intent to continue to use social media among consumers in Phuket. The results of the review found that the overall opinion level of the continued use of social media was at the highest level, averaging 4.26.

Considering the following the highest value is your intention to use social media in the future with an average of 4.29 as shown in table 4.

Table 4 The level of intent to continue using social media among consumers in Phuket

Continuance Intention of Social Media Usage: CI	Mean	S.D.	Level
You intend to use social media in the future.	4.29	0.657	The highest
You will try to use social media in your daily life.	4.27	0.644	The highest
You will continue to use social media as you are using social media today.	4.22	0.694	The highest
You intend to use social media whenever possible.	4.26	0.673	The highest
Total	4.26	0.667	The highest

Relationship of environmental stimuli that affect the intention of continued social media use among Phuket consumers

Relationship of environmental stimuli that affect the intention of continued social media use among Phuket consumers are shown in Table 5.

Table 5 Relationship of environmental stimuli that affect the intention of continued social media use among Phuket consumers

Model	intention of continued social media use				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.425	.179		7.944	.000
Interactivity	.209	.067	.213	3.095	.002
Personalization	.069	.055	.079	1.246	.214
Sociability	.431	.063	.481	6.856	.000

$R^2 = 0.514$, Adjust $R^2 = 0.509$, $F = 25.862$, $P\text{-Value} = 0.000$

From Table 5, when considering the overall picture. It was found that the environmental stimuli had a positive relationship with intention of continued social media use statistically significant ($p\text{-value} = 0.00$). The environmental stimuli could explain the intention of continued social media use was 50.9% (Adjusted $R^2 = 0.509$). This indicates that when the environmental stimuli increased, intention of continued social media use will increase accordingly.

When consider in the element level, Interactivity and Sociability had positive relationship with intention of continued social media use statistically significant ($p\text{-value} < 0.05$). Moreover, when look into the Standardized Coefficients (Beta), Sociability had the higher influenced to intention of continued social media use than Interactivity.

Relationship between technology acceptances that affect the intention of continued social media use among Phuket consumers

Relationship between technology acceptances that affect the intention of continued social media use among Phuket consumers are shown in Table 6.

Table 6 Relationship between technology acceptances that affect the intention of continued social media use among Phuket consumers

Model	intention of continued social media use				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.903	.175		5.160	.000
Perceived Usefulness	.524	.051	.532	10.260	.000
Perceived Ease-of-use	.290	.049	.304	5.855	.000

$R^2 = 0.591$, Adjust $R^2 = 0.588$, $F = 51.036$, $P\text{-Value} = 0.000$

From Table 6, when considering the overall picture. It was found that the technology acceptances were significant statistically related to intention of continued social media use ($p\text{-value} = 0.00$). The technology acceptances could explain intention of continued social media use was 58.8% (Adjusted $R^2 = 0.588$), that shows that when the technology acceptances increased the intention of continued social media use will increase accordingly.

When considering in each component, it was found that both Perceived Usefulness and Perceived Ease-of-use had positive relationships with the intention of continued social media use significant statistically ($p\text{-value} < 0.05$). Moreover, when look into the Standardized Coefficients (Beta), Perceived Usefulness had the higher influenced to intention of continued social media use than Perceived Ease-of-use.

5. Conclusion, Discussion, and Recommendation

5.1 Conclusion

The purposes of this research study were to study the level of environmental stimuli, technology adoption and consumers' intent to use social media in Phuket and to investigate the relationship of environmental stimuli and technology adoption on consumers' intent to use social media in Phuket. This research is quantitative research. The questionnaires that were tested confidence and content validity in aggregate were used to collect data from 400 consumers in Phuket using social media. Descriptive statistic and multiple regression analysis were performed.

The results showed that most of the respondents were female, 41–50 years old, educated Undergraduate. They were business owner/freelance and had an average monthly income more than 55,001 bath. In the overall, the level of environmental stimuli and technology adoption were high, while, the level of consumers' intent to use social media was the highest moreover, the environmental stimuli and technology adoption had positive relationships on consumers intent to use social media, statistically.

5.2 Discussion

The study of satisfaction, enjoyment environmental stimuli and acceptance Technology that affects media intentions the online community of consumers in Phuket the research was analyzed Lets connect with related concepts, theories and thesis together. In order to get answers according to the research objectives as follows.

The results of the multiple regression analysis revealed that Social media usage behavior towards acceptance Technology influenced consumers' intention to use social media in Phuket at the statistical significance level of .05, which was most consistent with the hypothesis. This may be because today's consumers have a better understanding of the technology and the decision to accept the technology and then adopt it. Technology to use in daily life is to recognize the benefits ease of use Intention to use risk perception Attitudes towards use and practical application from a literature study of Chu & Chu (2011)

5.3 Recommendation

1. Interaction environment stimuli Business operators involved in social media or related agencies Consumer interactions should be encouraged. To give consumers the impression that social networking can help build relationships with other people. Therefore, when consumers recognize that social media can be convenient, they will continue to stimulate consumer behavior.

2. Personal service environment stimuli Business operators involved in social media or related agencies Social media should be developed to meet the specific needs of consumers. Therefore, special services must be introduced to make consumers feel that social networks are predictable and attentive to consumers, which will lead to consumer satisfaction and continual use.

3. Social Stimulation Environment those who operate businesses related to social media or agencies should create awareness of the use of social media among consumers that social media can facilitate communication between users. To give consumers the impression that social media use can create engagement, interaction and interdependence between consumers.

4. Acceptance of useful technology business operators involved in social media or agencies there should be awareness among consumers that social media can help improve or simplify their personal lives.

5. In the next study, the behavior of using social networks in each category should be studied. Social networks such as Facebook, Line, Instagram and others according to the trend to gain further insights into the study this will benefit the use of information to develop and improve the use of each type of social media in accordance with consumer behavior in the future.

6. In nowadays technology and social media developments, there has been a sudden change. Therefore, there should be ongoing research studies with more diverse sample groups. So that the results of the study can be used to conduct business related to social media can determine the type of communication, and create content that meets the needs of users at that time and more beneficial to the development of the country.

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