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An Empirical Study of Millennial Customers' Buying Intentions for Entertainment Ticket Online Purchases According to the Technology Acceptance Model

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Abstract

This research considered the factors influencing targets of millennial customers' online buying intentions, and aimed to give suggestions concerning the business implications and opportunities for entertainment ticket online sales. The study involved millennial generation respondents (n=394) who were experienced in purchasing entertainment tickets online. The approach taken was through confirmatory factor analysis using five constructs: website quality, perceived ease of use, perceived usefulness, trust, and attitude toward online buying. The Structural Equation Modelling (SEM) technique was used to analyse the causal relationships among 10 hypotheses based on the empirical data. The results supported six out of ten hypotheses. The Technology Acceptance Model (TAM) was a useful theoretical tool to understand and predict millennial users' buying intentions for entertainment ticket online purchases. The managerial implication for online ticket companies is to focus on perceived ease of use of their websites or applications that – along with other features – influence trust and attitudes toward online purchases and affect online buying intentions.

Keywords: *Online buying intentions, online purchases of entertainment tickets, Technology Acceptance Model (TAM), millennial customers*

Introduction

The evolution of the Internet as a marketing medium has become a global issue and phenomenon resulting in rapid growth for e-commerce. More and more people are using online transactions as one of the necessary activities in their daily lives – for example, accessing information, emailing suppliers, and buying products and services. However, this also requires dealing with an increasing numbers of spam messages, uncertainty, and risks from online transactions. There have been a number of studies investigating the growth of online businesses. A report from Global Entertainment and Media Outlook 2017-2021 (2017) stated that Internet advertising is the biggest business and represents the highest growth for the media and entertainment industry in Thailand. Predicted online advertising expenses in 2019 will be 2,182 million Baht (more than US$ 62 million), and the growth rate will be about 18.9 percent in the next five years (Global Entertainment and Media Outlook 2017-2021, 2017). The major targets are teenagers and working people. According to US census data, millennials represent the technology generation, and their spending power is almost US$ 200 million annually (Karvounis, 2015).

Consequently, this study aimed to apply and extend the concept of the Technology Acceptance Model, along with its adaptation, by conducting a survey of Thai millennial customers. The objectives of the study were (1) to investigate participants' demographic data, (2) to study factors influencing online buying intentions of millennial customers, and (3) to suggest business opportunities and managerial implications for entertainment ticket online sales. The benefit of this study is to help e-commerce organizations employ their resources to attract target buyers.

Literature Review

Growth of the Thai Entertainment Industry

Manager Online News (2017) reported that the entertainment industry in Thailand has been growing rapidly. For example, the Bangkok Entertainment Festival 2017, which lasted only 2 weeks, generated over US$ 85 million (equivalent to 3,000 million Thai Baht). In addition, more than 540,000 people attended this event, which created more than 20,000 jobs. Government revenues rose by up to US$ 28 million (980 million Thai Baht). There are three major categories for entertainment markets:

comic, toys, and theatre. The more focused emphasis in on the digital content and the co-working arrangements with neighbourhood countries.

Online Engagement and the Technology Acceptance Model

Several tests have found that the Technology Acceptance Model (TAM) is a strong indicator of online users' behavior in a variety of information systems. TAM has been adjusted as a critical framework to examine how online users decide to access online shopping.

One external factor influencing user behavior is *'Website Quality*.*'* Several features are identified with it: Information Quality, System Quality, and Service Quality. Suwunniponth (2014) suggested that website design quality and features can stimulate online customers' beliefs, attitudes, and intentional behaviors. System, information, and service quality have been adopted in the Delone and McLean (2003) model explaining information system success. *'System Quality'* was measured and found to be associated with ease-of-use, reliability, data quality, functions, integration and importance (Delone & McLean, 2003). Wixom and Watson (2001) stated that *'Information Quality'* was measurable in terms of timeliness, relevance, accuracy, completeness, and consistency. *'Service Quality'* generally can be measured using an analytical tool for assessing how successful the information system is (Delone & McLean, 2003).

Pando-Garcia, Perianez-Canadillas and Charterina (2016) tested the factors of *'Perceived Usefulness'* and *'Perceived Ease of Use'* with students in business simulation games that affected attitudes and playing intentions. Their results showed that 'Perceived Ease of Use' had a significant effect on the case of onsite-assisted business games, while 'Perceived Usefulness' had a significant effect on the web-based game training programs (Pando-Garcia et al., 2016). Davis (1989) explained *'Perceived Usefulness'* and *'Perceived Ease of Use'* as causes leading to acceptance or rejection of information technology. These two variables can be used to examine how technology users tend to use or not use a technological system to assist them in performing their jobs (*'Perceived Usefulness'*), and to assess the degree of difficulty in using technology (*'Perceived Ease of Use'*).

The Technology Acceptance Model is an important tool that predicts *Clients' Attitudes* towards using information systems through the clients' beliefs (Zhao, Chen, and Wang, 2016). Attitude can be observed as a response in a favorable or unfavorable situation. An individual's attitude can determine their behavioral intentions (Davis, 1989).

'Trust' can be one significant factor that impacts online user behavior, especially when there are many uncertainties (Hajli, 2015); this is important in e-commerce. When more customers or community members are participating in an online activity, purchasing any product or service, the degree of familiarity of that website would be increased and bring trust into the transactions (Hajli, 2015).

The well-known TAM was originally proposed and developed by Davis (1985). He suggested that technology system usage can be predicted by user motivation that is driven directly by an external stimulus, actual system features, and capabilities. Subsequent research studies about technology were designed around TAM and have attempted to suggest other variables to explain an actual system use approach.

Davis (1989) studied technology user motivation, which was derived and explained based on three main factors—*Perceived Usefulness, Perceived Ease of Use,* and *Attitude toward Using the Technology*. 'Perceived Usefulness' and 'Perceived Ease of Use' were hypothesized to affect 'Attitude toward Using [the] System.' 'Attitude' influenced purchasing intentions and/or actual use of the system. Other research studies have attempted to identify other important variables toward purchasing intentions and actual use of system. Alese, Dada and Ayeni (2013) suggested online buyers found difficulties in online transactions, and one of those difficulties came from a lack of trust. Uncertainty was a huge concern while people were purchasing or performing information transactions in an e-commerce environment. They found that the privacy and trust environment exerted a high impact on business transactions.

Study Framework and Hypotheses

The framework (Figure 1) taken for this study was applied from the theoretical concept of TAM and adapted from several models studied within the context of e-commerce. These included business simulation games by Pando-Garcia, Perianez-Canadillas and Charterina (2016), and the influence of website design toward online buying intentions by Ganguly, Dash, Cyr and Head (2010). The extension of TAM was for the purpose of focusing on the relationships among variables: Website Quality, Perceived Usefulness, Perceived Ease of Use, Trust, Attitude, and Online Buying Intentions with a survey of millennial users who buy entertainment tickets online.

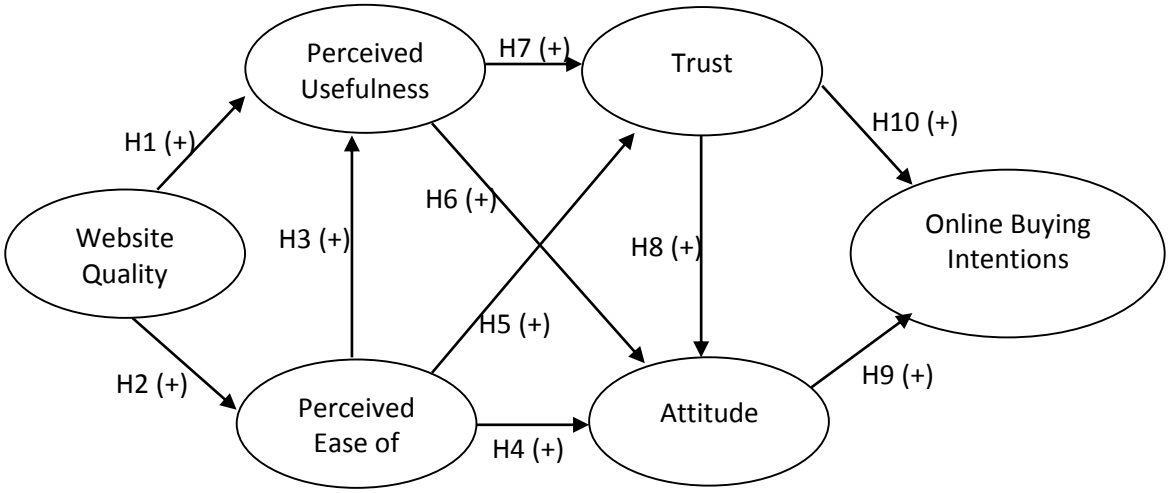

Figure 1. Proposed Theoretical Framework

Previous researchers developed their model by studying the factors that influence technology acceptance; for example, Schoonenboom (2014) investigated the use of tools to learn management systems in a higher education setting. This led to confirmation that *Perceived Ease of Use and Usefulness* affected the intention to use. Persico, Manca and Pozzi (2014) asserted a similar outcome following a study of the potential of online systems, but in the university e-learning environment in Italy.

To measure the adequacy of the theoretical model depicted in Figure 1, several hypotheses were considered as follows:

H1: Website Quality will have a positive effect on Perceived Usefulness to buy entertainment tickets online.

H2: Website Quality will have a positive effect on Perceived Ease of Use to buy entertainment tickets online.

H3: Perceived Ease of Use will have a positive effect on Perceived Usefulness to buy entertainment tickets online.

H4: Perceived Ease of Use will have a positive effect on Attitude toward Online Buying Intentions.

H5: Perceived Ease of Use will have a positive effect on Trust toward Online Buying Intentions.

H6: Perceived Usefulness will have a positive effect on Attitude toward Online Buying Intentions.

H7: Perceived Usefulness will have a positive effect on Trust toward Online Buying Intentions.

H8: Trust toward online shopping will have a positive effect on Attitude toward Online Buying Intentions.

H9: Attitude toward online shopping will have a positive effect on Online Buying Intentions.

H10: Trust toward online shopping will have a positive effect on Online Buying Intentions.

Methodology

Materials, Data Collections and Sampling

The proposed theoretical framework (Figure 1) was used for testing the hypotheses. *Perceived Ease of Use* and *Perceived Usefulness* were considered as cognitive variables; *Attitude* and *Trust* were considered as affective variables; and *Online Buying Intention* was considered a behavioural variable (Park, 2009). The study was conducted in Thailand. Care was taken to ensure that the respondents for this survey had experience in purchasing entertainment tickets online. A purposive sampling method was employed to select the sampling unit. Four hundred questionnaires were distributed through various public and private universities in different parts of Thailand, with 100 handed out in Bangkok, and 100 each in the eastern, northern, and southern regions of the country. Most of those sampled were universities students (88 percent) including graduates, postgraduates, and university staff who were millennials with ages between 19 and 35. A convenience sample method was used to select respondents by asking persons of millennial age if they had experience in buying entertainment tickets online. Overall, 394 surveys were completed and returned, for a response rate of 98.5 percent.

Table 1. Demographic Profile of Respondents (n = 394)

Variables		Number of Respondents	Percentage
Gender	Male	152	38.6
	Female	242	61.4
Age	18-25	349	88.6
	26-33	40	10.2
	34-40	5	1.2
Marital Status	Single	359	91.1
	Married	33	8.4
	Divorced/Widowed/Separated	2	0.5
Education	Lower than a Bachelor's Degree	275	69.8
	Bachelor's Degree	108	27.4
	Master's Degree	8	2.0
	Higher than Master's Degree	3	0.8
Occupation	Students	311	78.9
	Employee/Worker	55	14.0
	Employer/Business Owner	21	5.3
	Unemployed	7	1.8
Income/Month	< 10,000 Baht (< $323)	172	43.7
	10,001-30,000 Baht ($324-$970)	178	45.2
	30,001-50,000 Baht ($971-$1,617)	38	9.6
	> 50,000 Baht (> $1,618)	6	1.5
Experience of Internet Use	Less than 1 Year	5	1.3
	1-3 Years	12	3.0
	4-6 Years	130	33.0
	More than 6 Years	247	62.7
Frequency of Internet Use/Week	1 Time / Week	5	1.3
	2-3 Times / Week	4	1.0
	4-5 Times / Week	7	1.8
	Everyday	378	95.9

Responses on the scales on opinions of the respondents toward the importance of each factor affecting buying intentions for entertainment tickets were recorded on a 5-point Likert scale ranging from "Strongly Agree" to "Strongly Disagree" with "Strongly Agree" = 5 and "Strongly Disagree" = 1.

Questions on demographic aspects such as gender, age, marital status, educational background, occupation, income, experience in Internet use, and frequency of Internet use were collected, and the demographic data is shown in Table 1.

Data Analysis and Results

In order to test the research hypotheses (Figure 1), the Structural Equation Modeling (SEM) technique was used throughout. Hair, Hult, Ringle and Sarstedt (2017) suggest that this technique is very effective and widely adopted in various investigations in management and marketing schemes that seek to identify the causal relationships among constructs for theoretical models based on the empirical data.

Each construct – Website Quality (WEBQ), Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Attitude (ATT), Trust in Online Buying (TRUST), and Buying Intentions (BI) – has variables that have values to be analysed; therefore, cut-off values were applied to all constructs as follows.

Confirmatory Factor Analysis (CFA) conducted in AMOS – a module of the SPSS statistical package – revealed the psychometric properties of the assessments for the individuals targeted. The summary of the assessment model showed an acceptable fit to the data [χ^2 (n = 394) = 645.383, (p < 0.01) χ^2/df = 1.898, Normed Fit Index = 0.877, Comparative Fit Index (CFI) = 0.937, Root Mean Square Error of Approximation (RMSEA) = 0.048]. Hair and others (2009) suggest that when an acceptable model fit is indicated by the CFI value, it should be at least 0.80 (CFI = 0.937 in this study). The smaller the RMSEA value is, the better the fit indicated. An acceptable value is considered one that does not exceed 0.06; the RMSEA = 0.048 in this study (Hair et al., 2009; Hu and Bentler, 1999).

Table 2. Principal Component Analysis Factor Loadings and Composite Reliability of Individual Constructs

Constructs and Items	Standardised Loadings	Composite Reliability
Website Quality		0.885
Information Quality		
1. The website information is updated.	0.770	
2. The website information is accurate.	0.686	
3. The website information is complete.	0.653	
System Quality		
4. The website allows information to be readily accessible to me.	0.768	
5. The website can be adapted to meet a variety of needs.	0.658	
6. The website operates reliably.	0.524	
Service Quality		
7. The website makes it easier for me to obtain goods or services.	0.697	
8. The website provides an easy way for me to shop.	0.656	
9. I feel very confident about the website.	0.606	
10. I feel trust in the website's efficiency.	0.459	
Perceived Usefulness		0.766
1. The website gives prompt service.	0.666	
2. Overall, I am satisfied with visiting the website.	0.658	
3. The service enables me to save time and money.	0.531	
4. The service is useful.	0.476	

Table 2. Principal Component Analysis Factor Loadings (Continued)

Constructs and Items	Standardised Loadings	Composite Reliability
Perceived Ease of Use		0.717
1. The process of service is clear and understandable.	0.713	
2. The process of service is trustworthy and verifiable.	0.573	
3. The process of service is easy for me.	0.460	
Attitudes		0.679
1. The provided service satisfies personal needs.	0.660	
2. It is the best way to use online service.	0.607	
3. It is helpful for my decision making when I buy a product at an online site.	0.597	
Trust		0.700
1. I trust the purchasing process.	0.669	
2. It makes me confident when buying products.	0.647	
3. I feel trust when providing personal details.	0.563	
Online Buying Intentions		0.782
1. I will continue buying entertainment tickets online.	0.728	
2. I will buy entertainment tickets online in the future.	0.743	
3. I will visit online channel more often to view products or services.	0.753	
4. I will buy entertainment tickets online as a main channel.	0.756	
5. I will revisit and buy entertainment tickets online more in the future.	0.726	

Table 2 displays the measurement of factor loadings and the composite reliability of each construct. The majority of constructs' composite reliability was greater than 0.70, except for the 'Attitude' construct, which was 0.679.

Table 3. Regression Weights (Estimate)

	1 WEBQ	2 PEOU	3 PU	4 TRUST	6 ATT	7 BI
1 WEBQ		1.057*	0.418			
2 PEOU			0.368	0.364*	0.755*	
3 PU				0.727*	-0.084	
4 TRUST					0.138	0.620*
5 ATT						0.552*

*Notes: *Correlation is significant at the 0.05 level (two-tailed).*

Table 4. Regression Weights (Standard Error – SE)

	1 WEBQ	2 PEOU	3 PU	4 TRUST	6 ATT	7 BI
1 WEBQ		0.099*	0.352			
2 PEOU			0.327	0.159*	0.191*	
3 PU				0.204*	0.332	
4 TRUST					0.298	0.140*
5 ATT						0.156*

*Note: *Correlation is significant at the 0.05 level (two-tailed).*

Table 5. Standardized Coefficients

	1 WEBQ	2 PEOU	3 PU	4 TRUST	6 ATT	7 BI
1 WEBQ		0.960*	0.459			
2 PEOU			0.445	0.367*	0.846*	
3 PU				0.607*	-0.078	
4 TRUST					0.154	0.588*
5 ATT						0.472*

*Note: *Correlation is significant at the 0.05 level (two-tailed).*

Tables 3, 4 and 5 display individual constructs by regression weights (B and Standard .Error.). The Website Quality (WEBQ) value (β = 0.960, p < 0.05) was found to have a strong and positive effect on Perceived Ease of Use (PEOU). PEOU (β = 0.367, p < 0.05) and Perceived Usefulness (PU) (β = 0.607, p < 0.05) were found to have strong and positive effects on Trust. PEOU (β = 0.846, p < 0.05) was also found to have a strong and positive effect on Attitude. Trust (β = 0.588, p < 0.05) and Attitude (β = 0.472, p < 0.05) were found to have strong and positive effects on Buying Intentions (BI).

Table 6. Results of the Structural Model (Standardised Coefficients)

Causal Relationships among Constructs	Estimates	Hypothesis Conclusion
Website Quality → Perceived Usefulness	$\beta = 0.459^{ns}$	H_1= Not supported
Website Quality → Perceived Ease of Use	$\beta = 0.960^{*}$	H_2= Supported
Perceived Ease of Use → Perceived Usefulness	$\beta = 0.445^{ns}$	H_3= Not supported
Perceived Ease of Use → Attitude toward Online Shopping	$\beta = 0.846^{*}$	H_4= Supported
Perceived Ease of Use → Trust toward Online Shopping	$\beta = 0.367^{*}$	H_5= Supported
Perceived Usefulness → Attitude toward Online Shopping	$\beta = -0.078^{ns}$	H_6= Not supported
Perceived Usefulness → Trust toward Online Shopping	$\beta = 0.607^{*}$	H_7= Supported
Trust toward Online Shopping → Attitude toward Online Shopping	$\beta = 0.154^{ns}$	H_8= Not supported
Attitude toward Online Shopping → Intention to buy online	$\beta = 0.472^{*}$	H_9= Supported
Trust toward Online Shopping → Intention to buy online	$\beta = 0.588^{*}$	H_{10}= Supported

χ^2 = 645.383, df =340 (*p* < 0.01); *χ^2/df = 1.898; ns = no significant; *significant (p < 0.05)*

In relation to the 10 hypotheses, after analysing the standardised coefficients, some important results should be highlighted (Table 6). The empirical evidence showed that Website Quality has a positive and significant influence on Perceived Ease of Use ($\beta = 0.960^{*}$). Perceived Ease of Use should be marked as the variable with a significant effect on both Attitude toward shopping online ($\beta = 0.846^{*}$) and Trust toward shopping online ($\beta = 0.367^{*}$). Perceived Usefulness shows a significant influence on Trust toward shopping online ($\beta = 0.607^{*}$). Attitude toward shopping online and Trust toward shopping online seemed to contribute significantly (5% level) to Buying Intentions with $\beta = 0.472^{*}$ and $\beta = 0.588^{*}$, respectively.

Finally, findings do not provide empirical evidence regarding significance of Website Quality affecting Perceived Usefulness ($\beta = 0.459^{ns}$); Perceived Ease of Use affecting Perceived Usefulness ($\beta = 0.445^{ns}$); Perceived Usefulness negatively affecting Attitude toward online shopping ($\beta = -0.078^{ns}$); or Trust toward online shopping affecting Attitude toward online shopping ($\beta = 0.154^{ns}$).

Discussion and Conclusions

As shown in Figure 2, six of the hypotheses in this study were supported, while four hypotheses were not. Buying intentions is the variable that is the main construct of TAM. Based on the results, *Trust* and *Attitude* toward online shopping are the key considerations of online transactions. With e-ticket firms, which were the focus of this study, successful operators need an understanding on how trust can be developed, which will impact buying tickets online. Another direct affective attitude toward online buying was indicated by this study. The significance of Attitude is supported by the work of Wang and Liu (2009). *Perceived Ease of Use* positively and significantly influenced *Trust* and *Attitude*, which impact directly on *Buying Intentions*. It is pertinent to note that *Website Quality* is the main factor driving *Perceived Ease of Use*.

Website quality factors, such as information quality, system quality, and service quality, contribute the drivers of Perceived Ease of Use. Delone and McLean (2003) generated the Delone and McLean Information System Success Model for measuring the complex dependent factors in Information System investigations. The benefit of the model is to assess the success of an e-commerce system. Delone and McLean (2003) adopted *system quality* and *information quality* as influencers on system use and user satisfaction, driving individual impact(s), and organizational impact(s), respectively. Regarding this study, organisations that sell entertainment tickets online might design their websites for ease of use. The website should always be updated, accurate, and have complete information for the audiences. The reliability of a website can make users confident in accessing the information.

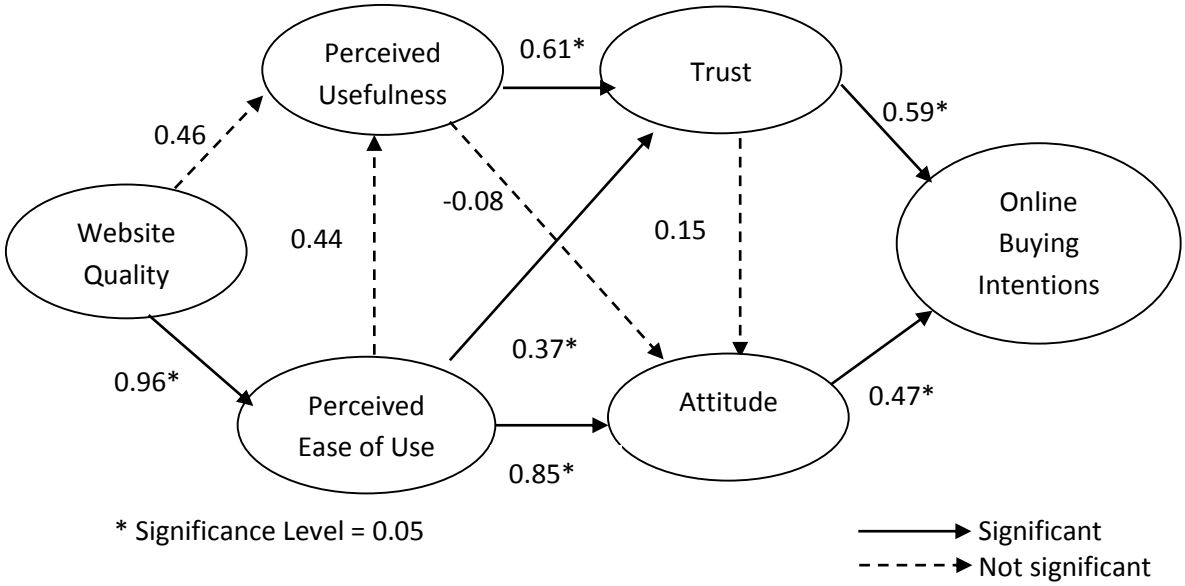

Figure 2. Results of Causal Relationships (Standardised Coefficients)

Regarding our study, the majority of the respondents were students aged between 18-25 years old. Four hypotheses involving Perceived Usefulness and Attitude were not supported. This means that attitudes may not always be predicted by Perceived Usefulness and Trust, which differs from the generalization made by Davis (1986). He suggested that attitudes in using technology can be determined by Trust and Perceived Usefulness. Perceived Ease of Use in technology among millennial customers can predict Attitude and Trust, which would affect their Online Buying Intentions.

Perceived Ease of Use affects Trust and Attitude, and a deficit in these indicators could have harmful effects on buyers' acceptance of information technology. Managers must necessarily develop and ensure that an e-ticket website structure is buyer-friendly and oriented, which will result in helping users confirm and increase their positive perception concerning the e-ticket website. Trust of online transactions has been studied and has assumed great significance in e-commerce transactions in uncertain environments. Alese et al. (2013) studied how a trust model for online transaction

environments bears in mind the value of trustor/trustee experiences, institutional-based trust, and other impacts such as perceived ease of use of websites provided by online vendors. The Trust Model in online transactions suggests how people perceive risks and how to reduce them on the online environment. Moreover, this model might be used to design websites by using key securities: confidentiality, availability, and integrity (Alese et al., 2013). The managerial implication is to focus particularly on financial transactions that exhibit different perceptions of trust, security, privacy, and trust. For instance, clients will be concerned about making purchase transactions using personal credit cards.

In conclusion, this study focused on exploring entertainment ticket online purchases by millennial consumers because they make more online purchases (e.g., event tickets, airline tickets, hotels, computer software, etc.—Comegys and Brennan, 2003) than other generations identified in the population. The results indicated that TAM provides a useful direction to better understanding the mechanism by which individual factors influence online buying intentions among online millennial customers. In the field investigated, this paper makes a contribution to current literature on millennial behaviour regarding online purchases. For marketers, these findings can assist in making decisions and predicting online purchase preferences of millennial consumers.

Limitations and Future Research

Some limitations may have affected this study's results. First, millennial customers were the only group surveyed and studied. The business implications of Baby boomers, Generation X, and especially Generation Z, should also be studied and compared. The benefits from studying various groups of people may frame and guide marketers to implement more precise marketing plans to promote products and/or services online that match distinct groups of customers. Another limitation exists regarding the number of factors considered in the model. Although TAM was selected for this study, various researchers have chosen other variables, such as perceived risks, website design, the role of culture (Ganguly et al., 2010), and customer involvement (Lee, 2009). It would be worth discussing the different factors of significance perceived by each customer group, with their varying degrees of online buying perceptions, and applying the findings to other types of businesses.

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