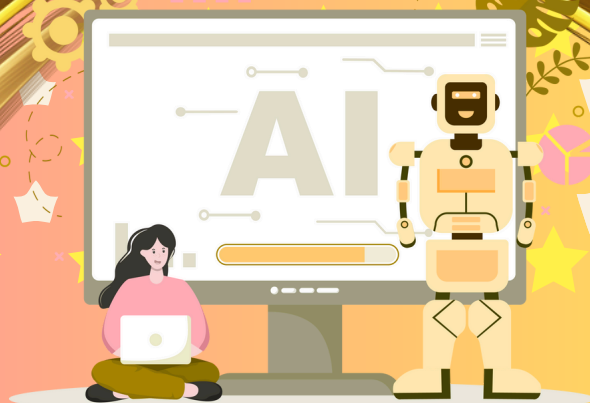# ADVANCE KNOWLEDGE FOR EXECUTIVES

VOL 2 NO 3

JULY - SEPTEMBER, 2023

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Content

NVivo for Social Sciences and Management Studies:
A Systematic Review

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ABSTRACT

Objective: This systematic review aims to explore the utilisation and impact of NVivo, a qualitative data analysis software, in the fields of Social Sciences and Management Studies.

Method: A narrative synthesis was employed. The data was analysed using the documentary method and content analysis via systematic review. NVivo, a qualitative data analysis software, was also used for interpretation and analysis.

Result: It is evident that NVivo holds substantial potential as a valuable tool for qualitative research in Social Sciences and Management Studies. Researchers, practitioners, and educators are encouraged to consider integrating NVivo into their research methodologies to enhance the management and analysis of qualitative data. However, it is crucial to acknowledge the challenges associated with NVivo's implementation.

Conclusion: The outcomes of this systematic review are anticipated to advance the comprehension of NVivo's application within the domains of Social Sciences and Management Studies, shedding light on its potential advantages and the associated challenges. Moreover, the valuable insights garnered from this review will be of great significance to researchers, practitioners, and educators seeking to fully harness the capabilities of NVivo in their work within these fields.

Recommendation: It is recommended that stakeholders in these disciplines explore the potential of NVivo and consider integrating it into their research and professional practices to advance qualitative research methodologies and foster innovation in their respective fields.

Keywords: *NVivo, Qualitative, Data Analysis, Social Sciences and Management Studies*

INTRODUCTION

To obtain the most appropriate results, every research must include an explicit, disciplined, systematic approach. Social Sciences and Management Studies encompass a wide range of disciplines that explore human behaviour, societal interactions, organisational dynamics, and decision-making processes (Kabir, 2016; Mohajan, 2018). In the Social Sciences, researchers study various aspects of human society, including psychology, sociology, anthropology, political science, and economics. These disciplines seek to understand human behaviour, attitudes, and beliefs within the context of cultural, social, and political influences (Bhandari, 2023; Liberto et al., 2023). On the other hand, Management Studies focus on understanding and optimising organisational structures, strategies, and processes. This field includes management, business administration, marketing, human resources, and entrepreneurship. Management researchers analyse how organisations operate, make strategic decisions, and adapt to changing environments, aiming to enhance efficiency, effectiveness, and overall performance (Easterby-Smith et al., 2012; Rose et al., 2014).

Qualitative research entails gathering and analysing non-numerical data (such as text, video, or audio) in order to better understand concepts, opinions, or experiences. It can be used to gain in-depth insights into a problem or to generate new research ideas. In the humanities and social sciences, qualitative research is commonly used in subjects such as anthropology, sociology, education, health sciences, history, and so on (Bhandari, 2020; Mohajan & Mohajan, 2022). Furthermore, qualitative research plays a vital role in the Social Sciences and Management Studies, allowing researchers to explore complex human phenomena, attitudes, and behaviours within their natural contexts. With the increasing volume and diversity of qualitative data, there arises a need for efficient and robust tools to manage, analyse, and interpret such information effectively (Anas & Ishaq, 2022; Lanka et al., 2021). In response to the increasing demand for efficient management and analysis of qualitative data, NVivo, a cutting-edge qualitative data analysis software, has emerged as a powerful tool. This software empowers researchers with the capability to handle large datasets and glean valuable insights from diverse sources, including textual documents and multimedia content. With its user-friendly interface and comprehensive features, NVivo streamlines the process of organising, coding, and interpreting data, allowing researchers to delve deeper into complex phenomena and uncover meaningful patterns and connections within their research. Its innovative functionalities make it an invaluable asset for researchers seeking to enrich their qualitative investigations and achieve a more comprehensive understanding of their subjects of study (Hilal & Alabri, 2013; Sotiriadou et al., 2014; Zamawe, 2015).

As qualitative research gains prominence in these disciplines, it becomes imperative to explore the role of NVivo in advancing research methodologies and enriching the depth of insights. This paper presents a systematic review that aims to examine the application and impact of NVivo in the domains of Social Sciences and Management Studies. Additionally, this review aims to offer valuable insights to researchers, practitioners, and educators, guiding them in harnessing the full potential of NVivo and maximising its benefits within their work. By understanding the impact of the NVivo software, researchers can make informed decisions on its integration into their research methodologies, ultimately contributing to the advancement of qualitative research practices in these domains.

RELATED LITERATURE

Qualitative research is a valuable approach that allows researchers to explore complex phenomena in depth, gain an understanding of people's experiences, beliefs, and behaviours, and uncover underlying patterns and meanings. One of the most widely used tools for analysing qualitative data is NVivo, developed by QSR International (Hilal & Alabri, 2013).

Figure 1. NVivo (https://it.tulane.edu/nvivo)

NVivo, a comprehensive and sophisticated qualitative data analysis software, has become an indispensable tool for researchers seeking to gain deeper insights from unstructured data. Whether investigating social phenomena, exploring cultural aspects, conducting market research, or analysing complex datasets, NVivo empowers researchers with the tools they need to conduct rigorous and evidence-based qualitative research (Lumivero, n.d.).
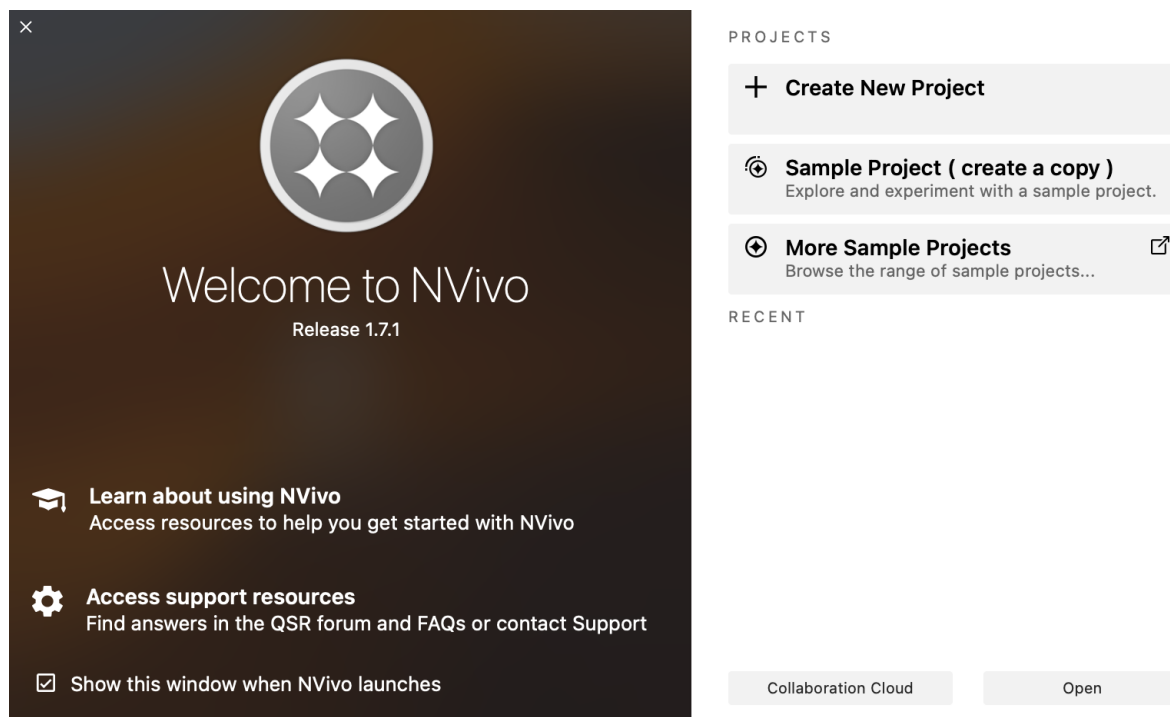
Figure 2: NVivo Software (Authors)

NVivo offers researchers a comprehensive set of features to manage and analyse various types of unstructured data, such as text documents, interview transcripts, audio and video recordings, images, and more. With NVivo's data import capabilities, researchers can effortlessly organise and consolidate their diverse data sources in a single project, facilitating seamless analysis. The software's coding functionality allows users to systematically assign thematic codes to segments of data, aiding in the identification of key concepts and themes

within the dataset. Moreover, NVivo's text analysis tools, including word frequency and word cloud visualisations, offer researchers valuable insights into the prevalence and significance of certain terms or concepts, enriching their understanding of the data (Dhakal, 2022).

