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VIRTUAL REALITY AND EXPERIENTIAL MARKETING IN THAI TOURISM: A GENERATION Y PERSPECTIVE

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Abstract

This study aimed to study the factors affecting the acceptance of experiential marketing with virtual reality technology among Thai Generation Y tourists as a new business model in the Thai tourism industry. The sample group consisted of 385 Thai Generation Y tourists. The research sample was selected using non-probability convenient sampling. Questionnaires were collected, and the data from the completed questionnaires were analyzed statistically using the following statistical methods: percentage, frequency, mean, standard deviation, t-test, one-way ANOVA, and multiple regression. A study on Thai Generation Y tourists involved 385 samples, predominantly female and single, with a bachelor's degree. Most participants were students earning an average monthly income of no more than 15,000 THB. A multiple regression analysis indicated that the following independent variables significantly influenced the acceptance of experiential marketing using virtual reality technology at the 0.05 level: performance expectancy, effort expectancy, and social influence. Demographic characteristics, such as marital status, highest level of education, occupation, and average monthly income, had different acceptance of virtual reality technology. These factors affect how Thai Generation Y tourists embrace experiential marketing that utilizes virtual reality technology. This information is valuable for Thai tourism operators as they develop virtual reality technologies to better meet tourists' needs. By doing so, they can maintain their current customer base while attracting new customers, ultimately enhancing their competitiveness and ensuring sustainable business growth.

Keywords: Experiential Marketing, Virtual Reality Technology, Generation Y, Thai Tourism Industry

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Introduction

Tourism has been essential to the Thai economy, offering significant job opportunities and serving as the foundation for various activities in the production chain of related products and services. The United Nations World Tourism Organization (UNWTO) identifies tourism-related economic activities based on the International Standard Industrial Classification (ISIC). These activities include (1) hotels and restaurants, (2) air, land, and water transportation, (3) tourism-related businesses, and (4) recreational activities. The economic activities related to small and medium-sized enterprises (SMEs) in the tourism sector can be categorized into three types: 1) Supporting Businesses: These enterprises support the tourism industry, including transportation services, advertising, and public relations. 2) Main Businesses: This category includes primary tourism-related enterprises such as hotels and accommodations, restaurants and lounges, and tourism and tour guide services. 3) Related Businesses: These businesses benefit from or are born from tourism services. Examples include recreational facilities (like amusement parks), sports activities tailored for tourists, spa services, entertainment venues, merchandise, and souvenir shops.

Tourism is essential to Thailand's economy, society, and culture. Economically, tourism generates a significant amount of income for the country. For instance, foreign tourists increased from 10.8 million in 2002 to 38.3 million in 2018, generating revenue of 2.0 trillion THB. This was a 9.6 percent increase compared to the previous year, 2017. Additionally, in 2018, Thai citizens traveled 226 million times, contributing 1.1 trillion THB in tourism income. This widespread travel helps stimulate local economies, create jobs, and combat unemployment, ultimately alleviating poverty. On a societal level, tourism promotes the production of local products, souvenirs, and services unique to each area, which helps preserve cultural traditions (Tourism Authority of Thailand, 2018).

According to data from the Ministry of Tourism and Sports, the tourism sector in Thailand experienced a decline during the first eight months of 2021 compared to the same period in the previous year. This downturn was mainly due to the impact of the COVID-19 pandemic. As a result, the number of Thai visitors decreased across all regions. The decline was particularly significant following the third wave of the COVID-19 outbreak and the lockdown measures implemented primarily between June and August 2021. This was especially noticeable in Thailand's eastern and southern regions, popular travel destinations for Thai citizens during this time. In contrast, travel in the northern and northeastern areas is more common from the end of the year to the beginning of the following year. Additionally, the average income per Thai visitor dropped, and spending was significantly reduced considerably in Bangkok and southern Thailand. This reduction in spending is likely attributed to a more cautious approach to financial expenditure. It is also important to note that the cost of living in these tourist areas is considerably higher compared to other regions.

