

Factors Influencing Intention to Use LINE@ Application for Bangkok People

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Abstract: There are numerous organizations in Thailand have been utilizing web-based life and versatile texting (MIM application) apparatuses for Social media purposes and in users displaying correspondence methods and propelled publicizing, progressions and arrangements procedure. A couple of associations' focuses are to clearly manufacture bargains in light of the MIM users, and this examination separates the suitability of the use of the adaptable application. LINE@ has been illuminating and including online business with the application. LINE endeavor in extending bargains, and moreover its sufficiency of growing customer partition displaying learning and tendencies, customer correspondence, and customer relationship management. The aims of this paper are to find this business advising gadget, especially created for SMEs, has increasingly stepped results on customers correspondence and analysis. Including promoting to target markets and customers, and customers verifying and bargains. Moreover, the instrument was found reasonable in joined promoting and arrangements tries now and again. The examination further exhibited that the results were collected by those associations that have used the application at least once dependably and ordinarily, anyway dependably qualified results were collected in this study. In addition, this examination digressively addresses the noteworthiness of the creating MIM Platforms, and their relating impacts on web-based business and online entrepreneurs and dealers.

Keywords: LINE, application, MIM Platforms, customers correspondence, online, entrepreneurs

1. Introduction

The uses and users of smartphones have spread widely and globally as well as mobile instant messaging (MIM) has turned out to be unavoidable, and truth be told, the consolidated client base of the best four informing or talk applications is bigger than the joined client base of the best four interpersonal organizations. The world's most broadly utilized informing applications. For example, Facebook and WhatsApp utilized more than 100 nations, trailed by Facebook Messenger utilized in 50 nations (Schwartz, 2016). Thailand is LINE's second biggest market compared to Japan's (Phoosuphanusorn, 2017). LINE is the Thai market head including over 50% of the all populations and users. Within excess of 40 million customers in Thailand, more than 90% of them or over 40 million are versatile web users. Be that as it may, imperatively, LINE is the most oftentimes utilized of any portable talk applications in Thailand with more than 30 million monthly active users (Phoosuphanusorn, 2017).

Thus, o inescapable LINE and LINE@ applications informing use by online sellers and buyers. The study and investigation centers around contextual investigation organizations in Bangkok, Thailand. Utilizing its LINE@ administration as a Business to Consumer (B2C) business visit instrument for advancement, PR, advertising and deals apparatus to reach and associate with their customers who use LINE application (MIM). LINE is the result

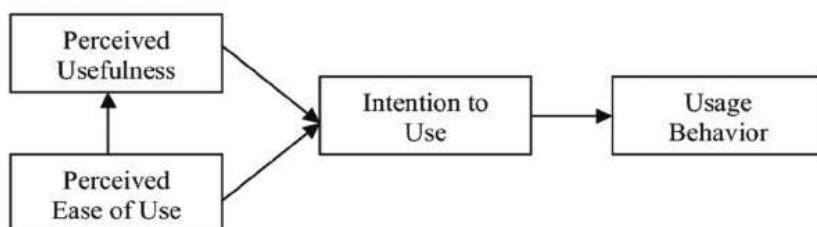
of South Korea and Japan. The MIM stage and application, it offers the free balanced and gather informing, just as free household and worldwide audio and video calls, just as various extra highlights and administrations, for example, the LINE account, LINE Shopping, LINE Busines, LINE@, LINE Webtoon, LINE Games, and etc. The stage administrations have been turning into the supporting column for LINE to wind up a brilliant entry. Line's vision isn't just to connect association between clients yet to likewise offer access to a wide scope of data and administrations, whenever, anywhere. The clients in LINE's most grounded four markets are more connected with than expected in light of the fact that such a significant number of their loved ones utilize the Line application, and they use it normally for social interchanges. Line expressed in records that more than 60 percent of its month to month dynamic clients are on the application once a day, yet that figure bounces to over 70 percent of LINE four greatest nations. Creating high commitment like that gives Line and its LINE@ stage administration business customers an opportunity to utilize the application as a powerful social and business stage which has to go past visit to incorporate administrations and esteem include past simply informing. This research focuses on the SMEs business of mobile application. LINE@ in Bangkok, Thailand. It is an administration given by enabling the organizations to speak with their customers and potential ones. LINE@ enables organizations to send messages to all customers who included their LINE@ official account as a companion and tool for their business.