In addition to its strong focus on textual data, NVivo stands out with its multimedia analysis capabilities, making it a powerful tool for researchers working with audio, video, and image data. The ability to code and analyse multimedia sources provides researchers with a more comprehensive and nuanced perspective on their research topics. Furthermore, NVivo offers annotation and memo functionalities, enabling researchers to record analytical reflections, notes, and interpretations throughout the research process. This feature not only ensures a transparent and systematic analysis but also aids in the development of insights and theories as the project progresses. The software's querying and reporting features allow researchers to perform complex searches and create customised reports, facilitating the extraction of valuable findings from the data. Additionally, NVivo supports team collaboration, allowing multiple researchers to work on the same project simultaneously, share data securely, and enhance the rigour and reliability of the analysis. As a result, NVivo has become an indispensable tool for researchers across various disciplines, supporting the generation of rich and in-depth qualitative research findings that contribute significantly to the advancement of knowledge and understanding in their respective fields (Hoover & Koerber, 2009; Lewins & Silver, 2014; Maher et al., 2018; Trigueros-Cervantes et al., 2018).

NVivo's data analysis and coding features go beyond simply assigning thematic codes to data segments. Researchers can build hierarchical and interconnected coding frameworks to gain a better understanding of the data's complexities. Iterative coding allows researchers to refine and modify codes as they gain deeper insights into the dataset. This iterative approach encourages researchers to critically engage with their data, which increases the validity of their findings. By providing a transparent and systematic process for organising and analysing data, NVivo enhances the overall reliability and validity of qualitative research projects (Feng & Behar-Horenstein, 2019; Lumivero, 2022). NVivo's multimedia capabilities significantly expand the scope of qualitative research. Analysing audio and video recordings allows researchers to capture nonverbal cues, tone of voice, and emotions, which are crucial for understanding the context and meaning behind participants' responses. Similarly, the ability to work with image data enables researchers to explore visual representations, cultural artefacts, and visual narratives, contributing to a more comprehensive analysis. Integrating multimedia data with textual data can lead to rich, multifaceted insights, enriching the research process and broadening the understanding of complex phenomena (Allsop et al., 2022; Lumivero, n.d.). Beyond its analytical functions, NVivo offers a range of tools for data visualisation and presentation. Researchers can create visual representations, charts, graphs, and mind maps, which are particularly useful for conveying complex findings to diverse audiences. The software's reporting features assist researchers in generating comprehensive reports that showcase the research process, findings, and interpretations in a structured and coherent manner. This ability to present data visually and analytically strengthens the communication of research outcomes and facilitates knowledge dissemination among peers, policymakers, and the wider community (University of Regina, n.d.).

Ziegenfuss (2021) recommends the process of exploring and visualising data in NVivo, which goes beyond mere coding, as outlined in the following table.

Table 1: Beyond the Coding: Exploring & Visualizing Data in NVivo (Ziegenfuss, 2021)

Strategy & Tool	What	Why	When	Where	How To & Tips
Strategy Memoing and Annotations	● Helps you keep reflective memo notes, and record insights you have and keeps "your thoughts" separate from the imported text ● You can import notes from word or Evernote and make them part of your project or link memos directly to sources (only one memo per source) ● Annotations are notes but on specific content (works like a comment features in word)	● As you code or get ideas about your research it is important to document as you go, if you don't you will forget ● You can code your own thoughts from memo docs and use that to triangulate what you are seeing or use your memo codes to make sure you have not missed anything. ● Annotations can help you track problems in your transcripts, tag words for further investigation	● Can memo on nodes, sources, etc ● can set up a folder of unlinked research progress memos that can be coded ● You can memo a node as you get ideas about connections and relationships as you are coding ● Use memos to record insights from queries ● Annotations can be searched but not coded	● **Memo folder** (navigation menu) – you can add subfolders and organize by drag and drop ● To see annotations you have added in the project: go to **Collections** (navigation menu) and click on annotations to see all of your annotations ● In the **VIEW** menu you can toggle on and off annotations	● You can add pictures as well as text to memos (like a wordle or word tree) ● When in a source or node if you right click that will add a memo to that document. ● To add an annotation you must first select something to annotate and then add an annotation ● One memo per document but can have many annotations ● Import from evernote – **EXTERNAL DATA** menu – from other sources
Strategy: Queries: Word Frequency and Text Search **Tools:** tabs to see word cloud, cluster analysis, distribution across documents	● Finds the most frequently used words used, or ● Finds all places text is used	● Look for words that might be used as Nodes (codes) ● Look to see where words appeared in different sources	● In the beginning of your project to look for commonly occurring words ● As you are coding and looking for words to refine node names ● As you are writing – look for quotes containing words	● **QUERY Menu** - Text Search and Word Frequency Query ● After you run the word frequency – use the right tabs to see word cloud, cluster analysis ● After you run the text search use tabs to search different source types	● Check the *Add to project box* so you can go back and rerun and edit ● Experiment with the exact/similar slider to find synonyms ● Use tabs to see different representations
Strategies & Tool: Queries: Coding	● Simple coding queries – to look at one node with some classification categories ● Advanced code queries – to look at multiple nodes and classifications	● If you want to tease out some particulars about a node (like looking only at age or gender comments)	● Use after you code (coding queries only find text that has been coded) ● Can help when writing to look at some more specific information or frequency numbers	● **Query Menu** and click on coding and make a decision simple or advanced ● Select classification criteria to limit	● Check the *Add to project box* so you can go back and rerun and edit ● You can make any coding query you run a new node

Strategy & Tool	What	Why	When	Where	How To & Tips
Strategies & Tools: Queries: Matrix, Compound	● Matrix: Lets you look at frequency numbers of coding that is cross compared with classification criteria or other source material ● Compound: combining different types of queries (ex. A text search query and a coding query)	● Matrix: To help you see patterns in the data that will help you make connections in the text ● Compound: I use this most often to find particular text across nodes	● During analysis of the text ● You really cannot do this type of query until you know what you are looking for – Decide what you want to know and then select the appropriate type of query	● **Query Menu** and click on matrix query or compound query	● Once the matrix is created you can add color to see patterns better, change from frequency to percentages and other number values ● Can click in each cell to see the associated data ● You can export to excel
Strategy & Tool: Framework Analysis	● This is just a matrix where you can pull data in or summarize so you can compare (rows – case nodes/interviews etc) and columns theme nodes (codes) ● It shows all of the text that has been coded for a node but in a spreadsheet format (which you can export into excel)	● Sometimes it is helpful to see things in one screen (ex looking at all the coded nodes for one interviewee to see relationships or connections) ● Lets you see the intersection of sources and nodes easily	● After you are finished coding and want to start the analysis of codes ● As you are writing might help too to see nodes across people or a person with related nodes	● When you create a framework matrix it is stored under the **Source** (navigation menu) – you will see a framework matrix folder You can right click and add a new one ● To Auto Summarize: With the framework open, go to **ANALYZE** menu and click on Auto summarize (far right) ● Each summary you create is a separate file that is pulled in a matrix (so can use one summary in multiple matrices)	● To create a blank map: ● You need to open a blank framework and then populate with what you want to compare ● You can click on blank cells and summarize or automatically summarize

In summary, NVivo plays a vital role in the field of qualitative research, empowering researchers to manage, analyse, and interpret vast amounts of unstructured data. Its diverse functionalities, including data import, coding, multimedia analysis, and team collaboration, make it a versatile and powerful tool for researchers across numerous disciplines. By offering an organised and systematic approach to qualitative data analysis, NVivo enables researchers to extract meaningful insights and generate knowledge that contributes to the advancement of various fields and promotes evidence-based decision-making (Hilal & Alabri, 2013).

METHODOLOGY

Narrative synthesis involves systematically reviewing and amalgamating findings from multiple studies, relying on textual information to summarise and elucidate the results (Siripipatthanakul et al., 2022). To explore the impact of the NVivo program, a systematic literature review was conducted, using search terms like "qualitative," "qualitative research," "qualitative data analysis software," and "NVivo." The inclusion criteria encompassed studies published between 2005 and 2023, written in English, and investigating the effects of NVivo.

Content analysis was utilised to analyse the data. Content analysis is a qualitative method for systematically and objectively describing and quantifying specific phenomena based on verbal, visual, or written data (Jangjarat et al., 2023). In addition, NVivo, a qualitative data analysis software, was employed to interpret the results.

RESULTS

The results clearly indicate that NVivo offers considerable promise as a valuable tool for qualitative research in Social Sciences and Management Studies. Researchers, practitioners, and educators are encouraged to explore the benefits of integrating NVivo into their research methodologies, as it can greatly enhance the management and analysis of qualitative data, leading to deeper and more nuanced insights.