Over the years, the Global Megatrend has influenced the tourism industry through social, economic, political, environmental, and technological changes. However, the COVID-19 pandemic has altered how the Megatrend influences tourism compared to the past. Before the epidemic, the tourism and hotel industry was influenced by several megatrends, including the growth of the middle class, the discovery of new attractive tourist destinations, the adoption of new technologies, and an increasing focus on health-conscious travel. However, the COVID-19 pandemic has affected these trends in various ways; some aspects were accelerated, while others were slowed down. Four main factors will influence the future of tourism and hotel businesses: (1) demographic and social changes; (2) the adaptation of tourism to meet individual needs; (3) the adoption of technology to transform tourism business operations and establish automated control systems; and (4) health and cleanliness (Krungsri Research, 2021). According to the Office of Small and Medium Enterprises Promotion (2021), these four factors align with the evolving behavior of tourists in the New Normal. This shift is reflected in several

trends: (1) family travel, (2) longer trips, (3) local or short trips, (4) concerns about cleanliness and safety, (5) a preference for avoiding crowded places, and (6) a focus on sustainable tourism. The tourism industry faces significant structural and immediate challenges due to the COVID-19 pandemic. In this changing environment, the New Business Norms emphasize that tourism must prioritize health, cleanliness, safety, and technology to build trust among tourists.

The disclosures of information from the Kasikorn Research Center report that the use of virtual reality technology as a marketing tool for the tourism industry in the COVID-19 era after many countries around the world have to use lockdown measures for the prevention of COVID-19, Thai tourism and the world has to stop. Therefore, virtual tourism technology or Virtual Tours has been developed to meet the needs of people in the digital era and the COVID-19 era, whether it is a simulation of historical tourist attractions, natural attractions, museums, art galleries, etc., with 360-degree holograms.

Virtual Reality Technology (VR) is a technology that has a distinctive point in creating virtual reality in a 360-degree view for users. VR technology can display 2D and 3D images and create user interactions, such as picking up objects and user movement. (Chirasobhin, 2017). An example of VR technology applied to Thai tourism is that tourists worldwide can view the crematorium through the website www.songcharoen.com/phrameru and experience the aura of travel through the virtual world. This is another channel that will help stimulate tourism in the country as well. Moreover, the Google Street View application example contains more than 150 sets of Thai tourism information, such as Sukhothai Historical Park, the white sand beach stretches as far as the eye can see at Koh Samui, tea plantations in Chiang Mai, etc.

In addition, using virtual reality technology creates novelty for users and creates an experience that makes a positive impression on that activity. Moreover, if the user has a solid good feeling, it will also affect the brand or the organization by creating an experience for users or customers. The marketers call this term as an experiential marketing strategy. Komesopa (2004) said that experiential marketing is another form of marketing that focuses on creating a consumer experience. The purpose of marketing in such a form is to build loyalty to consumers or target groups. It also generates consumer corporate engagement to deepen loyalty, and they will continue to support the organization.

The experiential marketing concepts have been expanded or applied in businesses or companies more and more. Uphoncharoen (2015) stated that the idea of experiential marketing at present is a collection of various marketing concepts, which will see the form of integrated marketing is the inside marketing, also known as the concept of customer relationship management (CRM) and the outside in marketing or the idea of experiential marketing. From the past to the present, experiential marketing has been used in different companies. Whether in Thailand or abroad, for example, “HBO's Westworld Activation” by Home Box Office Inc. has simulated locations, people, and music to support consumers' perception of information about the upcoming drama, Westworld in the second sequence by simulating places in the movie, such as buildings, places, for visitors to experience as if they were actually in the drama. In addition, Google's "Google's Smart Home" is publicity for the Google Assistant system or voice-activated system to simulate the operation of such a system, showing the potential of digital assistants in the home. Users can voice commands to make the Google Assistant system do what they want. Regardless of the user's wants, such as turning on the lights or making coffee, voice can command it. Both campaigns were held at the South by Southwest Film Festival in Texas, USA (Miller, 2018).

The Pew Research Center defines Generation Y, or Millennials, as people born between 1981 and 1996, as the largest group of people in the world. In 2017, there were over 2 billion people, approximately one-third of the world's population. In Thailand, Generation Y people account for about 43.6% of the population. The Office of Knowledge Management and Development (2016) reported that Gen Y will become a large group of consumers and workers in the present

and future. Moreover, it is a demographic group marketers see as having a very high influence in today's era. Characteristics of Generation Y people who want to live a balanced life that does not head in one direction only. Therefore, often see people of this Generation according to various attractions on social media such as Facebook, Tik-Tok, Instagram, YouTube, etc. (Lerspipatthananon, 2018)

The Department of Tourism has prepared a strategic tourism development plan for 2018-2021, with the view that tourists have changed tourism behaviors that affect the development of the Thai tourism industry. Therefore, tourism must be developed according to and respond to such trends to get a competitive advantage. One of the demographic groups influencing the change incredibly and growing was the Generation Y and Z populations, who enjoyed communication and used technology as an integral part of their lives. (Department of Tourism, 2016). From March to April 2020, Far East Fame Line DDB Public Company Limited surveyed consumer behavior in each generation after the epidemic. It was found that Generation Y and Generation X populations were the ones most concerned about contracting the COVID-19 pandemic, and the most had lifestyle changes.

After COVID-19, the Thai tourism industry must develop into a stable, prosperous, sustainable, and safe one. Firstly, Stability refers to the capacity to maintain effective tourism operations even during domestic and international crises by utilizing digital technology to recover from the COVID-19 pandemic. Secondly, Prosperity implies that tourism should generate income and provide economic stability for communities and the nation. Thirdly, Sustainability involves development that meets the needs of tourists without negatively impacting society, the environment, and the community. Finally, Safety involves adhering to regulations at locations and tourist attractions to ensure tourist safety. Therefore, to achieve quality and sustainable growth in the tourism industry, it is essential to adjust new business norms to align with tourists' needs and behaviors. Consequently, this study aims to examine the factors influencing the acceptance of experiential marketing using virtual reality technology among Thai tourists, particularly Generation Y, as a new approach to business management in the Thai tourism industry.

Literature Reviews

Venkatesh et al. (2012) presented the Unified Theory of Acceptance and Use of Technology (UTAUT). It is a model for explaining individual technology adoption under a Unified Theory based on the apparent correlation of factors used to study individual technology adoption in the business sector—entertainment, telecommunications, banking, and public administration.

Venkatesh et al. (2012) studied four companies and organizations applying new technologies. Each organization differs in technology, organizational characteristics, industry type, organizational functions, and usage characteristics. The results from data collection and information analysis found that four factors directly affect the behavioral intentions of individuals who need to use the system (Behavioral Intention) and the use of the system (Use Behavior).

Performance Expectancy

Performance Expectancy means the level of belief of the users of the system that the use of the system will make the work successful in performance. It consists of 5 factors derived from the development and integration of various theories as follows:

1) Perceived Usefulness: The level of belief in the user's interests that using the system will increase performance efficiency.

2) Extrinsic Motivation: Those who can use the system in operation will produce valuable work and make it better than others, such as improving performance, receiving a salary increase, or being promoted.

3) Job fit: The system's ability will help increase the efficiency of each individual's work.

4) Relative Advantage: The level of using a system that makes it understand that it is better than the past.
5) Outcome Expectations: Behavior-related outcome expectations can be divided into performance and personal expectations.

Effort Expectancy

Venkatesh et al. (2012) presented the UTAUT, which studies four companies and organizations applying new technologies. To study the variables that affect the main factors that directly influence behavioral intention and the use behavior of the system. Another factor is the effort expectation.
Effort Expectancy is the level of ease of participation in the system. It consists of three main factors:
1) Perceived Ease of Use: A person's belief that using technology does not require much effort.
2) Complexity: The level of understanding difficulty in understanding and using the system.
3) Ease of Use: The level of use of the system that makes it difficult to understand.
Neufeld et al. (2007) researched Charismatic Leadership and User Acceptance of Information Technology, looking at the role of individuals with charismatic leadership that influence user acceptance of information technology. The research combines the concepts, theory, and model of UTATU with Charismatic Leadership Theory, using the four main components (UTAUT) and the following factors:
1) Performance Expectation: The performance expectation factor measures performance and performance levels, ease of use, and productivity from operations.
2) Effort Expectation: The expectation factor in measuring the system's usability is its simplicity, which facilitates learning.
3) Social Influence: Social influence factors measure the level of influence from the people around them or the organizations that work and what to expect employees to use.
4) Support: Environmental factors and facility usage measure levels. Support from the company and workplace is crucial.
5) Inspirational Motivation: Charismatic leadership measures employee motivation levels in an organization.
The results indicated that individuals with leadership qualities rooted in affection positively influence performance expectations, effort expectations, social influence, and facilitating conditions in use. Participants perceived that an affectionate leader provides guidance and inspiration, creating a positive user perception. This ethical and ideological influence suggests that these four main factors are crucial in shaping behavioral intentions and usage behaviors. Therefore, further confirmation and extension of the UTAUT model can be achieved.

Social Influence

Venkatesh et al. (2012) presented the UTAUT, which examines four companies and organizations applying new technologies. To study the variables that affect the main factor that directly influences behavioral intention to use the system (Behavioral Intention) and use the system (Use Behavior), another factor is social influence.
Social influence factors can indicate an individual's level of understanding by convincing them that a new system should be used. Three behavioral factors were defined as follows:
1) Subjective Norm: The user's understanding of the behavior of the self-influenced person.
2) Social Factors: Relationships between individuals that express their culture, including the terms of their existence in that society.
3) Image: The use of information technology systems that make users feel and understand that the system will increase the image or social status of the user.

Facilitating Conditions

Venkatesh et al. (2012) presented the UTAUT, which examines four companies and organizations applying new technologies. To study the variables that affect the main factor that

directly influences behavioral intention to use the system (Behavioral Intention) and the use of the system (Use Behavior), another factor is the condition of the facilities in the system.
The Facilitating condition in the system refers to a person's belief that existing organizational and technological facilities or equipment contribute to supporting the use of the system. It consists of three factors defined as follows:
1) Perceived Behavioral Control: Understanding the perception of the power to control the system both internally and externally, with internal factors being the system user's knowledge and external factors being the facilities provided by the company, such as the IT staff manual.
2) Facilitating Conditions: Factors related to environmental objectives that facilitate operation, including the provision of a support system for computer equipment.
3) Compatibility: Level of understanding of the system that the user understands and can be used properly. It is necessary, and there is potential improvement. In addition, three factors were found that did not directly influence the behavior of intention to use the system, namely:
3.1) Attitude toward the Technology is the user's reaction to using the system. It consists of the structure used in the development.
3.2) Self-efficacy means considering the system's users. See how a person's ability to use technology can lead to job success.
3.3) Anxiety: This means considering the emotions of a person or system user who responds when the system is used. It was also found that the Behavioral Intention to Use the System has a direct influence on behavior.

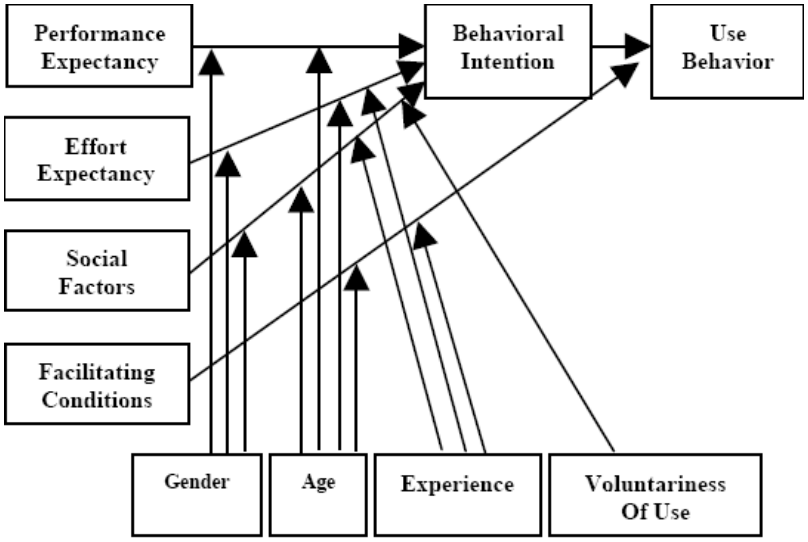

Figure 1 The Unified Theory of Acceptance and Use of Technology (UTAUT) Model
Source: Venkatesh et al. (2003)

Figure 1 Model, the principle of UTAUT theory, studies the behavior of using that has been driven by the intention to show behavior by factors influencing behavior intention. It consists of three main factors: (1) performance expectancy, (2) effort expectancy, and (3) social influence. Use has a direct correlation with usage behavior. For the complementary variables/variables, there were four variables: (1) gender, (2) age, (3) experience, and (4) willingness to use.

The Concept of Virtual Reality Technology

Koonaneksin (2018) showed that the advancement of technology in the present. Researchers have developed a technology called “Virtual Reality Technology, abbreviated as VR, which is a technology that was created to simulate different environments from the real environment and the imagination with computer technology. Whether for medical use, scientific education, marketing, entertainment, or simulation of objects or buildings, users will be cut off from the

current environment where the body is focused on virtual reality. The whole touch level (Fully Immersive System) is used to access images simulated from the program. The function of virtual reality technology is to wear a device over the head. Users must run the program to simulate environments such as bedrooms, parks, and car-driving simulators. Users can change the direction of their vision to observe other angles of the virtual environment through the program.

Virtual Reality Technology (VR) and Tourism

Tourism businesses have begun integrating virtual reality (VR) technology into the global tourism sector. Notably, the Seoul Metropolitan Government in South Korea has launched an initiative to create a virtual "Metaverse Seoul." This project allows citizens and tourists to explore various locations using VR glasses. It is part of the Seoul Vision 2030 plan, which aims to position Seoul as the leading city for tourism worldwide. Visitors can access numerous attractions in this virtual environment, including Gwanghwamun Square, Deoksugung Palace, Namdaemun Market, and historically significant sites like Donumun Gate, which will be recreated in the virtual world. (Jankisen, 2021; Gaubert, 2021)

Tourists can engage in more realistic travel experiences through Live Virtual Tours, which offer a virtual world tour format. Hop A Tour, a company specializing in virtual tours features local guides who lead tours via live broadcasts from various locations and provide informative commentary. Hop A Tour organizes its virtual tour packages into two types: private and customized. Customers can select a program that best suits their needs, whether it is for family, community, or corporate travel. Some popular tourist destinations include a city tour of Devonport, where travelers can explore the cultural heritage of the Maori people in New Zealand, and a city tour of Kyoto, which showcases sacred temples in Japan. (Hop A Tour, 2020)

Experiential Marketing Concepts

Consumer behavior in receiving information is constantly changing. This is for the adjustment of any organization or business, whether service, technology, or industry is active. Extensive marketers, therefore, must plan marketing strategies for profit to give consumers a good attitude. It is not just campaign communication or new product creation. The relationship between service personnel and consumers Choosing a Business Partner shop design Retail and Website Creation (Schmitt, 1999). A type of marketing that involves content creation.

Experience is also known as Experiential Marketing. Experiential Marketing has a distinctive point in creating experiences in various formats for consumers before purchase, during purchase, and after purchase or Service. The purpose of marketing is in such a form. In addition to building loyalty to consumers or target groups, it is also creating corporate participation from consumers to enhance the stay loyal and continue to support the organization (Komesopa, 2004)

The experiential marketing concepts have been expanded or applied in businesses or companies more and more. Uphoncharoen (2015) stated that the idea of experiential marketing at present is a collection of various marketing concepts, which will see the form of integrated marketing is inside-out marketing, also known as the concept of customer relationship management (CRM) and the outside in marketing or the idea of experiential marketing. From the past to the present, experiential marketing has been used in different companies. Whether in Thailand or abroad, for example, “HBO's Westworld Activation” by Home Box Office Inc. has simulated locations, people, and music to support consumers' perception of information about the upcoming drama, Westworld in the second sequence by simulating places in the movie, such as buildings, places, for visitors to experience as if they were actually in the drama. In addition, Google's "Google's Smart Home" is publicity for the Google Assistant system or voice-activated system to simulate the operation of such a system, showing the potential of digital assistants in the home. Users can voice commands to make the Google Assistant system do

what they want. Regardless of the user's wants, such as turning on the lights or making coffee, voice can command it. Both campaigns were held at the South by Southwest Film Festival in Texas, USA (Miller, 2018).

Market Segmentation by Age Range

The demographic characteristics of age can be divided into age ranges or generations, with three important groups currently identified: Baby Boomers, Generation X, and Generation Y. The Baby Boomers were born between 1946 and 1964, during the era following World War II. This group is entering old age. They are characterized by a strong work ethic, respect for rules and regulations, high patience, and dedication to their work and organizations. They are known for their independence and may have been raised to be frugal, thus spending it prudently and carefully. This group may be seen as "conservatives" who are strict in tradition. The second group is Generation X, born between 1965 and 1979. They grew up with technological advances and focused on achieving a work-life balance. Individuals in this generation are known for being self-reliant, open-minded, and creative, able to do everything independently without relying on others. The last group is Generation Y, also known as Millennials, born between 1980 and 1997. This generation grew up amidst technological advancements, with the internet playing a significant role in daily life. They are known for expressing high self-esteem, disliking constraints, and preferring freedom of thought. They consume news through various channels and are unafraid to question or challenge ideas, including popular culture and foreign artists. This research will primarily focus on collecting data from Generation Y.

Research Hypothesis

1) Performance expectations influence the acceptance of virtual reality technology among Thai Generation Y tourists.
2) Effort expectation influences the acceptance of virtual reality technology among Thai Generation Y tourists
3) Social influences influence the acceptance of virtual reality technology among Thai Generation Y tourists.
4) Facilities conditions influence the acceptance of virtual reality technology among Thai Generation Y tourists.
5) Different demographic factors, including gender, marital status, highest level of education, occupation, and average monthly income, have different acceptance of virtual reality technology among Thai Generation Y tourists.

Research Methodology

This study uses quantitative research to study the acceptance of experiential marketing with Virtual Reality Technology (VR) among Generation Y Thai tourists in a new way of running business in the Thai tourism industry. This research collects data with questionnaires. The sample group of the study are Thai tourists, Generation Y, who were born between 1981 and 1996, who were interested in and had experiences of traveling with virtual reality technology during the period in the past 1 year. The actual population is still being determined. Therefore, the sample size was calculated using the formula for an unknown population and setting the confidence level at 95%, with an error of not more than 5%. The formula for calculating the sample size (Cochran, 1977) from the sample size calculation was 384.16, or approximately 385 samples. Therefore, data from a complete sample, at least 385 people, was required for this research. The sample selection for research was determined by selecting a non-probability sampling using convenient sampling.

Research Instrument

This study used an online questionnaire as a data collection tool. The questionnaire was pretested (tryout) first to analyze the reliability of the questions with 30 samples using a statistics package for Social Sciences. The Alpha coefficient criterion was used at 0.70

(Nunnally & Bernstein, 1994) to find the Alpha coefficient of the questionnaire. The reliability of the questionnaire was 0.797 for the Performance expectancy, 0.886 for the Effort expectancy, 0.917 for the Social influence, 0.724 for the Facilitating condition, and 0.788 for the Acceptance of virtual reality technology. The questionnaire was divided into two parts as follows:

Part 1: Demographic Factors Questions are questions in which the respondent must select only one answer that best describes his/her characteristics. There are five questions: gender, marital status, highest level of education, occupation, and average monthly income.

Part 2: Questions about factors affecting the Acceptance of virtual reality technology, developed by Venkatesh et al. (2003), consisting of 21 items.

The second part of the questionnaire is a Likert Rating Scale, divided into five levels.

Data Analysis

1) Analysis using descriptive statistics, analyzing personal data of the sample group, and analyzing factors affecting the acceptance of using virtual reality technology with mean and standard deviation.

2) Analysis using inferential statistics, such as t-tests and one-way ANOVA. Moreover, advanced statistical analysis using multiple regression was performed.

Research Results

Demographic Characteristics of the Sample Group

Most of the Thai Generation Y tourists are female (74.81%), are single (87.27%), have a bachelor's degree (73.51%), are most students (69.61%), and have an average monthly income of no more than 15,000 THB (67.79%).

Factors Affecting the Acceptance of Virtual Reality Technology among Thai Generation Y Tourists

Table 1 shows the mean evaluation results regarding the factors that influence the acceptance of virtual reality technology, which showed an overall level of agreement with a mean score of 3.46. The rankings of the opinions on each aspect are as follows: Performance Expectancy received the highest level of agreement with a mean of 4.04, followed by Effort Expectancy at 3.48. Facilitating Conditions were viewed with some uncertainty, reflected in a mean of 3.27, while Social Influence was also met with uncertainty, with a mean of 3.04. Overall, the acceptance of virtual reality technology was evaluated at a mean score of 3.55, indicating a favorable level of agreement.

Table 1 Mean, standard deviation, and level of opinion on factors affecting the acceptance of virtual reality technology among Thai Generation Y tourists in 4 dimensions

Factors affecting the acceptance of virtual reality technology	**Mean**	**S.D.**	**Interpretation**
Performance expectancy	4.04	.698	Agree
Effort expectancy	3.48	.786	Agree
Social influence	3.27	.817	Neutral
Facilitating Condition	3.33	1.436	Neutral
Acceptance of virtual reality technology	**3.55**	**.881**	**Agree**

Table 2 shows no problem with Multicollinearity because the Tolerance value of all variables was more significant than 0.1, and the VIF value of all variables was less than 5. Therefore, it can be concluded that the independent variables were not related to each other.

Table 2 Multiple regression coefficients of factors affecting the acceptance of virtual reality technology among Thai Generation Y tourists and testing of hypotheses 1-4.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.736	.161		-4.587	.000		
	Performance expectancy (x_1)	.668	.044	.529	15.079	.000*	.661	1.512
	Effort expectancy (x_2)	.362	.043	.323	8.481	.000*	.563	1.777
	Social influence (x_3)	.185	.031	.211	5.930	.000*	.641	1.560
	Facilitating Condition (x_4)	-.072	.040	-.066	-1.811	.071	.606	1.651

R = 0 . 831, R Square = 0.691, Adjusted R Square = 0.687, Std. Error of the Estimate = 0.493, F = 212.097, Sig. = 0.000
Note: * The statistically significant level at 0.05

The results of the multiple regression analysis of each independent variable that influenced the acceptance of virtual reality technology by Thai Generation Y tourists at the significance level of 0.05 were three variables: performance expectation, effort expectation, and social influence. As for the Condition of facilities, there was no influence on the acceptance of virtual reality technology. Hypotheses 1-4 can be summarized as follows:
Hypothesis 1: Performance expectations statistically significantly influence Thai Generation Y tourists' acceptance of virtual reality technology at the 0.05 level.
Hypothesis 2: Effort expectations statistically significantly influence Thai Generation Y tourists' acceptance of virtual reality technology at the 0.05 level.
Hypothesis 3: Social influences statistically significantly influence Thai Generation Y tourists' acceptance of virtual reality technology at the 0.05 level.
Hypothesis 4: Facility conditions have no statistically significant influence on Thai Generation Y tourists' acceptance of virtual reality technology.
The multiple linear regression analysis results show the relationship between the independent variables and the acceptance of virtual reality technology, with F = 212.097 and Significant = 0.000, which can be written as the following equation.
$Y = -0.736 + 0.668(X_1) + 0.362(X_2) + 0.185(X_3)$
Where Y = Acceptance of virtual reality technology
X_1 = Performance expectation
X_2 = Effort expectation
X_3 = Social influence

Different Demographic Factors, Including Gender, Marital Status, C, Occupation, And Average Monthly Income, Showed Different Acceptance of Virtual Reality Technology among Thai Generation Y Tourists

The comparative results of the acceptance of the use of virtual reality technology by Thai Generation Y tourists classified by demographic factors and the testing of five hypotheses found that Thai Generation Y tourists with different marital status, highest level of education,

occupations, and average monthly incomes had different acceptance of the use of virtual reality technology.

Table 3 Acceptance of Virtual Reality Technology of Thai Generation Y Tourists Categorized by Demographic Factors and Testing of Hypothesis 5

Acceptance of virtual reality technology	**Demographic factors (t/F)**				
	Gender	**marital status**	**highest level of education**	**occupation**	**average monthly income**
1) I think that using VR technology is the right idea.	2.294*	-1.786	9.142*	2.552	10.556*
2) I feel good about traveling using VR technology.	-0.295	-2.235*	2.284	1.554	8.666*
3) I like traveling using VR technology.	2.716*	-5.272*	3.806*	16.373*	14.576*
4) I am confident that I will use VR technology in the future.	2.116*	-2.464*	1.687	10.163*	9.087*
Overview	1.82	-3.115*	4.566*	8.754*	13.903*
Statistics	t	t	F	F	F

Note *The statistically significant level at 0.05

Conclusion and Discussion

The study of opinions on factors affecting the acceptance of virtual reality technology found that the overall level of views on factors affecting the acceptance of virtual reality technology was at the level of agreement (mean of 3.46). Performance expectancy had the highest mean of 4.04, followed by effort expectancy with an average of 3.48, facilitating condition with an average of 3.27, and social influence with an average of 3.04, respectively. The results of the multiple regression analysis of each independent variable that influenced the acceptance of virtual reality technology by Thai Generation Y tourists at the 0.05 level had three variables: Performance expectancy, Effort expectancy, and Social influence. The research conducted by Wen et al. (2023) focuses on identifying the key factors that drive the acceptance and use of augmented reality (AR) and virtual reality (VR) in cultural heritage monuments. This study aimed to explore the factors influencing tourists' adoption and use of AR and VR applications, specifically examining consumers' perceptions in cultural heritage settings, particularly during the on-site experience. This study utilized the theoretical framework of the UTAUT. The findings revealed that AR and VR technology significantly enhance the tourism experience. Key factors such as performance expectancy, price value, habit, personal innovativeness, and involvement were found to have a positive impact on behavioral intention. Among these, price value and facilitating conditions emerged as the most important drivers for adoption, which is different from the research of Yin & Shi (2015), who conducted an empirical study on users' online payment behavior of government tourism websites. This study aimed to study the factors affecting online payment behavior when using government tourism websites from citizens in China. An online questionnaire was collected via sojump.com from 389 public samples. The researcher developed the UTAUT model using various factors to suit the context of the study. The study results found that the UTAUT model was appropriate for studying the factors affecting online payment behavior when using government tourism websites from citizens in China. In addition, the research results also found that the factors affecting the acceptance intention were Perceived security, Performance expectancy, Convenient conditions, and Trust.

The comparative study of the acceptance of virtual reality technology by Thai Generation Y tourists classified by demographic factors found that Thai Generation Y tourists with different marital statuses, highest levels of education, occupations, and average monthly incomes have different acceptances of using virtual reality technology. In line with the research of Yu et al. (2012), a study was conducted on older users' acceptance of innovative card payment systems: an Investigation of old-street vendors. This study aimed to study the intention of business operators to accept smart cards instead of cash in tourist areas of Taipei, Taiwan. The results revealed that the UTAUT model is appropriate for studying this intention. It was also found that older women and those with less education have no intention to accept the use of smart cards, which is different from the research of Charuwarangrat (2023), who conducted a study on the behaviors of domestic self-guided tourism among Thai Generation Y tourists in Bangkok following the outbreak of the coronavirus disease 2019. The research findings, significant at the 0.05 level, indicated that specific respondent characteristics influenced the behaviors of domestic self-guided tourism after the outbreak. Notably, gender emerged as a factor that resulted in different behaviors in domestic self-guided tourism during this period.

Implications of the Study

1) The study of factors affecting the acceptance of experiential marketing with virtual reality technology among Thai Generation Y tourists found that performance expectation, effort expectation, and social influence affect the acceptance of experiential marketing with virtual reality technology. Therefore, those involved must consider Performance expectations in virtual reality technology. Experiential marketing must be a creative, modern technology that increases the efficiency of tourist' tourism, such as new travel experiences. Regarding effort expectations, virtual reality technology must be easy to learn. Regarding social influence, they communicated virtual reality technology among tourists by telling friends about it and inviting them to share their travel experiences with virtual reality technology. Virtual reality technology gives users a good image on the outside. In this case, tourist attractions should integrate virtual reality (VR) technology into their operations to achieve business success. When creating virtual simulations to promote tourism, it is crucial to gather spatial data and capture details about the location's natural beauty. The goal is to replicate the site's unique characteristics to make it feel like a real environment. The system design must also incorporate multisensory experiences, engaging users through sight, sound, and interactivity. This strategy will enhance the immersive experience, making users feel as though they are genuinely present at the location and increasing the effectiveness of virtual reality technology.

2) From the study on the Acceptance of virtual reality technology by Thai Generation Y tourists classified by demographic factors, it was found that most Thai Generation Y tourists are female, single, have a bachelor's degree, are primarily university students, and have an average monthly income of no more than 15,000 THB. Therefore, tourism business operators should develop applications for virtual reality technology in tourism that are inexpensive, have systems that are easy to use and not complicated so that tourists who are not yet proficient in using technology can use them as well, and create new and exciting travel experiences to better meet the needs of tourists.

Suggestions for Future Research

1) This research only studied the demographics and acceptance of experiential marketing with virtual reality technology in tourism. Therefore, it is limited in applying the research results in general because the analysis results may only be widely referenced for some other businesses. Therefore, it is important to study other factors, such as the environment, economy, law, and culture, that influence tourist behavior when using tourism services. This will allow for the research results to be further developed into a more diverse body of knowledge.

2) Further studies should be conducted on groups of tourists from other generations. The study results should be used to develop strategies and improve tourism to better respond to all generations of tourists.

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