2. Literature review

Technology Acceptance Model (TAM)

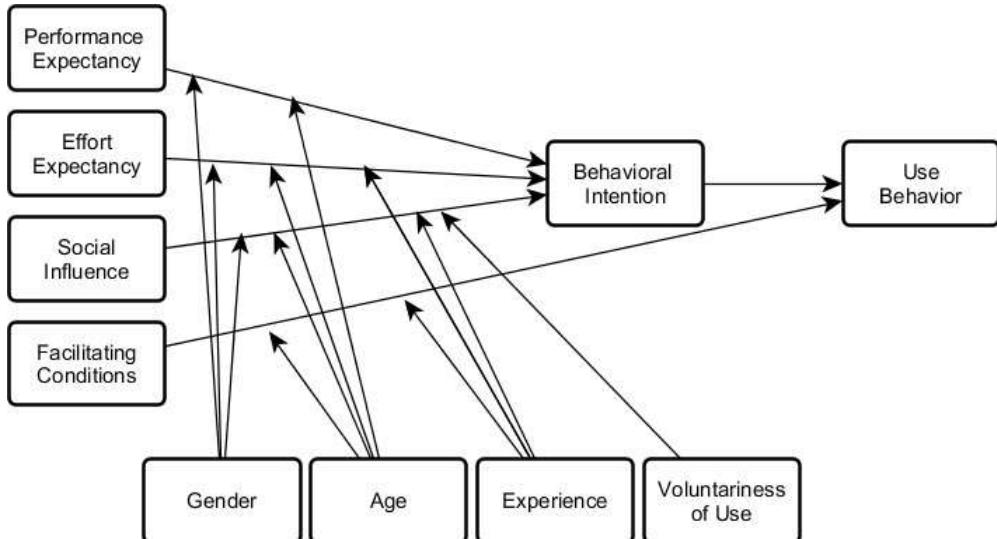
Technology Acceptance Model (Davis, 1989). It plans to commonly clarify the definitive components for acknowledgment of Information Technology and the hypothesis is confirmed and clarified most utilization conduct of innovation by and large, TAM attempts to anticipate people's expectations toward utilizing an innovation dependent on their impression of its Ease of Use and Perceived Usefulness. It merits remembering that, earlier research having person's acknowledgment of portable administrations as their focal research center have utilized TAM to comprehend the selection of an alternate versatile (propelled) administrations.

Cap has picked up help for being a ground-breaking model for anticipating the early selection of new advancements that can be utilized in different circumstances and in various settings (Park, 2009, Teo, 2009). That application inside a learning setting is useful. This model encourages us to dissect the purposes behind opposition toward the innovation utilization in the learning procedure and would additionally empower us to take effective measures to improve client acknowledgment. As indicated by Davis (1989), frameworks are assessed for two principle purposes: 1) to foresee worthiness and 2) to analyze the reasons bringing about absence of acknowledgment so as to take legitimate measures to improve client acknowledgment.



Unified Theory of Acceptance and Use of Technology Model

Unified Theory of Acceptance and Use of Technology Model (UTAUT) is one of the innovation acknowledgment model has been created by (Venkatesh, 2003) brought together from eight existing model of acknowledgment innovation. They presented Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions as the center and direct determinants of client acknowledgment and use conduct. Moreover, they additionally presented Gender, Age, Experience, and Voluntariness of Use as the directing variables where they can be utilized to comprehend the client acknowledgment and utilization conduct.

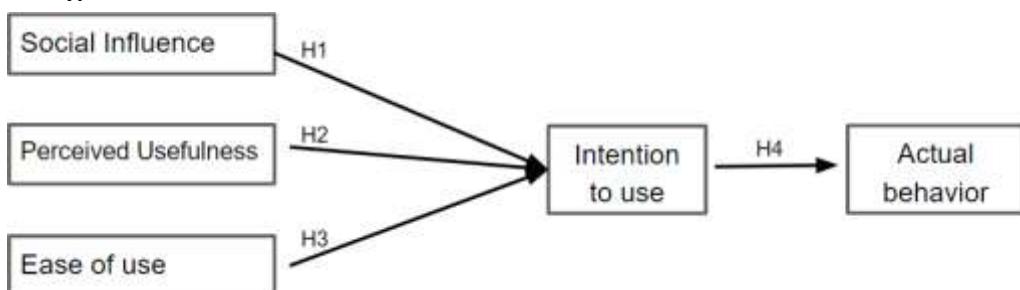


The UTAUT model has shown that the variance in Intention to Use better than any of TAM the study alone. "Given that UTAUT clarifies as much as 70 percent of the difference in aim, it is conceivable that we might approach the viable furthest reaches of our capacity to clarify singular acknowledgment and utilization choices in associations." UTAUT model offers incredible guarantee for improving comprehension of innovation appropriation, extra, the benchmarks utilized in the new model UTAUT as on account of a blend of a few past scales and the attainability of these scales has been tried.

3. Conceptual Framework

The conceptual framework is constructed after studying the theoretical frameworks related to this research. Three independent variables are selected to be in the conceptual framework which are Social Influence form UTAUT model and Perceived Usefulness and Perceived Ease of Use from TAM model. Those independent variables are expected to identify the influence to Intention to Use LINE@. Then, we would like to find out more relationship between Intention to Use LINE@.

Research hypotheses



H1o H1a	Social Influence has no effect on Intention to Use LINE@ Social Influence has effect on Intention to Use LINE@
H2o H2a	Perceived Usefulness has no effect on Intention to Use LINE@ Perceived Usefulness has effect on Intention to Use LINE@

H4o	Intention to Use has no effect to Actual Behavior of LINE@ Intention to Use has effect to Actual Behavior of LINE@
H4a	
H3o	Perceived Ease of Use has no effect on Intention to Use LINE@ Perceived Ease of Use has effect on Intention to Use LINE@
H3a	

4. Research Methodology

This part includes the technique and devices connected in this investigation. There are six areas in this part which are explore structure, respondents and inspecting systems, look into instruments, poll configuration, snowball examining, and pilot test, technique for information social event and methods, Statistical treatment of information.

Research design

The research design describes the method of search used in this study. The researcher applied quantitative approach using descriptive and inferential statistic. First, descriptive analysis, this approach was used to identify the characteristic of 480 respondents' demographic data. Also using descriptive data analysis to analyze what extent of each variable impact to Intention to Use LINE@ application by measuring their answer on questionnaire. For inferential statistic, the researcher used the multiple linear regression method to determine if any statistic affecting to the dependent variable by the independent variables. It used survey questionnaire distributed to the target group through online channel. The target group focuses on the Thai people who live or work in Bangkok or Bangkok metropolitan and have used or communicated via LINE@ application at least once. The data respondents have been collected in order to analyze the factors influencing Intention to Use LINE@ application.

Descriptive research is being used to clarify the demographic data of respondents. The questionnaire had been first distributed to the 30 respondents to be the pilot group checking the reliability of the instrument via online. Cronbach's alpha analysis is being used for the reliability test. Next, the complete and update version of questionnaire was distributed together the valid 400 respondents of target group via online. After gathering data from questionnaire, the statistical data were used to analyze and interpret. The demographic data includes gender, age, marital status, occupation, nationality and income. Multiple linear regression was used to determine if any statistical influencing to the Intention to Use LINE@ application by the independent variables which are Social Influence, Perceived Usefulness, Ease of Use.

Respondents and sampling procedures

Target population

The target population of this study are Thai people who live or work in Bangkok and have use LINE@ application at least once. The researcher focuses on this target group because age of 20 - 50 are generation Y who have used or communicated via LINE@ application once since LINE@ application are the first mover in social media application for business chatting. Especially the people who live or work in Bangkok or Bangkok metropolitan which are like to use social media application to communicate with family, friends, and for work as well.

Sample size

According to the total population of Thai people who live or work in Bangkok are 5,580,000 people. For the limitation of time to study, it is nearly impossible to get the all of respondents from the total population. Research selecting sample size have to realize of the confidence level which refers to the possibility that the final result will not vary from more than an absolute percentage from the actual population statistic. From 95% confidence level figure as below, when conducting a study on a population size more than 1 million, in order to get the reliability of the result +/- 5% confidence level, it would be necessary to conduct 480 survey. This mean that in 95 out of 100 repetitions of the survey, the result will not vary more than +/- 5%. Hence, the 480 respondents are appropriate sample size to be for all population size of this research. (Hardwick research, 2014)

Sampling procedure

Convenience sampling technique was applied to this research. For using convenience sampling method to sample based on using people who are easily accessible, the researcher can distribute questionnaire by sending a link of online questionnaire to the contact list via social media network as Facebook and Line. All respondents are invited to do the survey without any discrimination.

Population and sample

Questions design

In the research questionnaire is being used to be an instrument to collect data from respondents. First part of questionnaire, the researcher used the screening questions in order to select the appropriate respondents. The first screening question was used to screen only Thai nationality. The second question was used to qualify only Thai people who work or stay in Bangkok or Bangkok metropolitan. Third question was used to screen people who have used or communicated via LINE@ application at least once. The last questions, the researcher wants to know social messaging application that respondents are using. For those who have not passed all of the screening questions, they are not allowed to complete the rest answer and are not count in. After the respondents passed the screening questions to be the suitable target representative, they will answer the next part of the questionnaire which is divided into 8 parts based on the conceptual framework.

Social Influence

The three questions to measure if the Social Influence factor influencing to behavioral for intention of using LINE@ application for messaging with friends and family. All of three questions use Five-point Likert scale to be the instrument to answer the questions. The ranging from Strongly disagree = 1, Disagree = 2, Neutral = 3, Agree = 4 and Strongly Agree = 5 respectively.

Perceived Usefulness variable

The four questions to measure if the Perceived Usefulness is influencing behavior of user to use LINE@ application. All of four questions use Five-point Likert scale to be the instrument to answer the questions. The ranging from Strongly disagree = 1, Disagree = 2, Neutral = 3, Agree = 4 and Strongly Agree = 5 respectively.

Ease of Use variable

The five questions to measure if the Ease of Use is influencing behavioral intention of user for using LINE@ application. All of five questions use Five-point Likert scale to be the instrument to answer the questions. The ranging from Strongly disagree = 1, Disagree = 2, Neutral = 3, Agree = 4 and Strongly Agree = 5 respectively.

Intention to Use variable

The four questions to measure if the Intention to Use influencing behavior for using LINE@ application. All of four questions use Five-point Likert scale to be the instrument to answer the questions. The ranging from Strongly disagree = 1, Disagree = 2, Neutral = 3, Agree = 4 and Strongly Agree = 5 respectively.

Actual behavior variable

The three questions to measure the behavior in using LINE@ application All of three questions use Five-point Likert scale to be the instrument to answer the questions. The ranging from Strongly disagree = 1, Disagree = 2, Neutral = 3, Agree = 4 and Strongly Agree = 5 respectively.

The researcher also has opinion and satisfaction part in questionnaire which have 3 questions, the first question is to measure the popular features that user use in social media application. Second question is the level of satisfaction in using LINE@ application. The last question is an opened question for the opinion of respondent about LINE@ application. Furthermore, the last part of questionnaire, the Demographic factors was applied to gather the general demographic information of each respondent. This part was collected to the gender, age, marriage status, income and occupation.

Reliability Test

In this research, before the researcher distributed all questionnaire to the respondents. The researcher would like to ensure the reliable and acceptable questionnaire. Thus, the pilot test was conducted via online with 30 respondents to investigate the ambiguous questions or the misleading to answer. Cronbach's Alpha was used to be the instrument for finding the reliable result. To consider the result of Cronbach's Alpha, the score which being greater than 0.70, demonstrated the high reliability of the data.

This research collected the primary data from questionnaire which align to the research objectives and conceptual framework. The questionnaires were distributed via online channel to collect the valid 480 questionnaires. The researcher distributed to the contact list of friends, family and acquaintances by passing the questionnaire link directly through Facebook and Lineand also using the connection of friends to distribute the questionnaire link to their friends and their acquaintances again. From all of the participants, the researcher is able to receive the totally 480 set of questionnaires.

Statistical treatment of data

Descriptive analysis

Descriptive statistics are utilized to portray the essential highlights of the information in our exploration. They gave basic rundowns about the example and the measures. Together with straightforward designs investigation.The characteristics of 480 respondents by using SPSS program.The demographic data that used are gender, monthly income, nationality, occupations, and marriage status in order to classify the characteristics of our respondents of LINE@. We also use descriptive analysis of the variables to see how the respondents answered on the questionnaire that could be applied for our LINE@application.

Inferential analysis

The inferential analysis has been analyzed base on SPSS program. The questions have been designed by using the Five-Point Likert scale to measure the agreement degree for all respondents. The following table shows the statistics to be used for inferential analysis

H2o :Perceived Usefulness has no effect on Intention to Use LINE@.	Five-point Likert scale	Multiple linear Regression
H2a :Perceived Usefulness has effect on Intention to Use LINE@.		
H3o :Perceived Ease of Use has no effect on Intention to Use LINE@.	Five-point Likert scale	Multiple linear Regression
H3a :Perceived Ease of Use has effect on Intention to Use LINE@.		
H4o :Intention to Use has no effect to Actual Behavior of LINE@.	Five-point Likert scale	Simple Regression
H4a :Intention to Use has effect to Actual Behavior of LINE@.		

Table 1 : Inferential analysis

Hypotheses	Measurement scale	Inferential statistics
H1o :Social Influence has no effect on Intention to Use LINE@.	Five-point Likert scale	Multiple linear Regression
H1a :Social Influence has effect on Intention to Use LINE@.		

Result of hypotheses testing

	Standardized Coefficients (Beta)	P-Value (Sig.)	VIF	Results	Rank predictor (Absolute value)
H1 : Social Influence	0.013	0.743	1.438	Not Supported	-
H2 : Perceived Usefulness	0.448*	0.000	1.559	Supported	1
H3 : Perceived Ease of Use	0.414*	0.000	1.650	Supported	2
H4 : Intention to Use	0.444*	0.000	1.000	Supported	-

Note: * represents standardized coefficient (β) with P-value ≤ 0.05 .

From the result of hypotheses testing, two variables that are Perceived Usefulness, Perceived Ease of Use and Intention to Use have statistically influences to the Dependent variable which is Actual Behavior. Then, all hypotheses were supported except H1o Social Influence which was not supported all have used at 0.05 significant level or 95% of confidentlevel.

This result is supported by numerous literatures that indicated that there are a statistically significant influences between Perceived Usefulness, Perceived Ease of Use, and Intention to Use to Actual Behavior on LINE@. The case of Technology acceptance model (TAM) and social media Perceived Usefulness, Perceived Ease of Use, and Intention to Use have statistically significant to Actual Behavior to preferred LINE@ application. All in all, it would be implied that the panel of data set and analysis of the study is valid andcredible.

5. Discussion and Conclusion

This chapter comprises of the statistical data of the dependent variable and independent variables and the outputs, results, and discussions. I used SPSS program to analyze the research hypotheses to analyze and understand the significant factors influencing Intention to Use LINE@ and Actual Behavior of Thai people in Bangkok or Bangkok metropolitan and to describe the demographic data of the target group. Researchers use SPSS program to find the reliability test result of 480 respondents and found that all the variables have the higher value than 0.70 that is considered as acceptable and determined the high reliability of the data (Tavakol, M., & Dennish, R., 2011). The result of the study is displayed in the below table.

Variables	Number of items	Cronbach's Alpha	Result
Social Influence	3	0.785	Reliable
Perceived Usefulness	3	0.710	Reliable
Perceived Ease of Use	5	0.860	Reliable
Intention to Use	4	0.769	Reliable
Actual Behavior	3	0.794	Reliable

The purposes of the research are to analyze the factors of Social Influence, Perceived Usefulness, Ease of Use affect Intention to Use LINE@ application and Intention to Use affect to Actual Behavior. Also, to provide the recommendations for improvement of LINE@ usage. Moreover, the conceptual framework was developed with three independent variables to predict Intention to Use (Mediating variable) and Intention to Use affect to Actual Behavior. The independent variables are the consist of Social Influence, Perceived Usefulness, and Ease of Use. The mediating variable is Intention to Use which is the dependent variable of Social Influence, Perceived Usefulness, and Ease of Use and Intention to Use is the independent toward the Actual Behavior.

- Social Influence has no effect on Intention to Use LINE@, Thai people who stay in Bangkok do not concern to use LINE@ even surrounded people use it because the application for selling and buying products are related to users' preferences and conveniences.
- Perceived Usefulness has effect on Intention to Use LINE@, Users can do more than chat and free call but also can doing business and communicate directly to sellers and buyers.
- Perceived Ease of Use has effect on Intention to Use LINE@, users will think about the features on application such as PC version, purchase history, free calls, and etc. If the features meet their satisfaction, users will prefer to use.
- Intention to Use has effect to Actual Behavior of LINE@, users will use LINE@ if the application serve their need in daily life so, user will put Intention to Use it and it will lead to Actual Behavior.

6. Recommendations and Further study

The results of the research in business market in Thailand, Southeast Asia, and one of the four noteworthy markets for LINE application the overarching sees and worldwide patterns in the writing of the developing significance of MIM for organizations, particularly SMEs. They further approve a portion of the explanations behind the fast and expanding appropriation by firms of these web-based life instruments. In particular, in the restricted contextual analyses in this, solid and important outcomes were gotten by the organizations that utilized LINE@ in a customary and continuous way. The analysts' points and destinations were to ponder and break down the viability of the utilization of the portable texting apparatus LINE@ by SMEs and organizations not only in Thailand but also in Southeast Asia and even in Europe and America. LINE company will have to develop more features and functions for SMEs such as purchase history, stocks or products availability, financing, and accounting parts as well. Importantly, LINE company will have to create the computer version of LINE@ in order to create more accessibility of customers when they would like to use it. The investigation effectively demonstrated that the outcomes from organizations utilizing LINE@ are expanded deals, expanded client commitment and correspondence, and by and large, improvement of other online endeavors just as disconnected showcasing and advancements endeavors. For further study, we will extend the geographic regions and number of respondents to be all inside Thailand not just in Bangkok. Likewise, we will think about the appropriate responses and components of outsiders to dissect for the exploration too. The respondents will be both of Thai and foreigners so as to comprehend and make the future improvement productively. To receive and see profoundly and more we will create the in-depth interviews such as focus group and personal interviews directly from LINE@ clients for further proposals, upgrades, and actualizes to have increasingly productive information and data for the exploration. Before beginning an interview, we will let and give the respondents time to utilize LINE@ application to perceive the stage and highlights of LINE@ by letting them accessing and reusing LINE@ before doing the polls, meetings, and focus group. For the examinations, we have to reach and cover all about the significant resolutions with respect to the clients and customers' need fulfillments of LINE@. LINE@ has been developing for SMS and MMS informing.

However, LINE company has to continue developing to keep up the acceptable dimension of existing customers both B2B and B2C. In the fact that with given enough course of events which fits and ground-breaking social informing application. After that, they will remain and extend the possibility to grow LINE@ clients, except if some new advancement will be embraced by the world head in errand people. LINE@ has potentials to grow for the full-service business for SMEs and e-commerce business. Lastly, LINE@ should find their alliances to invest and develop more in the future globally such as Instagram.

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