However, it is essential to acknowledge that there are challenges associated with the implementation of NVivo. These challenges may include a learning curve for new users, as the software offers a wide range of features that require familiarisation and practice to use effectively. Additionally, managing and organising large volumes of data within NVivo can be time-consuming and require careful planning to ensure data integrity and accuracy. Collaborative projects may face coordination and version control challenges when multiple researchers are working simultaneously within the software.

Despite these challenges, the potential benefits of using NVivo in Social Sciences and Management Studies research are substantial. The software's capabilities for coding, data organisation, and multimedia analysis can lead to more comprehensive and in-depth understandings of complex research topics. The ability to visualise data and generate reports in NVivo can also assist in effectively communicating research findings to various audiences.

While NVivo offers significant potential for enhancing qualitative research in the fields of Social Sciences and Management Studies, researchers should be aware of the challenges and invest time in mastering the software to fully leverage its capabilities. With thoughtful implementation and proper training, NVivo can be a valuable asset in advancing research and gaining meaningful insights from qualitative data.

NVivo Analysis

The interpretation and analysis were based on NVivo. The following figures depict word frequency query (word cloud) and text search (word tree).
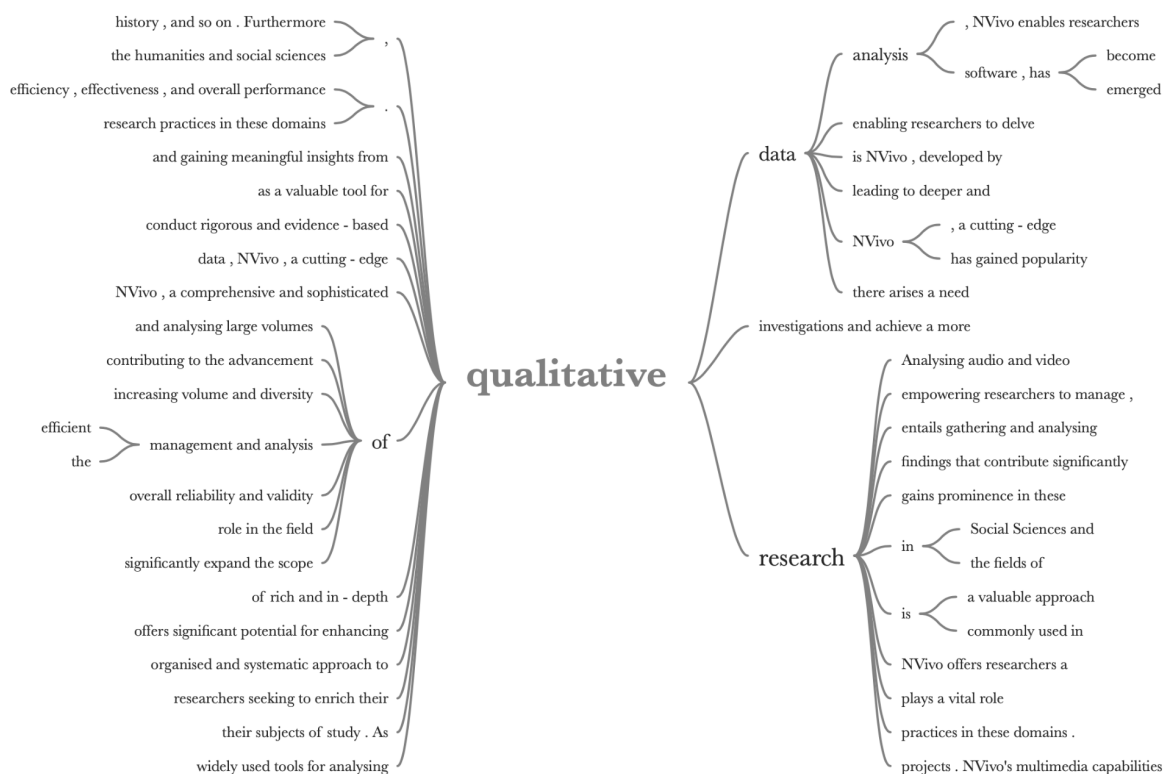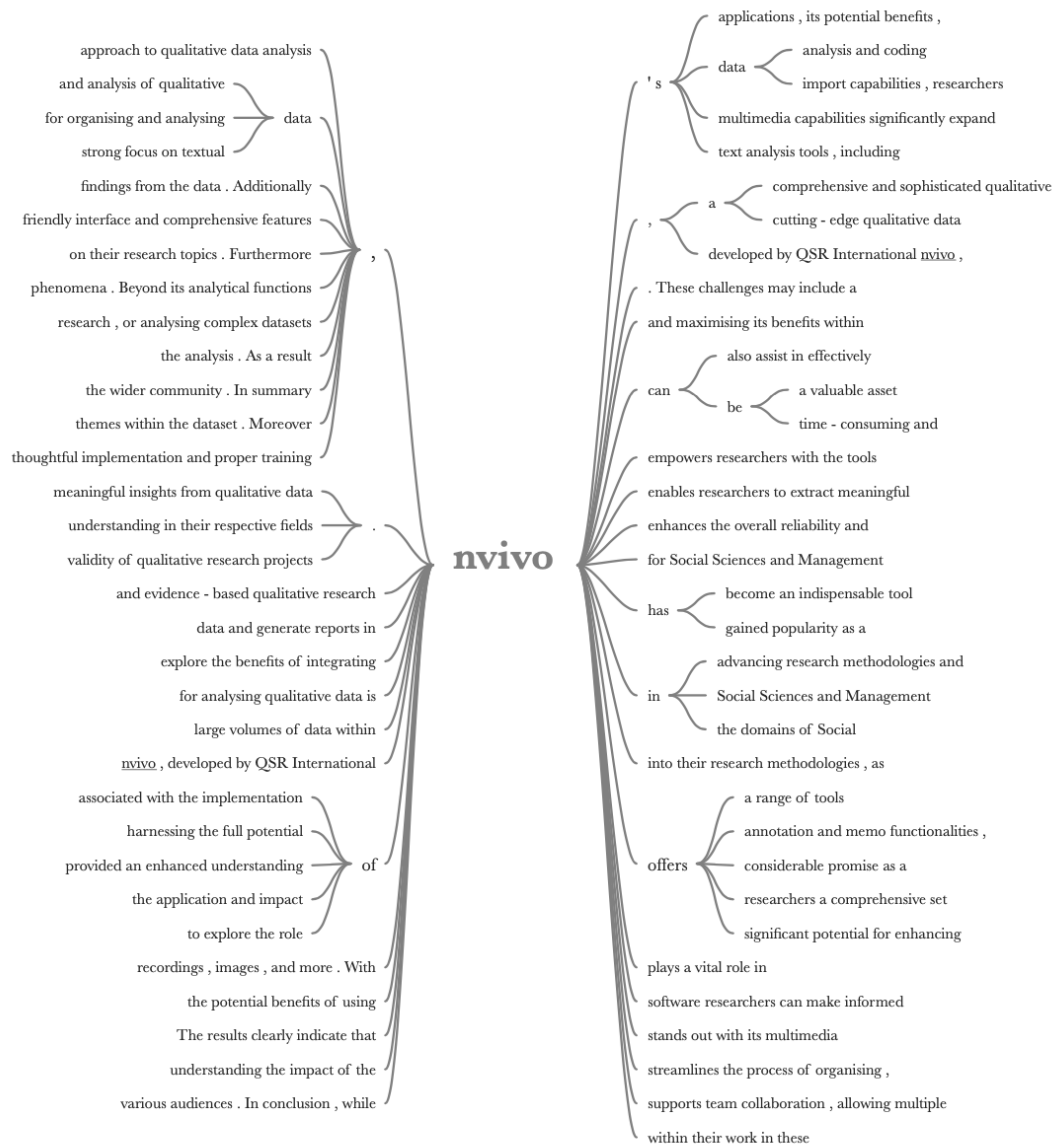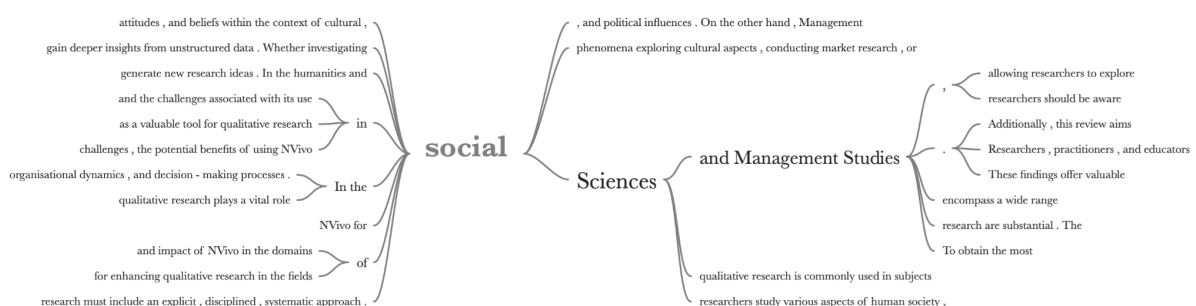
Figure 3. Word cloud

Figure 4. Word tree (Qualitative)

Figure 5. Word tree (NVivo)

Figure 6. Word tree (Social Sciences and Management Studies)

DISCUSSIONS AND CONCLUSIONS

NVivo has gained popularity as a powerful tool for managing and analysing large volumes of qualitative data, enabling researchers to delve deeper into complex datasets and gain valuable insights. The study's results provided an enhanced understanding of NVivo's applications, its potential benefits, and the challenges associated with its use in Social Sciences and Management Studies. These findings offer valuable insights to researchers, practitioners, and educators, guiding them in harnessing the full potential of NVivo within their work in these fields. Johnston (2006) revealed three significant factors that influence the adoption of qualitative data analysis software, particularly QSR NVivo, in teaching and learning. Firstly, there is a noticeable increase in the popularity of qualitative data analysis software among individuals with traditionally positivistic backgrounds, indicating a shift towards embracing computer-assisted approaches in qualitative research. Secondly, the software promises to enhance transparency in research processes, appealing to researchers seeking to bolster rigour and credibility in their studies. Lastly, many individuals rely on the free tutorials provided with the software to acquire both qualitative research methods knowledge and proficiency in software operations, making it a widely accessible and valuable resource. Azeem et al. (2012) concluded that NVivo aids in the management and synthesis of ideas. It provides a variety of analysing tools for developing new understandings and theories about data and testing answers to research questions. Sotiriadou et al. (2014) confirmed that NVivo has been the dominant software package of choice in the field of qualitative management and business studies. According to Tang (2023), NVivo software has gained significant popularity as an essential resource for enhancing qualitative analyses. Tailored specifically for the exploration and categorization of text-based data, NVivo offers a diverse array of functionalities, notably its code-and-retrieve capabilities. Furthermore, the software provides researchers with the means to establish linkages between different codes or information categories, thereby facilitating the development of conceptual frameworks and even theories based on the data.

Based on the findings, stakeholders in the disciplines of Social Sciences and Management Studies are recommended to explore the potential of NVivo and consider integrating it into their research and professional practices. Doing so has the potential to advance qualitative research methodologies and foster innovation in their respective fields. Future research in the utilisation and impact of NVivo in the fields of Social Sciences and Management Studies holds significant promise for advancing qualitative research methodologies. Longitudinal studies tracking the adoption of NVivo over time will offer valuable insights into its long-term effects on research practices and outcomes. Comparative studies contrasting NVivo with other software or manual coding methods will help delineate its specific advantages and limitations. Exploring its integration in mixed methods research will facilitate a comprehensive understanding of how NVivo can enhance the synthesis of qualitative and quantitative findings. User experience studies will inform software improvements and support mechanisms to enhance user proficiency. Investigating the impact of NVivo on research outputs, such as theory development and conceptual frameworks, will demonstrate its contribution to knowledge generation. Moreover, case studies and cross-disciplinary investigations will illustrate concrete applications of NVivo in diverse research contexts. By addressing these areas, future research will pave the way for more effective and innovative use of NVivo in Social Sciences and Management Studies, empowering researchers, practitioners, and educators to unlock the full potential of qualitative data analysis.

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A Book Review: *Principle of Economics*
(Asst. Prof. Tanpat Kraiwanit, Ph.D.)

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ABSTRACT

Objective: This review aims to analyse the principles of economics from *Principles of Economics*, written by Assistant Professor Tanpat Kraiwanit, Ph.D., and explores related articles to each topic, such as critical thinking, basic knowledge, applying economic theory and application, as well as managing all resources with a view to human satisfaction.

Methodology: A narrative synthesis technique was used. The documentary method was used to analyse the data, as well as content analysis via systematic review.

Result: This book review categorises the critical primary aspects into seven sections and presents recent research from the last five years. Recent research indicates that economic theory and principles are useful for assessing economic systems, developing government policies, conducting research, and applying them to business and technology.

Conclusion: The book, *Principles of Economics*, emphasises the importance of understanding both units of economic principles, namely microeconomics and macroeconomics. This book is recommended for economists and other professionals who may find it useful in their study and other tasks, as well as in their company and money management.

Keywords: *Principles of Economics, Microeconomics, Macroeconomics*

PRINCIPLE OF ECONOMICS

Economists' works are similar to those of other scientists. We introduce theories by posing questions, collecting data and evidence, and analysing them to prove or reject them. Furthermore, economists also make assumptions when addressing each question. We assume only one dependent variable and one independent variable per assumption while keeping the others constant (Mankiw, 2017). Nowadays, a variety of literature on the principles and fundamentals of economics is easily accessible through various sources, including books, websites, podcasts, etc. Economics is a principle aimed at considering the allocation of existing resources in all areas, which are limited and have been fully utilised. These resources are considered raw materials for producing goods and services to be distributed to individuals and society as efficiently and cost-effectively as possible, resulting from the unlimited needs and desires of human beings, and to achieve maximum satisfaction for all parties involved.

The study of economics is divided into two main content groups: microeconomics and macroeconomics. The contents of both parts are interrelated and cannot be separated. The focus is on studying the economy of small or large units. The occurrence of events or changes in small economic units inevitably affects changes in large economic units (Kraiwanit, 2023).

The book, *Principles of Economics,* by Assistant Professor Tanpat Kraiwanit, Ph.D., provides advantageous knowledge of both units in economic principles, namely microeconomics and macroeconomics, and is divided into 18 chapters and seven major parts. The book first mentions fundamental knowledge of economics in Chapter 1, followed by content related to supply and demand and various associated factors, which are discussed in Chapters 2 to 4. The topic of production costs is discussed separately in Chapter 5, followed by a look at market structures, which are discussed in Chapters 6 to 9. Chapters 10 and 11 discusses the failure of market systems and the correlation with production factors. Chapters 12 to 14 mention macroeconomics and its relation to national income. Finally, Chapters 15 to 18 focus on various economic policies, international trade and finance, and economic situations.

The first part of this book discusses the history and fundamental concepts of economics, critical issues, and basic economic problems, and how to solve them depending on the type of economy, including a free market economy, a command economy, and a mixed economy. It also covers the procedures of economics, namely function, equation, graph, slope, and maximum and minimum values. In addition, this section presents the ten principles of economics, which provide clear guidance for understanding economics. Mankiw also discussed the main factors influencing people's decisions, interactions, and the functioning of the economy (Mankiw, 2017). The latter part of this section also offers advice on approaching and analysing economics. Positive and normative economics are two basic theories used to analyse economic events. The second part, comprising Chapters 2–4, discusses the fundamentals of demand and supply as well as their correlations. The critical factors influencing demand and supply are further discussed in this segment. Briefly, seven variable factors affect demand, namely the cost of the product, personal income, the cost of comparable goods, consumer preferences, expectations for future prices, the number of customers, and seasonal factors. Each of these factors also influences the movement of the demand curve, as shown in Table 1. On the other hand, the fluctuation of supply is influenced by the cost of those products, the cost of production, recent technology, the seller's price expectations, and the number of producers. Each of these factors also influences the movement of the supply curve, as shown in Table 2. The equations and graphs, as well as fluctuations depending on variable factors, are also discussed. Additionally, this section presents market equilibrium and imbalance situations, including excess supply and demand. The magnitude of changes in demand and supply levels is influenced by their elasticity and the distinctive factors of demand and supply are also described. To enhance comprehension of this part, this section discusses an application related to government policies comprising three main sectors: price floor, price ceiling levels, and taxes.

Table 1: Factors affecting demand

Factors affecting demand						
Price of product	**Price of related products**	**Income**	**Consumer preferences**	**Expectation of future price**	**Number of customers**	**Seasoning**
• Inversely proportional to purchase volume	• Substitute goods: increase price of one good → increase demand of another • Complementary goods: increase price of one good → decrease demand to another	• Normal goods: - directly proportional • Inferior goods: - Inversely proportional	• Individually	• Expect higher price → increase demand	• Directly proportional	• Some goods production depends on the season such as umbrellas (high demand in rainy season).
Move along the curve.	**Shift the curve.**					

Table 2: Factors affecting supply

Factors affecting supply				
Price of product	**Price of the cost of productions**	**Technique of production methods**	**Expectation of future price of supplier**	**Number of suppliers**
• Directly proportional to supply volume	• Inversely proportional to supply volume	• Directly proportional	• Expect higher price → decrease supply volume	• Directly proportional **depends on the type of market
Move along the curve.	**Shift the curve.**			

To obtain the most appropriate results, every research must include an explicit, disciplined, systematic approach. Social Sciences and Management Studies encompass a wide range of disciplines that explore human behaviour, societal interactions, organisational dynamics, and decision-making processes (Kabir, 2016; Mohajan, 2018). In the Social Sciences, researchers study various aspects of human society, including psychology, sociology, anthropology, political science, and economics. These disciplines seek to understand human behaviour, attitudes, and beliefs within the context of cultural, social, and political influences (Bhandari, 2023; Liberto et al., 2023). On the other hand, Management Studies focus on understanding and optimising organisational structures, strategies, and processes. This field includes management, business administration, marketing, human resources, and entrepreneurship. Management researchers analyse how organisations operate, make strategic decisions, and adapt to changing environments, aiming to enhance efficiency, effectiveness, and overall performance (Easterby-Smith et al., 2012; Rose et al., 2014).

The third part, Chapter 5, discusses the cost of production, which comprises business and economic costs, leading to distinct profit evaluations for each. The evaluation of the cost of

production is different because there are two types of production, namely short-run and long-run productions. The short-run cost includes both total fixed and variable costs, but the long-run cost includes only variable costs because all costs are variable. In addition to the fact that long-run costs are variable, the size of the firm influences the economics of scale on long-run average costs. Burkhonovich and Kadirovna (2022) described the importance of cost management for the efficiency of an organisation's production. This study discussed reducing various types of costs by using the theory of how to efficiently allocate existing resources to achieve the maximum profit and amount and efficiency of products and services.

The fourth part, Chapters 6–9, provides guidance on the characteristics of each type of market, including a perfect competitive market, a monopoly market, an oligopoly market, and a monopolistic competition market. The characteristics of a perfectly competitive market are influenced by various factors, such as many buyers and sellers, homogeneity among products, no market entry and exit barriers, where these movements do not affect the market, and perfect knowledge of buyers and sellers. The market price as being equal to the equilibrium price is a determining factor the sellers must accept as a price taker. On the other hand, in a monopoly market, the sellers can determine the market price because they own the resources and production factors. Further, the term "natural monopolies" refers to the large sellers or firms that profit from economies of scale. They frequently get patents from the government as well. Therefore, this market has three major characteristics: a single supplier, product differentiation from others, and a high market barrier to entry. Although the sellers or business owners can control the market price, which is generally greater than the level of market equilibrium, the government aids in regulating that price.

Most businesses in China conduct business in a monopoly market. Therefore, China requires improvement of its economic situation by cooperating with green innovation strategies. China's anti-monopoly law was introduced in August 2008 to create stable, healthy, and highly efficient economic conditions; on the other hand, it reduces the ability of firms to regulate the cost of production (Feng & Li, 2023).

In part of the oligopoly market, a limited number of sellers produce the same type of product, which is known as a "pure oligopoly," or produce product types that are very similar to one another, which is known as a "differentiated oligopoly." The sellers or business owners often make a deal on the highest profit from pricing, production, and market share, referred to as "collusion" and "cartels." Another type of market is the monopolistic competition market, which combines the features of perfect competition and monopoly markets. It comprises large numbers of business owners and has no barrier to entry or exit like a perfect competition market, but product differentiation is presented by each owner, and the owners often present specific strategies in branding, advertising, product design, and packaging to highlight their distinctive selling points, leading to be able to increase the price from these special strategies. The sellers or business owners should be aware of the types of marketplaces in that country when establishing strategies because each sort of market has distinct features that impact the specific tactics of firms. Numerous studies have examined the influence of market structure on the power of industry as well as its effect on firms.

Talpur (2023) studied the influence of market structure on the performance of banking sectors in Singapore and Pakistan. The two nations have distinct market structures: Singapore is described as having a monopolistic competitive market, and Pakistan as having a perfectly

competitive market. The study demonstrated that the market structure influenced banking sectors' market power and profitability in the long run.

In the fifth part, Chapters 10–11, the reasons for market failure are explained first in Chapter 10. Failures in the market are caused by uncontrollable external conditions that have both good and bad effects, referred to as positive and negative externalities, respectively. Additionally, this book further explains the effects of external conditions on demand and supply independently. Furthermore, these issues are resolved by either negotiation, the theory of the Coase Theorem, or determining tax formulas from government policies.

The study of Streimikiene investigated the impact of factor-influenced barriers on the failure of unsuccessful government policies in relieving climate change among households as a result of critical market barriers, behaviours, and psychological problems because the level of improvement in energy efficiency was insufficient to compensate for the benefit that households received (Streimikiene et al., 2020).

The last section of this chapter discusses the free-rider problem, where products are divided according to their characteristics into two groups: excludable goods and rival goods. As a result, these goods further separate the types of goods into four groups: private goods, impure public goods, quasi-public goods, and pure public goods. This chapter has an impact on the entrepreneur's or business owner's choice due to external conditions. On the other hand, Chapter 11 mentions the most important factor in the decision-making of entrepreneurs, which is the factor production market. Making a deal between the entrepreneur and the owner's products, in which the main component is the labour segment, is referred to as "demand for labour." The production decision by the entrepreneur to maximise profits is influenced by the equilibrium of the labour market as well as by the supply of, and demand for, labour, which are dependent on the minimum wage rate.

The sixth part, Chapters 12–14, contains information on the economy's income, including national income, expenditures, and the equilibrium of national income, which are presented in Chapters 12, 13, and 14, respectively. Chapter 12 describes how to get data on economic revenue, which can be obtained from four compositions of national income information: household sector, business sector, government or public sector, and foreign sector. Additionally, three obtained data analyses for measuring national income are offered, along with diagrams illustrating the links between each composition's components. Furthermore, various types of data analysis, including gross domestic product (GDP), gross national product (GNP), net domestic product (NDP), net national product (NNP), national income (NI), personal income (PI), and disposable income (DI), are explained with examples using data from Thailand. Chapter 13 describes the expense, which is also known as "personal consumption expenditure." This chapter also provides information on expenditure-related factors such as investment, government spending on goods and services, net export, and the level of an expenditure rate. This segment's final section, Chapter 14, explains how to determine the equilibrium level of national income. Two distinct analysis approaches are used, namely incoming and spending relationship-based information and investment and deposit relationship-based information. It also describes how changes in each factor affect equilibrium. According to this information, the relationship between national income and aggregate expenditure leads to determining the rate of production of the owner's business.

Luo et al. (2020) investigated the correlation between income inequality in China, particularly in rural poverty, and discovered an increasing rate of income growth, which mostly presented in the high percentile of income and income growth rather than the low percentile of income and income distribution, respectively.

The seventh part begins with information on money, the banking system, and monetary policy. Chapter 15 illustrates the meaning, evolution, and qualities of money. Furthermore, three types of high-liquidity money—coins, paper currency, and demand deposits—and the definition of money supply are also clarified. The correlation between demand for money, interest rates, and the purpose of money motives is evaluated. The final section of this chapter explains how private banks operate and how central banks use monetary policy to govern the money system. Chapter 16 discusses fiscal policy affecting issues such as government revenue, government expenditure, government debt, and public debt. The government's revenue is primarily derived from taxes, with information on taxes also being clarified in this chapter. The management of the government's financial well-being is dependent on fiscal policy in deciding on tax rates to generate revenue and on fiscal debt while the government is in a fiscal deficit situation. International trade is explained in Chapter 17. The advantages, theories, and policies of international trade are discussed in the opening section of this chapter. The final section clarifies international balance-of-payments issues, such as the theory and types of balance accounts and currency exchange rate specifics. The last section of this book, Chapter 18, examines fundamental concepts such as inflation, deflation, and the economic cycle. Four types of inflation, namely demand-pull inflation, cost-push inflation, structural inflation, and markup inflation, are all discussed, as well as their causes, economic effects, and solutions to inflation concerns. On the other hand, deflation is the opposite of inflation. Both lead to four economic-state cycles comprising expansion state, peak state, contraction state, and revival state, which are influenced by internal and external factors such as production costs, interest rates, natural disasters, and government policies, respectively.

Following COVID-19, within the South Asian subregion, Chien et al. investigated the impact of external debt on the growth of economic efficiency as well as comparing the effects of both restricted and unrestricted policies on long-term economic growth. They explored the effect of external debt and found a positive impact on growth of more than thirty percent. Also, the unrestricted policy presented more efficiency, especially in terms of business liability, than the restricted policy (Chien et al. 2022).

CONCLUSION

In a realm where financial galaxies collide and market constellations shine, the book *"Principle of Economics"* by Asst. Prof. Tanpat Kraiwanit, Ph.D., emerges as a guiding starlight, leading readers on an exhilarating expedition through the intricacies of the economic cosmos. The purpose of this book review is to clarify the economic principles in this book so that the reader may grasp critical thinking, basic knowledge, and the relationship between economic theory and application, as well as how to manage all resources with a view to human satisfaction. The book's contents are also divided into seven sections to make it easier to understand. The first part begins with the conceptualization of economists, followed by the management of demand and supply through various factors, the cost of production principle, the distinction between each type of market as well as market failure, and the allocation of all resources through the production market. As previously stated, these belong to microeconomics. Macroeconomics, on the other hand, explains the principles of national

income and expenditure, which are related to banking sectors, government policies, international trade, and lastly the business cycle. Moreover, this review offers contemporary studies relating to each principal concept, demonstrating that the content of this book is up to date and may be utilised to evaluate current economic principles.

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A Conceptual Review of TAM and ChatGPT Usage Intentions Among Higher Education Students

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ABSTRACT

Objective: This conceptual review undertakes a comprehensive review of the relationships between perceived usefulness, perceived ease of use in the Technology Acceptance Model (TAM), and the intention to use ChatGPT among higher education students.

Methodology: The questionnaire items were modified, relying on prior studies that had been deemed valid, as they had assessed the reliability and validity of the measuring instruments.

Result: This conceptual review validates the relationships between perceived usefulness and perceived ease of use in the TAM and higher education students' intentions to use ChatGPT.

Conclusion: This conceptual analysis serves to validate the underlying theoretical framework that connects perceived usefulness and perceived ease of use within the TAM to the intentions of higher education students regarding ChatGPT adoption. Within the context of this review, it becomes evident that the perceived usefulness and ease of use components of the TAM model significantly impact students' intentions to embrace ChatGPT technology.

Implication: This conceptual review not only consolidates existing knowledge but also provides a solid foundation for future policy and research initiatives aimed at facilitating the effective integration of ChatGPT and similar technologies in higher education.

Keywords: *Perceived Usefulness, Perceived Ease of Use, Technology Acceptance Model (TAM), ChatGPT, Higher Education Student*

INTRODUCTION

The Chat Generative Pre-Trained Transformer (ChatGPT), an innovative creation by OpenAI, serves as a powerful artificial intelligence (AI) tool designed for generating text-based responses driven by user inputs. It distinguishes itself with its ability to comprehend natural language intricacies and deliver coherent and contextually relevant replies to a wide array of user queries. Since its debut in November 2022, ChatGPT has rapidly gained traction, amassing an impressive user base of 100 million within just two months. OpenAI has responded to this overwhelming interest by introducing a subscription plan priced at $20 per month. This subscription provides users with unrestricted access to ChatGPT, particularly during peak usage times, and offers quicker response times, enhancing its usability for various applications (Jangjarat et al., 2023; Klayklung et al., 2023; Limna et al., 2023).

In the realm of education technology, ChatGPT emerged as a groundbreaking development, particularly in the integration of conversational AI. This AI model, built upon a foundation of extensive language training, boasts the remarkable ability to understand natural language and context. Its potential in education is multifaceted, as it can cater to personalised learning experiences for students. It achieves this by dynamically adjusting the difficulty level of learning materials based on individual student progress. Moreover, ChatGPT can offer immediate feedback on students' work and streamline administrative tasks such as grading and record-keeping (Rasul et al., 2023; Sullivan, Kelly, & McLaughlan, 2023). Beyond the traditional classroom setting, ChatGPT extends its reach to remote learning environments, offering students invaluable access to educational resources and support outside the physical confines of a school or university. Its adaptability and versatility position it as a transformative force in education technology, poised to enhance the learning experiences of students across various educational contexts (Bahroun et al., 2023; Klayklung et al., 2023).

According to Woodenson (2022), the prevailing trend in education involves the integration of technology into the learning process. With an increasing number of teachers utilising information technology to enhance instruction, more researchers are delving into the realm of technology-integrated education. In 1986, Davis introduced the Technology Acceptance Model (TAM), asserting that a technology's ease of use and usefulness significantly impact users' intentions to use it. Behavioural intention, in this context, refers to an individual's conscious plans or the likelihood of engaging or refraining from specific behaviours. Leveraging the TAM model, researchers can anticipate users' readiness to embrace technology based on their perceptions. Investigating an individual's intention to accept and use technology is of paramount importance. Hence, this study undertakes a comprehensive review of the relationships between perceived usefulness, perceived ease of use in the TAM model, and the intention to use ChatGPT among higher education students. This conceptual review may not only consolidate existing knowledge, but it may also lay the groundwork for future policy and research initiatives aimed at facilitating the effective integration of ChatGPT and other similar technologies in higher education.

LITERATURE REVIEW

ChatGPT, developed by OpenAI, is a natural language processing (NLP) model that builds upon the GPT architecture, originally conceived for language generation tasks like machine translation and summarization. Differing from traditional AI models primarily suited for predictive tasks, ChatGPT operates as a generative AI, capable of spontaneously generating novel content and expressing it during real-time conversations. Notably, ChatGPT distinguishes itself by functioning as a text-to-text generative AI, setting it apart from text-to-image models like OpenAI's DALL-E. A prominent feature of ChatGPT is its ability to maintain a consistent persona or identity throughout a conversation, enabling more authentic and coherent dialogues, rather than providing disconnected responses. This proficiency is a result of training on an extensive dataset comprising conversational text, including chat logs, forum discussions, and social media interactions. As a result, ChatGPT can produce human-like responses to prompts and questions, making it a versatile tool for various applications. Impressively, within a mere week of its initial public release on November 30, 2022, ChatGPT garnered over one million subscribers, astounding the world with its remarkable capabilities. Its potential to perform complex tasks in the education sector

has elicited mixed reactions from educators, as it signifies a potential transformation of established educational practices (Klayklung et al., 2023; Su & Liu, 2023).

The Technology Acceptance Model (TAM), a theoretical framework initially introduced by Davis to elucidate the acceptance of information systems based on rational behaviour theory, posits that the utilisation of a system is contingent upon one's behavioural intention. This behavioural intention, in turn, is influenced by both behavioural attitude and perceived usefulness. It is noteworthy that perceived usefulness and ease of use exert significant influence on behavioural attitude. Furthermore, the perceived ease of use, in conjunction with external variables, plays a pivotal role in shaping perceived usefulness. Consequently, both perceived usefulness and ease of use stand as crucial determinants of a user's behavioural intention, and both exhibit a positive impact (Shao, 2020; Woodeson, 2022).

According to Limna, Kraiwanit, and Jangjarat (2023), the concept of "easy to use" pertains to the user's perception of the system's ease of comprehension and the duration required for effective use (Sitthipon et al., 2022). Perceived ease of use denotes a user's willingness to engage with a system that demands minimal effort on their part. This aspect holds substantial importance not only in the initial adoption of technology but also in its sustained usage. Researchers contend that the perceived ease of use of a technology heightens the likelihood of the platform being actively employed (Fearnley & Amora, 2020; Prastiawan, Aisjah, & Rofiaty, 2021). Conversely, perceived usefulness encompasses the extent to which a user believes that technology can enhance its effectiveness and performance. It represents an evaluation of the benefits conferred by a technology in simplifying the acquisition of desired services. An individual's inclination to employ technology is often predicated on a favourable assessment of its perceived usefulness. When an individual perceives technology as beneficial, they are more inclined to utilise it. The advantages associated with technology usage are closely intertwined with aspects such as productivity, effectiveness, task performance, work requirements, and overall benefits (Wardana et al., 2022).

Rafique et al. (2020) investigated the acceptance of mobile library applications with an extended TAM and highlighted that perceived usefulness and perceived ease of use emerge as direct and significant predictors of the intention to use mobile library applications. Moreover, Alismaiel, Cifuentes-Faura, and Al-Rahmi (2022) conducted a study examining the factors influencing university students' behaviour and intentions to utilise social media as a means to enhance their academic performance amid the COVID-19 Pandemic. Their research unveiled significant findings. Firstly, employing social media for collaborative learning and fostering student engagement directly contributes to the perception of usefulness, ease of use, and enjoyment. Secondly, perceived usefulness, ease of use, and the level of enjoyment have a direct and positive impact on students' attitudes toward using social media for academic purposes. Thirdly, the relationship between key attributes of the TAM, namely "usefulness, ease of use, and enjoyment," and the intention to use social media is mediated by one's attitude toward its utilisation. Lastly, students' attitudes and behavioural intentions related to social media directly and positively influence their academic performance during the challenging circumstances of the COVID-19 Pandemic.

In this study, perceived usefulness represents the belief that ChatGPT will enhance students' academic performance or simplify their tasks, indicating its value as a study tool. Perceived ease of use reflects the belief that ChatGPT is user-friendly and easy to interact with, facilitating its adoption. Intention to use signifies students' motivation and expressed

willingness to incorporate ChatGPT into their academic activities, highlighting their readiness to utilise it as a valuable resource in their studies.

RESEARCH METHODOLOGY

The researcher developed the questionnaire items based on previous research that was found to be valid. Measuring instruments were evaluated in terms of reliability and validity. The original questions and modified survey items are based on the study of Woodeson (2022). The modified questions are shown as follows.

Perceived Usefulness

Original Questions	Modified Questions
● Using an English online dictionary improves my English vocabulary skills.	● Using ChatGPT improves my skills.
● Using an English online dictionary enhances my English vocabulary.	● Using ChatGPT enhances my learning.
● Using an English online dictionary is helpful in my study and daily life.	● Using ChatGPT is helpful in my study and daily life.

Perceived Ease of Use

Original Questions	Modified Questions
● An English online dictionary is easy for me to use.	● Using ChatGPT is easy for me.
● An English online dictionary makes it easy for me to become skillful in vocabulary.	● ChatGPT makes it easy for me to become skillful.
● An English online dictionary is clear and understandable.	● ChatGPT is clear and understandable.

Intentions to Use ChatGPT

Original Questions	Modified Questions
● I plan to use an English online dictionary when I want to learn a new vocabulary.	● I plan to use ChatGPT when I want to learn a new thing.
● I would use an English online dictionary to improve my English vocabulary skill.	● I would use ChatGPT to improve my learning skills.
● I intend to continue using an English online dictionary.	● I intend to continue using ChatGPT.

RESULT AND DISCUSSION

This conceptual review validated the correlations between perceived usefulness and perceived ease of use within the TAM and the intentions of higher education students to use ChatGPT. The synthesis of existing literature reveals consistent support for all previously posited hypotheses, demonstrating that both perceived usefulness and perceived ease of use within the TAM model significantly influence students' intentions to adopt ChatGPT.

The outcomes of this study align with those of Bonsu and Baffour-Koduah (2023), highlighting a statistically significant relationship among Ghanaian university students' perceptions—specifically, their perceived usefulness and ease of use—regarding ChatGPT and their intentions to incorporate this technology into higher education settings. Furthermore, Liu and Ma (2023) expanded upon these findings by conducting structural equation modelling analyses, yielding profound insights. They revealed that while perceived ease of use may not directly predict learners' attitudes, it exerts its influence through the intermediary variable of perceived usefulness. Additionally, the research illuminated that learners who hold positive attitudes towards ChatGPT's utility are more inclined to exhibit a heightened behavioural intention. This elevated behavioural intention, in a notable cascading effect, strongly and positively correlates with their tangible and real usage of ChatGPT for English learning, extending its impact well beyond the confines of the classroom. Last but not least, Sallam et al. (2023) underscored the significance of considering various factors, including risk perceptions, perceived usefulness, ease of use, attitudes towards technology, and behavioural considerations, when integrating ChatGPT into healthcare education.

CONCLUSION

This comprehensive conceptual review offers valuable contributions to both policy and research domains. It serves to validate the correlations between perceived usefulness and perceived ease of use within the TAM and the intentions of higher education students to utilise ChatGPT. Through a thorough synthesis of existing literature, this review establishes consistent support for all previously proposed hypotheses. It provides empirical evidence that affirms the influential roles of both perceived usefulness and perceived ease of use within the TAM framework in shaping students' intentions to embrace ChatGPT technology.

These findings bear significant implications for both policymakers and researchers in the field of higher education. In terms of policy, executives, policymakers, and other stakeholders can utilise this evidence to shape and inform policies concerning the integration of ChatGPT and similar technologies within higher education contexts. Recognizing the pivotal role of perceived usefulness and ease of use can provide valuable guidance for the development of strategies aimed at promoting technology adoption and enhancing the overall learning experience for students. Meanwhile, from a research perspective, this review opens doors for deeper exploration of the intricate relationships between perceived usefulness, perceived ease of use, and intentions to adopt technology. Future research endeavours can delve into the specific factors influencing these perceptions and their evolution over time, inspiring investigations into the design of interventions geared toward enhancing perceived usefulness and ease of use for emerging educational technologies.

The validated insights regarding the relationships between perceived usefulness, perceived ease of use, and intention to use ChatGPT among higher education students suggest a compelling need for future research. Quantitative investigations, such as questionnaires, should be undertaken to rigorously analyse the statistical connections outlined in the TAM. The objective is to offer empirical evidence that solidifies the proposed conceptual framework. Furthermore, it is advisable for researchers to complement quantitative studies with qualitative research methods, such as interviews. Qualitative research can delve deeper into the nuanced aspects of these relationships by uncovering user perceptions, attitudes, and contextual factors that quantitative analysis alone may not fully capture. This combined approach can provide a more comprehensive and insightful understanding of students' intentions concerning ChatGPT usage within the higher education context.

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Influential Factors Shaping the Intent to Utilise Streaming Platforms in Bangkok, Thailand

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ABSTRACT

Objective: This study aims to analyse the key factors that impact the inclination to use streaming platforms in Bangkok, Thailand, with a focus on platform quality, social influence, marketing strategies, and brand perception.

Methodology: Adopting a quantitative approach, this study employed questionnaires as the primary data collection method. A sample of 400 streaming platform users in Bangkok, Thailand, was selected for participation. Hypotheses were rigorously tested, and data analysis was carried out using analytical software and statistical techniques for thorough examination.

Result: Platform quality, social influence, and brand perception significantly influenced the intention to use streaming platforms. However, marketing strategy did not significantly influence the intention to use streaming platforms.

Conclusion: By focusing on platform quality, understanding social dynamics, refining marketing strategies, and managing brand perception, streaming platforms can thrive in the ever-evolving digital entertainment landscape.

Keywords: *Streaming, Platform Quality, Social Influence, Marketing Strategy, Branding*

INTRODUCTION

The increasing importance of social networks on a global scale is widely acknowledged. The emergence of the internet and digitalization has laid the groundwork for a thriving online business sector. Moreover, the contemporary digital landscape has been significantly influenced by ongoing processes of globalisation and technological advancements, all of which are propelled by the internet. This interconnected digital realm transcends traditional geographical boundaries, giving rise to a flourishing electronic commerce industry centred around online sales transactions. With billions of people now active online, a significant majority represents potential customers for both businesses and individuals engaged in online sales. Given this heightened online presence, businesses looking to market their products or services must innovate to stand out in the fiercely competitive online marketplace (Kraiwanit & Sornsrimai, 2017; Limna, Kraiwanit, & Jangjarat, 2023). The preference for online shopping experiences, as opposed to traditional in-store purchases, can be attributed to various factors. Online shoppers value the autonomy to explore and make purchases at their own pace, avoiding the pressures often associated with in-person sales interactions. Additionally, many customers face time constraints due to their hectic daily schedules, making it difficult to visit physical retail outlets (Chusminah & Sugiyah, 2020).

Numerous businesses are currently adopting social media as a valuable tool to enhance their customer relationships. The digital landscape facilitates the seamless exchange and sharing of information, fostering extensive communication among individuals. In recent years, the phenomenon of live streaming, exemplified by platforms like Facebook Live, has witnessed a remarkable surge in popularity. It has transcended its status as a passing trend and has become a firmly established strategic marketing instrument for brands and organisations spanning various industries. Furthermore, live video streaming has emerged as a potent asset

for online businesses aiming to gain a competitive advantage. By harnessing live streaming, businesses can engage with their customer base in real-time, cultivate a loyal following, and generate interest in their products or services. Additionally, live streaming offers the distinct advantage of expanding a business's reach, as it can be effortlessly shared and accessed through social media platforms. Overall, the escalating prominence of live video streaming has not only created fresh avenues for research but also presented exciting opportunities for businesses seeking to bolster their online presence and effectively engage with their target audience (Jakwatanaham, Phayaphrom, & Nurittamont, 2022; Limna, Kraiwanit, & Jangjarat, 2023). As previously mentioned, the growing prevalence of live streaming commerce underscores the necessity of comprehending its impact on online consumption within the realm of social commerce. Consequently, this study is dedicated to analysing the pivotal factors influencing the intention to utilise streaming platforms in Bangkok, Thailand. This research has the potential to provide invaluable insights to executives, business owners, e-marketers, and other stakeholders, offering them a comprehensive understanding of their customers' behaviours in the context of online purchases through streaming platforms.

LITERATURE REVIEW

Live streaming is the process of broadcasting video content in real-time over the internet, enabling viewers to watch content as it unfolds rather than waiting for pre-recorded videos to be uploaded. It serves a diverse range of purposes, including entertainment, education, marketing, and communication. The popularity of live streaming has surged in recent years, partly due to the integration of live streaming features by major social media platforms such as Facebook, Instagram, and YouTube. Additionally, the increasing availability of high-speed internet connections has expanded its accessibility to a broader audience (Limna, Kraiwanit, & Jangjarat, 2023; Rogers, 2023). A significant advantage of live streaming lies in its interactivity, allowing viewers to engage with content creators in real-time through comments and live chat. This real-time interaction enhances engagement and immersion, fostering the development of loyal communities around brands or content (Chen & Lin, 2018; Liu et al., 2022). Overall, live streaming represents a distinctive and potent method for real-time audience connection, increasingly vital for businesses, educators, and content creators alike (Chen et al., 2021; Limna, Kraiwanit, & Jangjarat, 2023).

Streaming platforms, such as Netflix, Disney+, Hulu, and others, have become integral parts of our entertainment landscape. The quality of these platforms is paramount. A diverse and appealing content library, along with high-definition streaming, intuitive user interfaces, and reliable streaming stability, are essential elements that contribute to a platform's overall quality (Pierce, 2023; Urrutia, 2023). Siripipattanakul et al. (2022) conducted a study that investigated the connection between website quality, university image, electronic word of mouth, and the intention to follow a university's website in Thailand. The results of the research indicated that website quality had a significant impact on shaping the university's image, thereby influencing the intention of individuals to follow the university's website.

Social influence plays a crucial role in the success of streaming platforms. Recommendations from friends, family, and social media influencers can significantly impact a platform's popularity. Features that facilitate social sharing and community engagement further enhance the platform's reach and user engagement (Denton, 2019; Ming et al., 2021). Limna et al. (2022) examined the correlation between elements of the UTAUT model, including

performance expectancy, effort expectancy, social influence, and facilitating conditions, along with users' satisfaction, in the context of English learning intention through Netflix (utilising English subtitles) among the Thai population. Their research revealed that social influence was a significant predictor of English learning intention via Netflix (English subtitles).

Effective marketing strategies are key to attracting and retaining subscribers. Streaming platforms heavily promote their original content through trailers, teasers, and social media campaigns. Personalization through data-driven algorithms and partnerships with other brands or celebrities also contribute to their marketing success (Indeed, 2023; Urrutia, 2023). Siripipatthanakul et al. (2022) conducted a study that delved into the correlation between content marketing, electronic promotion, electronic word of mouth, and the intention to book hotel rooms in Thailand. The findings of this research unveiled a significant influence of content marketing on both electronic word of mouth and the intention to book hotel rooms.

The perception of a streaming platform's brand is shaped by various factors. High-quality original content can elevate the platform's image, while responsive customer service and transparency about pricing and data handling build trust with users. Taking stances on social and environmental issues can also influence how socially conscious consumers perceive the brand (Harvard Business School, 2016; Dwivedi et al., 2021). Küster and Hernández (2012) conducted a study that delved into the impact of brand on purchase intention within the context of social network channels. A notable and influential relationship between attitudes within these networks and brand attitudes were confirmed. The study also established a connection between brand attitude and both brand purchases and recommendations, underscoring the significance of brand perception in shaping consumer behaviour.

The success of streaming platforms can hinge on a blend of factors, encompassing content quality, marketing strategies, social influence, and brand perception. Excelling in these domains can grant streaming platforms a competitive advantage within the fiercely competitive streaming industry. As shown in Figure 1, the conceptual framework of this study is illustrated, and the hypotheses are presented as follows:
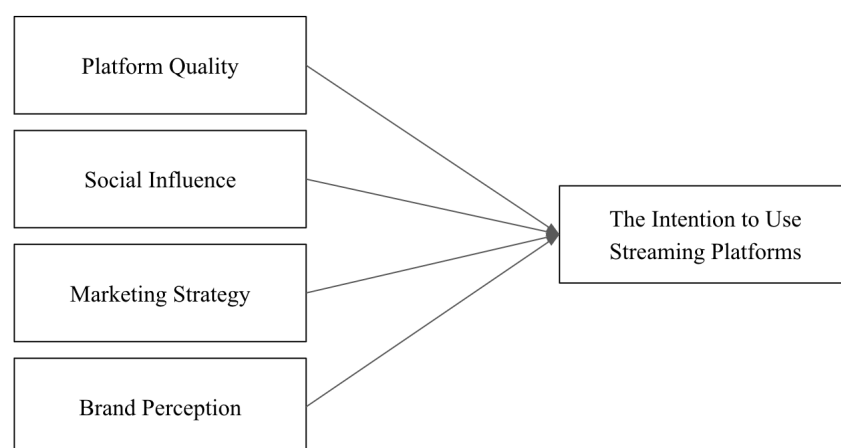
Figure 1. Conceptual Framework

H1: Platform quality significantly influences the intention to use streaming platforms.
H2: Social influence significantly influences the intention to use streaming platforms.
H3: Marketing strategy significantly influences the intention to use streaming platforms.
H4: Brand perception significantly influences the intention to use streaming platforms.

RESEARCH METHODOLOGY

A quantitative approach was employed, utilising online closed-ended questionnaires with Likert's Rating Scale as the primary data collection method. A five-point Likert Scale, ranging from 5 (strongly agree) to 1 (strongly disagree), was used to assess the key variables in this study. The questionnaire items were carefully developed using established and validated research data. The validity of the measurement instruments was assessed to ensure their accuracy in measuring the intended concepts (Siripipatthanakul et al., 2023).

Additionally, a pre-test of the questionnaire was conducted with 30 respondents, following the recommendations of Doungpitak et al. (2023) and Thetlek et al. (2023). Data collection was carried out through an online survey created using Google Forms and distributed through various online platforms such as Facebook, Line, and Twitter (X), in accordance with the suggestions of Duangsin et al. (2023). Prior to distributing the online questionnaires, the researchers explained the study's purpose to the respondents and sought their willingness to participate, aligning with best practices (Siripipatthanakul et al., 2022).

The study targeted streaming platform users in Bangkok, Thailand, with an age criterion of over 18 years old. According to Napawut et al. (2022) and Singharat et al. (2023), a standard survey typically has a confidence level of 95%. To collect data, a minimum of 385 samples using probability sampling (Stratified Random Sampling) with a sample error of 5% and a precision level of 95% were required. The study's sample size was 400 respondents who were streaming platform users in Bangkok, Thailand, chosen through convenience sampling.

Data analysis was conducted using analytical software, employing statistical methods for comprehensive examination. Moreover, descriptive statistics were used to summarise general characteristics, including gender, age, behaviours, and factors related to the intentions to use streaming platforms. Inferential statistics were employed to test hypotheses and establish relationships between independent and dependent variables, adhering to specific assumptions.

RESULT

A total of 400 streaming platform users in Bangkok, Thailand, participated by completing online questionnaires. Subsequently, the data gathered from these respondents underwent meticulous coding and rigorous analysis to serve the research objectives effectively.

Table 1. Reliability Statistic

Cronbach's Alpha	N of Hypotheses
0.713	4

Table 1 provides information about Cronbach's Alpha, a measure of internal consistency reliability used to assess the reliability of a set of questions in a research instrument, such as a questionnaire or survey. In this case, the value of Cronbach's Alpha is 0.713, and it pertains to a total of 4 hypotheses. Cronbach's Alpha assesses the degree to which a set of items (in this case, the hypotheses) in a research instrument consistently measure the same underlying construct or concept. The value of 0.713 indicates a high level of internal consistency among the hypotheses. Thus, the items within these hypotheses are highly correlated with each other, suggesting that they are measuring the same underlying concepts effectively.

Table 2. Model Summary

Model	R	R^2	Adjusted R^2	Std. Error of the Estimate
1	0.569 [a]	0.324	0.317	0.484

a. Predictors: (Constant), H1, H2, H3, H4

As indicated in Table 2, these statistics offer valuable insights into the performance of the regression model. The coefficient of determination (R^2) for predicting an intention to use streaming platforms is 0.324, indicating that approximately 32.4% of the variability in an intention to use streaming platforms can be explained by the predictors included in the model.

Table 3. Coefficients [a]

Model		Unstandardised B	Coefficients Std. Error	Standardised Coefficients Beta	t	Sig.	Results
1	(Constant)	1.023	0.245		4.171	0.000	
	H1	0.326	0.061	0.247	5.304	0.000	Accepted
	H2	0.168	0.036	0.226	4.734	0.000	Accepted
	H3	0.015	0.045	0.018	0.330	0.742	Rejected
	H4	0.243	0.047	0.268	5.157	0.000	Accepted

a. Dependent Variable: The intention to use streaming platforms

The statistical analysis conducted in this study, as shown in Table 3, offers a comprehensive understanding of the determinants influencing the intention to use streaming platforms. In the analysis of the hypotheses, the findings provided compelling insights into the factors influencing users' intentions to use streaming platforms. H1 was strongly supported with a significance level of 0.000, demonstrating the considerable impact of platform quality on users' intentions. Likewise, H2 also garnered substantial support, with a significance level of 0.000, indicating the pivotal role of social influence in shaping these intentions. However, H3 was not confirmed, as it was rejected with a significance level of 0.742, suggesting that the marketing strategies assessed did not significantly affect users' intentions to use streaming platforms. Finally, H4 reiterated the importance of brand perception, as it gained robust support with a significance level of 0.000, highlighting its substantial influence on users' intentions to engage with streaming platforms. These findings collectively illuminate the multifaceted dynamics that underlie users' decisions in the streaming platform landscape.

DISCUSSION

The discussion of the study's findings reveals critical insights into the determinants that shape users' intentions to use streaming platforms. It is evident from the analysis that platform quality, social influence, and brand perception play significant roles in influencing these intentions. First and foremost, platform quality emerges as a pivotal factor affecting users' intentions. This finding underscores the importance of providing users with a seamless and high-quality streaming experience. In an era where users have numerous streaming options at their disposal, platforms that prioritise technical excellence, content quality, and user-friendly interfaces are more likely to attract and retain users. This aligns with previous research emphasising the importance of user satisfaction in the context of digital platforms. The study's results also highlight the substantial impact of social influence on users' intentions. In an increasingly interconnected world, recommendations and opinions from friends, family, and social circles carry substantial weight. Streaming platforms that can harness this social influence by encouraging sharing, interaction, and user-generated content can significantly boost user engagement and adoption. Moreover, the study reinforces the enduring importance of brand perception. A positive and trustworthy brand image can not only attract new users but also retain existing ones. In a crowded and competitive streaming industry, where content libraries often overlap, brand perception can be a key differentiator. Users are more likely to engage with a platform they trust and perceive positively.

The findings of this study align with prior research. For example, Siripipattanakul et al. (2022) discovered that website quality significantly shaped the university's image, subsequently impacting individuals' intentions to follow the university's website. Furthermore, their study revealed that the university's image played a significant role in influencing electronic word-of-mouth, which, in turn, affected the intention to follow the university's website. