



Positive Experience and Motivation towards the Acceptance of Streaming Entertainment Service Application of Government University Students

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Abstract

The objective of this research was to investigate positive experience as well as motivation that affected the acceptance of the streaming entertainment service applications of government university students. The sample in this research was comprised of the government university students who used the streaming entertainment applications. The total of 400 questionnaires were distributed using the quota sampling method. The results showed that the motivation, positive emotional experience, positive social experience, and positive functional experience affected the perceived ease of use and perceived usefulness of streaming entertainment service applications. In addition, the perceived ease of use affected the perceived usefulness of streaming entertainment service applications. Moreover, both the perceived ease of use and perceived usefulness affected the intention to use streaming entertainment applications.

When considering the results of the influence path analysis - both direct and indirect, it was found that the motivation, positive social experience, and positive emotional experience had the direct influence on the perceived ease of use of the streaming entertainment applications which were statistically significant at the 0.001 level and had the indirect influence on the perceived usefulness of the streaming entertainment applications with the significance level at 0.05.

The positive functional experience had the direct influence on the perceived ease of use of the streaming entertainment applications which was statistically significant at the 0.01 level and had the direct and indirect influences on the perceived usefulness of streaming entertainment applications using with the significance at 0.001 level.

Keywords: 1) Positive Experience 2) Motivation 3) Acceptance of Service 4) Entertainment Application 5) Streaming

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Introduction

Entertainment industry has changed due to technological and consumer behavior changes. There has been a wide range of choices for consumers for watching movies- movie theaters or video rental; the latter is for people who have time and transportation constraints, so it is an excellent choice for people seeking convenience and enjoyment on holidays or special occasions. However, because of the technological changes in this digital era, consumer behaviors have also rapidly changed while convenience and quick access to information are more focused. Besides, accessing to online entertainment is easy and quick via online platforms with a set of computer or smartphone connected to Internet connection. As quick decision making of consumers is a result of the above-mentioned, domestic and foreign entrepreneurs must adapt themselves to survive and pioneer marketing opportunities.

Applications have been in the spotlight and employed by businesses as a competitive strategy to meet consumer needs. In Thailand, there are many legally licensed entertainments service providing applications such as Netflix, iFlix, VIU, WeTV, Doonee, MONOMAX, PrimeTime, Hollywood HDTV, TrueID, AIS Play, Movie Plus, HBO Go, and Hooq. Netflix has been the most successful among a wide variety of entertainment application choices, offering movies, dramas, series, documentaries, and various TV programs every time everywhere as well as meeting customer needs with various membership packages. Besides Thailand, Netflix has been fulfilling subscriber needs all around the world;

hence, Netflix has satisfied consumer needs and created needs at the same time; motivation via word of mouth and social media messaging on different platforms has built up to a large number of members worldwide.

Even a Thai-made entertainment application – iFlix providing a wide variety of movies and series has been one of most popular among Thai users. Moreover, there are Hollywood HDTV presenting well-known and mass movies; MONOMAX gathering series, movies, and sports from all over the world; Hooq having the largest number of Thai movies as well as popular international and Hollywood movies.

In addition, several applications have been released packages to attract a variety of customers. For example, Netflix has released a new package with a special price for a specific duration to attract people with low income and don't want to pay for monthly services such as students and university students having free time during their study days and school breaks. Data has shown that Netflix customers are most millennials also known as Generation Y who are aged 20-34 years old (Jay, 2020). This population is the world biggest consumer group, predicted to be the leading consumers in the biggest marketing segment (Amonwivat, et al., 2014). From Thailand Internet User Behavior 2019 Survey, the data showed that Generation Y population used the Internet the most which was 10 hours 36 minutes a day; 10 hours and 7 minutes was spent on work-days and study days while it was 11 hours 50 minutes on holidays. These figures were the highest when compared with the other groups



of Internet users, (Electronic Transactions Development Agency, 2019). Then attracting more consumers from this population group can create higher income and market shares.

When making a purchasing decision on a product or service, apart from products or services themselves, service using experience plays a key role and reflects values and motivation which are considered supporting factors in terms of building acceptance and enhancing decision making for continuous service using. Like the study of Kiattipong (2015), it found that the factors affecting the intention to use vehicle booking applications are different among the experienced application users and non-experienced users. While the study of Nithisiripong and Thongmak (2017) showed that the direct influence of the functional value and the emotional value affected the intention to use the applications for QR code virtual store scanning. However, the social value had no effect on the intention to use the applications for QR code virtual store scanning; from previous studies, the experience affected the technology acceptance differently. The studies of the positive experience factors affecting the streaming entertainment service applications would help clearly identify which positive experience attributes could have an effect on the application acceptance, how they impact – directly or indirectly, whether to conform to or to contradict previous studies. Furthermore, most of previous studies were carried out in the university student samples studied the acceptance of education technology; for example, there have been the studies of Huang, Teo

and Zhou (2020) which is about intentions of Chinese students to use technology for learning; Wang, et al. (2019) focusing on usability factors predicting continuance of intention to use cloud e-learning application of IT students at a Malaysian private university. For this study, the sample represented the acceptance towards the technology or entertainment applications using of the government university students categorized as Generation Y which is interesting for marketing; if positive experiences are promoted among this consumer group to increase value perceptions, the acceptance and the continuance intention to use the service would be achieved.

From the abovementioned, this research attempts to determine the positive experiences that can lead to the acceptance of streaming entertainment applications and motivation for using the service until acceptance and telling. That may affect the acceptance of streaming entertainment service applications of students which is interesting for marketing. For the benefit of related businesses to apply marketing strategies or guidelines for management and can respond to the customer.

Literature Review

Positive Experience

User experience is all the aspects of interactions between users and products; physical sensation; how users understand how products work; how users feel about products while they are using them; how well products satisfy their objectives; and how well products fit into the entire using context (Alben,

1996). The consumer experience is related to multiple senses: touch, sight, hearing, smell, and taste which build experience (Lindstrom, 2005).

The positive experience means the experience which customers or consumers gain from products or services with impressive feelings towards the products and services, by building perceptions of value which are benefits from products and services using. Consumer value is defined as satisfying experiences from using products or services (Holbrook, 1999). The gained experience is related to value perceptions according to Theory of Consumption Value of Sheth, Newman and Gross (1991) stating that consumer purchasing behaviors are related to consumption value consisting of 5 aspects: functional value, social value, emotional value, epistemic value, and conditional value while decision making might be influenced by all the 5 values or by some factors.

The study of Youn and Lee (2019) examining the value-based technology acceptance model by testing on paid mobile media service found that the positive experience of consumers in terms of social value and functional value in the paid mobile media service usage positively influenced consumer beliefs regarding perceptions of ease of use related to using the paid mobile media service. While the consumers' positive experience in terms of social, emotional, and functional values derived from using mobile media services positively influenced the consumer beliefs of the perceived usefulness of the paid mobile media service. Moreover, Cocosila and Igonor

(2012) conducting a value-based empirical investigation of an adoption of social media to seek crucial factors of value perceptions influencing Twitter social media application using found that social value significantly influenced value acceptance. Also, Inan D. I., et al. (2020) explored the influential factors affecting the application of mobile recommender systems in tourism; from the perceived values and social interaction views, the social value influenced the perceived usefulness of the mobile recommender systems in tourism.

From the mentioned correlation, the hypotheses are stated as follows:

H₁ Positive functional experience has a positive effect on perceived ease of use.

H₂ Positive emotional experience has a positive effect on perceived ease of use.

H₃ Positive social experience has a positive effect on perceived ease of use.

H₄ Positive functional experience has a positive effect on perceived usefulness.

H₅ Positive emotional experience has a positive effect on perceived ease of usefulness.

H₆ Positive social experience has a positive effect on perceived ease of usefulness.

Motivation

Motivation is defined by Ryan and Deci (2000) as the state that a person is urged to do something individually with differences in terms of level and direction. The direction of motivation is related to attitudes and objectives behind resulting in actions; that is, motivation is about causes of action.

Self-determination Theory: SDT of



Deci and Ryan (1985) classifies motivation into different types based on different reasons or objectives causing actions; that is, intrinsic motivation is defined as the doing of an activity for its inherent interest or enjoyment while extrinsic motivation means the doing of an activity for some consequence.

There have been studies showing relationship between motivation and perception; for example, Chen and Tseng (2012) explored the factors that influenced acceptance of web-based e-learning systems for the in-service education of junior high school teachers in Taiwan and found that motivation in Internet using had a significantly positive correlation with willingness to use the web-based e-learning systems for training services via the perceived of usefulness and ease of use factors. Moreover, Park, Lee and Cheong (2008) exploring the university instructors' acceptance of electronic courseware using the technology acceptance model found that motivation in using the system significantly had a significant impact on the perceived ease of use and the perceived usefulness.

From the mentioned correlation, the hypotheses are stated as follows:

H₇ Motivation has a positive effect on perceived ease of use.

H₈ Motivation has a positive effect on perceived usefulness.

Theory of Technology Acceptance

Theory of Technology Acceptance developed from Theory of Reasoned Action: TRA of Fishbein and Ajzen (1975) is conceptualized by Davis (1985) showing the relationship of

individuals' behavioral intentions, attitudes towards behaviors and personal norms regarding behaviors.

The Technology Acceptance Model presented by Davis (1985) showing the causal relationship between overall attitudes of users toward the specified system use; the attitudes of users are specified by the perceived ease of use and perceived usefulness. The perceived ease of use has an effect on the perceived usefulness; while system design features have a direct effect on the perceived usefulness and perceived ease of use since the design features are extrinsic factors in Fishbein's paradigm, having no direct effect on the attitudes or behaviors. However, the design features have an indirect effect on these factors via the perceived ease of use and perceived usefulness. The perceived ease of use is hypothesized whether it has a significant direct effect on the perceived usefulness since the easy-to use systems would increase performance effectiveness and benefits to users. If the users can work more efficiently via a better ease of use, individuals gain overall higher efficiency; hence, the system design features might have an indirect effect on the benefits to users via the ease of use. Davis (1985) mentions that although Fishbein and Ajzen (1975) accepts the impact of beliefs on other beliefs, but the impact cannot be used for analyzing the correlation between the mentioned beliefs and attitudes. There are studies relevant to the technology acceptance; for instance, Huang, Teo and Zhou (2020) explicating the influences that explain the intention to use technology found that the ease of use and personal norms

had high impact on the perceived usefulness on the Internet technology by focusing on learning, perceived usefulness, and perceived ease of use; the personal norms have high impact on student attitudes towards the Internet technology using on learning. Besides, the intention of Chinese university students in using the Internet technology focusing on learning was highly impacted by the attitudes, perceived ease of usefulness, and personal norms. The study of Thong, Hong and Tam (2006) examining the Expectation-Confirmation Model (ECM) for information technology reported that the perceived ease of use after post-adoption and perceived enjoyment were important factors affecting the direct acceptance of technology, and the ECM results showed that the post-adoption beliefs affected the users' satisfaction. Furthermore, Wu and Chen (2017) proposing continuance intention to use MOOCs, a unified model integrating the technology acceptance model (TAM), and a task fit technology (TTF) model found that the perceived usefulness and attitude are important to the continuance intention to use MOOCs; the perceived usefulness is a significant mediator of the effects of perceived ease of use on the continuance intention; also, the perceived ease of use was found to have an important role in predicting continuance intention. The exploration of Cho (2015) regarding factors that affected usefulness, ease of use, trust, and purchasing intention in online shopping indicated that the perceived usefulness and perceived ease of use had a statistically significant effect on the behavioral intention to shop on the Internet. Besides,

the study of Wang, et al. (2019) examining the usability factors predicting continuance intention to use Cloud e-learning applications of the IT students at a Malaysian private university discovered that computer self-efficacy and enjoyment being considered as intrinsic motivations significantly predicted the continuance intention while the perceived ease of use, perceived usefulness and user perception were found insignificant.

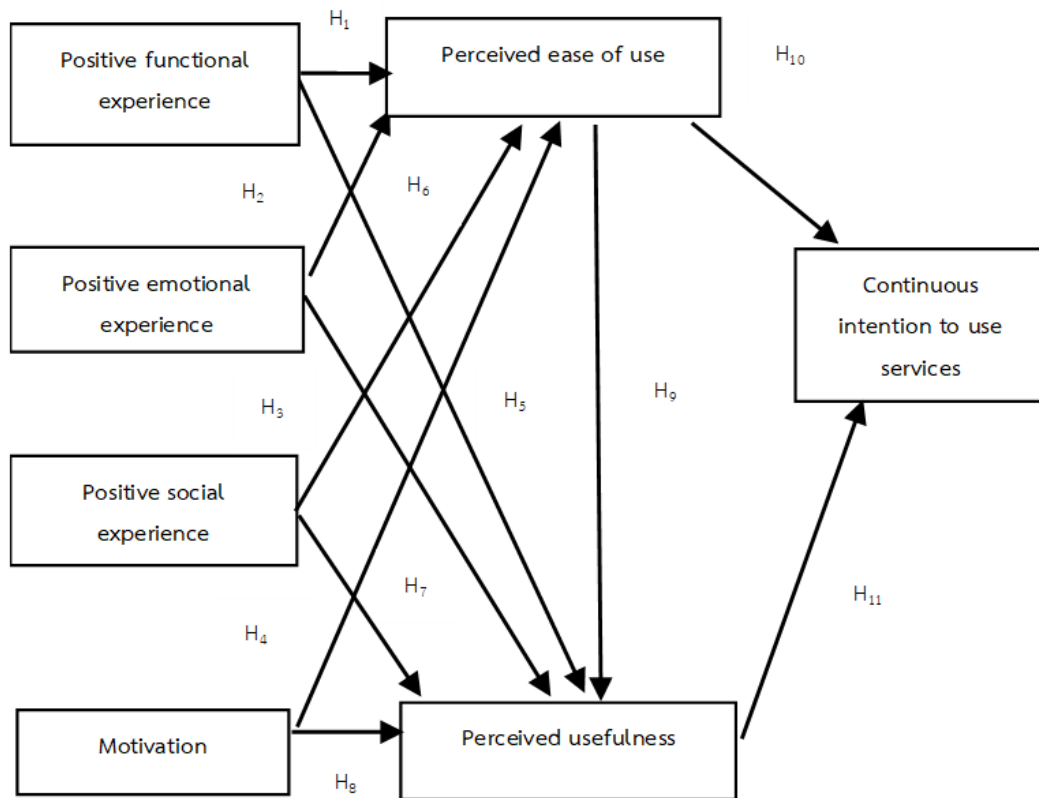
From the mentioned correlation, the hypotheses are stated as follows:

H₉ Perceived ease of use has a positive effect on perceived usefulness.

H₁₀ Perceived ease of use has a positive effect on continuous intention to use services.

H₁₁ Perceived usefulness has a positive effect on continuous intention to use services.

Conceptual Framework



Picture No. 1 Conceptual Framework

Research Methodology

This research is quantitative research, using a questionnaire as a research tool; a research methodology is as follows:

Population and Sample

Population of the study was students from a government university located in the western part of Thailand who had experience in using streaming entertainment applications which the exact number was unknown, but the total number of populations was 5,513 students. Regarding the sample size, it was cited from Hair, et al. (2010) stating that for the structural equation modeling analysis, the sample size be approximately 10 - 20 times the observed variables. Since there were 21 observed variables and 7 latent variables in

this research, the ideal sample size would be larger than 210 respondents. From quota sampling, the total number of 400 sample respondents was sufficient for the data analysis; the sample consisted of 400 government university students having experience in using the streaming entertainment applications.

Sampling

Table No. 1 A sampling in this research use quota sampling

Faculty	Population and sample (person)	
	Population	Sample
Faculty 1	614	44
Faculty 2	3,223	234
Faculty 3	1,676	122
Total	5,513	400

Research Tools

The 4-part opinion questionnaire constructed from theory, related documents and studies was used to collect data from the sample.

1. General information of respondents
2. Streaming entertainment applications using behaviors questions
3. Opinions towards the positive experience and motivation in streaming entertainment applications using behaviors
4. Opinions towards the acceptance of streaming entertainment applications using behaviors

Assessment of Research Tools

For content examination, the constructed questionnaire was investigated by 3 experts to verify completeness and consistency of the questionnaire content whether to match the subject to be studied. The IOC (Item-objective Congruence Index) value of this research was 0.91.

To evaluate questionnaire reliability, the constructed questionnaire was tried out with the experimental group consisting of 30 samples, and it was found that the Cronbach's alpha coefficients were as follows:

1. The positive experience questionnaire had a reliability coefficient at 0.830.

2. The motivation questionnaire had a reliability coefficient at 0.747.

3. The perceived ease of use questionnaire had a reliability coefficient at 0.705

4. The perceived usefulness questionnaire had a reliability coefficient at 0.846.

5. The continuance intention to use services questionnaire had a reliability coefficient at 0.840.

The alpha coefficient of 0.70 or higher indicating high reliability (Zikmund, et al., 2013) implies that the constructed questionnaire had a high level of reliability, so it could be used for collecting data.

For content validity, the convergent validity is considered meaning the questionnaire items or the indicators measuring the same subjects should be highly correlated while there should be a high covariance described by the same component. Also, the obtained Average Variable Extracted (AVE) can measure what is required or not by considering the Average Variable Extracted (AVE) – AVE > 0.5 indicating that the measurement is accurate (Hair, et al., 2010).



Data Analysis

The statistics for data analysis was set as follows:

1. Descriptive statistics including mean, standard deviation used to describe the general information and of the respondents namely gender, year class and average monthly income.

2. The statistical programs - SPSS V.22 and SPSS AMOS 22 were used for the data analysis process while the structural equations modeling (SEM) was used to evaluate the research hypotheses.

Research Results

The results found that most respondents were female (232 respondents reporting 58.00%), first-year students (108 respondents reporting 27.00%) and had monthly income

between 4,001 – 6,000 baht (165 respondents reporting 41.25%). Most respondents (95.25%) had used Netflix while there were 361 respondents (90.25%) currently using Netflix; 312 respondents (78.00%) watching series the most, 306 respondents (75.50%) watching romantic movies. Most of the samples (316 respondents reporting 79.00%) watched the entertainment content via smartphones / tablets. The highest frequency of everyday streaming entertainment content watching was 187 respondents (46.75%), and most of the samples watched the streaming entertainment content at 20.01-00.00 PM. There were 212 respondents (53.00%) spending 265.19 baht/month on average for a streaming entertainment package.

Table No. 2 Show average, standard deviation between variables in model used to test the Hypothesis

Variable	Mean	SD	CR	AVE	SOV	EMV	FUV	MO	PEU	PU	ITCU
SOV	3.717	.755	0.835	0.629	1.000						
EMV	4.458	.626	0.837	0.631	.040	1.000					
FUV	4.252	.583	0.876	0.703	.079	.088	1.000				
MO	4.379	.626	0.902	0.754	.012	.094	.004	1.000			
PEU	4.323	.571	0.889	0.727	.214**	.233**	.198**	.162**	1.000		
PU	4.228	.571	0.854	0.660	.269**	.241**	.308**	.038	.682**	1.000	
ITCU	4.288	.624	0.902	0.754	.226**	.305**	.325**	.049	.736**	.750**	1.000

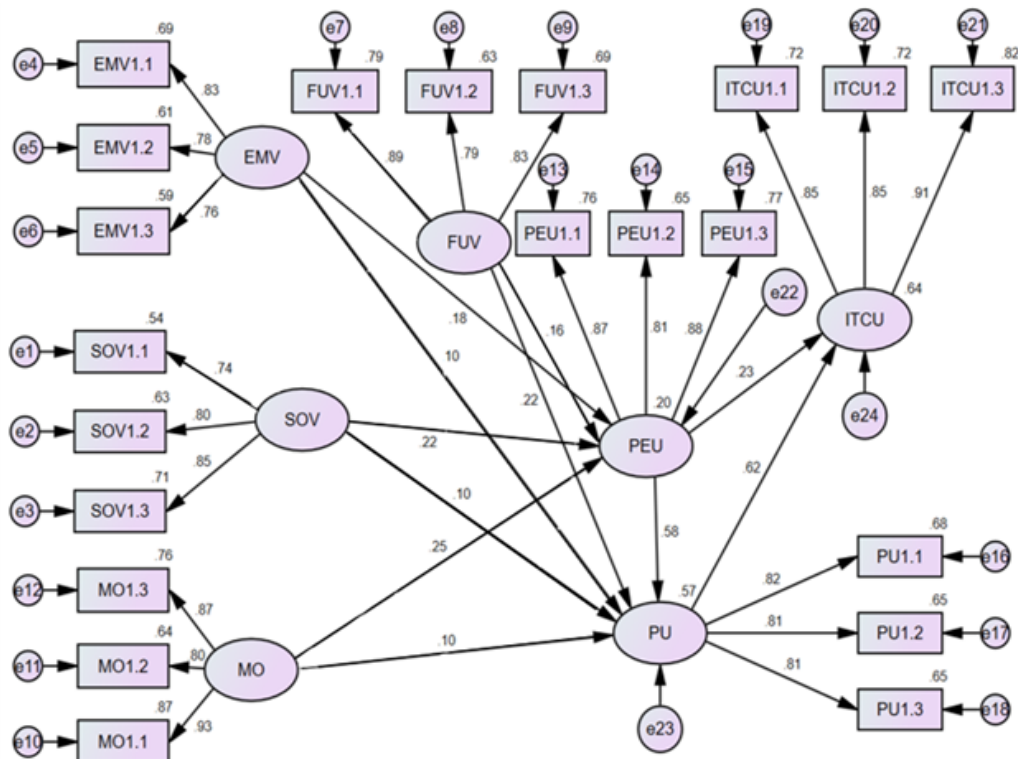
Correlation is significant at the 0.01

Respondents had the highest level of agreement in all respects except for the positive experience of Social Value (SOV) which had the high level of agreement as the following details: positive experience of Emotional Value (EMV) mean = 4.458; positive experience of Motivational Value (MV) mean = 4.379; Perceived Ease of Use (PEU) mean =

4.323; Intention to Use (ITCU) mean = 4.288; positive experience of Functional Value mean = 4.252; Perceived Usefulness (PU) mean = 4.228; positive experience of Social Value (SOV) mean = 3.717, respectively. All variables were significantly correlated with the correlation coefficients from 0.012 to 0.750.

The alpha coefficient of latent variables ranging from .835 - .902 was very good meeting the criteria which is $CR > .70$ (Hair, et al, 2010), and the average variance extracted mean was between .629 - .754 - very good meeting the criteria of criteria $> .50$. These show that the elements had the high alpha coefficient and could explain the variability of the variables in the components well (Hair, et al., 2010). Therefore, it could be concluded that the model had sufficient and acceptable convergent validity and discriminative validity.

From the model fit test, the results were as follows: $CMIN/DF = 1.807 (< 5.00)$, (Loo and Thorpe, 2000); $GFI = .932 (> 0.90)$, (Hu and Bentler, 1999, Hair, et al., 2006); $NFI = .941 (\geq 0.90)$, (Bentler, 1990); $RFI = .927 (\geq 0.90)$ (Bentler, 1990); $IFI = .973 (\geq 0.90)$, (Bentler, 1990); $TLI = .966 (\geq 0.90)$, (Bentler, 1990); $CFI = .972 (\geq 0.90)$, (Bentler, 1990); and $RMSEA = .045 (< 0.08)$, (Hair, et al., 1998) showing that the model was in harmony with the empirical data.



Picture No. 2 SEM model; Show path analysis of factors affecting the acceptance of streaming entertainment service application

**Table No. 3** Results from a structural equation model

Hypothesis	Standardized loadings	CR	P	Result
FUV -- > PEU	.164	3.043	.002	Accept hypothesis
EMV -- > PEU	.182	3.290	.001	Accept hypothesis
SOV -- > PEU	.218	4.031	***	Accept hypothesis
SOV -- > PU	.103	2.198	.028	Accept hypothesis
EMV -- > PU	.099	2.124	.034	Accept hypothesis
FUV -- > PU	.224	4.989	***	Accept hypothesis
MO -- > PEU	.250	4.714	***	Accept hypothesis
MO -- > PU	.102	2.266	.023	Accept hypothesis
PEU -- > PU	.578	10.550	***	Accept hypothesis
PEU -- > ITCU	.232	3.695	***	Accept hypothesis
PU -- > ITCU	.618	8.858	***	Accept hypothesis

From Table No. 3, the hypothesis test by using the structural equation model revealed that all the research hypotheses were accepted as follows: motivation, positive social experience, positive emotional experience affected the perceived ease of use of streaming entertainment applications ($p < 0.001$); moreover, positive experience of functional value affected the perceived ease of use of streaming entertainment applications using

The positive experience of functional value affected the perceived usefulness of streaming entertainment applications using

($p < 0.001$). Besides, the motivation, positive social experience, and positive functional experience affected the perceived usefulness of streaming entertainment applications using ($p < 0.05$).

The perceived ease of use affected the perceived usefulness of streaming entertainment applications using ($p < 0.001$); the perceived usefulness affected the intention to use the streaming entertainment applications ($p < 0.001$), and the perceived usefulness affected the intention to use the streaming entertainment applications ($p < 0.001$).

Table No. 4 Path Analysis

Hypothesis	Direct Effect	Indirect Effect	Total Effect
MO -- > PEU	.250	-	.250
FUV -- > PEU	.164	-	.164
EMV -- > PEU	.182	-	.182
SOV -- > PEU	.218	-	.218
MO -- > PU	.102	.145	.247
SOV -- > PU	.103	.126	.229

Hypothesis	Direct Effect	Indirect Effect	Total Effect
EMV -- > PU	.099	.105	.204
FUV -- > PU	.224	.095	.318
PEU -- > PU	.578	-	.578
PEU -- > ITCU	.232	.358	.590
PU -- > ITCU	.618	-	.618

When considering the size of factor influence path affecting the acceptance of streaming entertainment application services using from Table No. 4, the alpha coefficient of the influence size classified by variables was as follows:

The perceived ease of use of streaming entertainment applications using was influenced the highest by the motivation in streaming entertainment applications using (.250), positive social experience (0.28), positive emotional experience (1.82), and positive functional experience (.164), respectively.

The perceived usefulness of streaming entertainment applications using was influenced the highest by the perceived ease of use (.578), positive functional experience (.318), the motivation in streaming entertainment applications using (.247), positive social experience (.229), and positive emotional experience (0.204), respectively.

The acceptance of streaming entertainment applications using of the government university students was influenced the highest by the perceived usefulness of streaming entertainment applications using (.618), followed by the perceived ease of use of streaming entertainment application using (.590), respectively.

When considering both the direct and

indirect factor influence path analysis results, the motivation towards streaming entertainment applications using, positive social experience, and positive emotional experience had the direct influence on the perceived ease of use of the streaming entertainment applications which were statistically significant at the 0.001 level and the indirect influence on the perceived usefulness of the streaming entertainment applications with the significance level at 0.05.

The positive functional experience had the direct influence on the perceived ease of use of the streaming entertainment applications which was statistically significant at the 0.01 level and had the direct and indirect influence on the perceived usefulness of streaming entertainment applications using with the significance at 0.001 level.

The perceived ease of use had the direct influence on the perceived usefulness streaming entertainment applications using as well as had the direct and indirect influence on the intention to use the streaming entertainment applications which was statistically significant at the 0.001 level. Also, the perceived usefulness had the direct influence on the intention to use the streaming entertainment applications with the significance at 0.001 level.



Discussion and Conclusion

For the positive experience of social value, the opinion level was at the strongly agree level; this is because users can purchase packages that can be shared on multiple devices causing interactions between users in terms of recommendation as well as impression expressing of applications using. For the positive emotional experience, the opinion level was at the extremely agree level; this is because most the streaming entertainment applications focus on entertainment content such as movies and series which engages users during their watches as well as entertains and relaxes them. The opinion level was at the extremely agree level for the positive functional experience because the streaming entertainment applications are designed to support watching on any platforms.

For the motivation towards using the streaming entertainment applications, the opinion level was at the extremely agree level; this is because if the users enjoy using the applications as well as are satisfied with the using steps, they are motivated to use the applications.

The opinion level was at the extremely agree level for the perceived ease of use due to easy-to-use and clear application interactive systems making the streaming entertainment applications using easy. For the perceived usefulness of the streaming entertainment applications, the opinion level was at the extremely agree level since the applications provide recommended movies and entertaining programs which have been customized to meet the user preferences powered by the available

sufficient recommender systems. Besides, for the intention to use the streaming entertainment applications, the opinion level was at the extremely agree level because most the applications effectively meet the user needs in terms of experience, the perceived ease of use, and the perceived usefulness which generates motivations in frequent using or repeat service according to the acceptance towards the applications.

In terms of motivation, the positive emotional experience and positive social experience affected the perceived ease of use of the streaming entertainment applications which were statistically significant at the 0.001 level. Moreover, the positive functional experience affected the perceived ease of use of the streaming entertainment applications which was statistically significant at the 0.01 level; these indicate that the users could be motivated to use the streaming entertainment applications and perceive the ease of use if they have the positive emotional experience which the applications can meet the user needs, generate relaxation and offer enjoyment, and if they have the positive social experience that they can interact with other users, exchange ideas with other in the society, and initiate new discussion topics. The findings are consistent with the study of Park, Lee and Cheong (2008) exploring the university instructors' acceptance of electronic courseware using the technology acceptance model which found that motivation in using the system significantly had a significant impact on the perceived ease of use and perceived usefulness. Moreover, the results are in consistent with Liwatthanakit

(2009) which studied the behavioral intention of the users of the university's personnel management system and found that the user experience was related in the same direction as the perceived usefulness and the perceived ease of use. Fu, Yu and Ting (2012) also studied the ignored concepts in information technology for academic development, the functions were found to have a significant impact on the perceived ease of use. Youn and Lee (2019)'s study examining the value-based technology acceptance model by testing on the paid mobile media service found that the positive experience of consumers in terms of social value and functional value in the paid mobile media service using positively influenced the consumer beliefs regarding the perceptions of ease of use related to using the paid mobile media service. Wang, Chou and Chang (2009), examined the impact of the perceived value and the perceived quality towards the user intention to participate in the Web 2.0 community and found that the perceived emotional value had a positive correlation with the user perceived ease of use.

The positive experience of functional value had an influence on the perceived usefulness in using the streaming entertainment application with the significance at 0.001 level. Furthermore, the motivation, the positive social experience and the positive emotional experience had the influence on the perceived usefulness of the streaming entertainment applications with the significance level at 0.05. These support the study of Youn and Lee (2019) examining the value-based technology acceptance model by testing on the paid mobile

media service and found that the positive experience of consumers in terms of social value, emotional value, and functional value in the paid mobile media service using positively influenced the consumer beliefs regarding the perceptions of ease of use related to using the paid mobile media service. Also, the findings are in consistent with the study of Maneewong (2020) exploring the factors affecting the intention to use the EXPRESS program of accounting university students and finding that the using experience had a positive influence on the perceived usefulness. Besides, the research results are also in consistent with the study of Park, Lee and Cheong (2008) exploring the university instructors' acceptance of electronic courseware using the technology acceptance model which found that motivation in using the system significantly had a significant impact on the perceived ease of use and the perceived usefulness.

The perceived ease of use had an influence on the perceived usefulness in the streaming entertainment applications using which was statistically significant at the 0.001 level; when the users perceive the ease of use and clarity which they can freely use the streaming entertainment applications, they can perceive the usefulness and choose their streaming entertainment contents on their preference. These are in consistent with the study of Suriyapaitool (2017) examining the influences of the perceived usefulness and the perceived ease of use on the attitudes and the consumer intention to purchase the fashion products via the mobile phone commercial systems and finding that the perceived ease of



use had a positive influence on the perceived usefulness in purchasing the fashion products of consumers via the mobile phone commercial systems. Also, the findings of this research are in consistent with the study of Wu and Chen (2017) examining the continuance intention to use MOOCs, a unified model integrating the technology acceptance model (TAM), and a task fit technology (TTF) model which found out that the perceived usefulness was a significant mediator of the effects of the perceived ease of use on the continuance intention.

The perceived ease of use is found to have an influence on the intention to use the streaming entertainment applications with the significance at 0.001 level; when the users perceive the ease of use, the frequency of intention to use or repeat service is higher. This is in consistent with the study of Wu and Chen (2017) examining the continuance intention to use MOOCs, a unified model integrating the technology acceptance model (TAM), and a task fit technology (TTF) model which the perceived ease of use is found to have an important role in predicting the continuance intention; moreover, the results are in consistent with the study of Kiattipong (2015) exploring how the consumer decision making factors affected the intention to use the vehicle booking applications, and the perceived ease towards technology acceptance was found to have an influence on the intention to use of the experienced application users the most. And, from the study of Yeemalee (2018) about the influences of the perceived ease of use, the perceived usefulness and the E-word of Mouth on the intention to use

the movie and series streaming applications of Gen Y consumers in Bangkok found out that the perceived ease of use had an effect on the intention to use the movie and series streaming applications. Moreover, the study of Mongkolsubkul, et al. (2016) which found out that the acceptance of the e-Government services consisting of 4 factors: the perceived ease of use, perceived usefulness, quality, and trust; this is in consistent with the study of Hamid, et al. (2016) which studied the impact of the perceived usefulness and the perceived ease of use in terms of the continuance intention towards the e-Government services and finds out that the perceived ease of use had the positive correlation with the continuance intention towards the e-Government services.

The perceived usefulness had an influence on the intention to use the streaming entertainment applications with the significance at 0.001 level; when the users perceive usefulness, they would aware of how interesting and customized the movies and entertainment programs recommended on the streaming entertainment applications are, and how effective the recommender systems function in terms of providing sufficient entertainment choices resulting in the continuance intention to use and repeat service. These findings are in consistent with Wu and Chen (2017) which studied the continuance intention to use MOOCs, a unified model integrating the technology acceptance model (TAM), and a task fit technology (TTF) model finding out that the perceived usefulness is important to the continuance intention to use MOOCs. Moreover, the results support the study of Rodthong

(2013) exploring the intention to download mobile applications of smartphone users and finding that the factors in terms of perceived usefulness, ease of use and portability had an influence on the intention to download the mobile applications of the smartphone users. The study of Md, Ayub and Jaafar (2017) was about understanding the influence of students' perceived ease of use, perceived usefulness and time spent towards the students' continuance intention to use MOOC among public university students; the results revealed that the perceived usefulness and perceived ease of use had a strong significant correlation with the continuance intention to use MOOC.

From the abovementioned, the positive experience of users in terms of emotional value, social value, and functional value have resulted in the perceived ease of use and perceived usefulness. Since the users have good interactions with the applications, understand how the applications works, are engaged with the applications, feel happy, get enjoyed and relaxed, and finally feel impressed with the products, they perceive the usefulness and value from using the products; the good interactions between users in terms of opinion sharing considered as being a good motivation in the continuance intention to use the streaming entertainment applications or leading to the repeat use in the future are the result of word-of-mouth and impression expressing from using.

Recommendation

Academic Recommendation

1. This quantitative research is to study the positive experience and motivation towards the acceptance of streaming entertainment applications using of the university students. Then for further research, the qualitative research should be conducted by interviewing involving stakeholders like service providing organizations for in-depth information.

2. This research investigates service using of the government university students, so other studies in comparison with the private university students are suggested to find out different outcomes as well as to benefit entrepreneurs' strategic planning.

3. For further research, other mediator factors should be studied to increase the efficacy of service acceptance.

Recommendation for Entrepreneurs

1. The positive experience is found to affect the perceived ease of use and perceived usefulness; hence, service providers can improve accessibility and develop easier-to-use, more convenient, and more accessible functions on applications to improve service user perceptions towards value of the applications. When consumers are aware of the ease of use of the service, they would be aware of the perceived usefulness from service using until they agree to continue using the service or intend to use the service repeatedly.

2. Providing the positive experience to users in terms of functional value via the ease of use, emotional value – meeting user needs via stress relieving, social value – improving user interactions with other users to generate



opinion sharing, attitude expressing and preference showing would lead to word of mouth and service using.

3. Motivation is found to affect the perceived ease of use and perceived usefulness; if users are motivated in using the streaming

entertainment applications, and if service providers can improve the applications to be more attractive and more engaging for users, the users would be motivated to have perceptions and intention to use the services in the future.

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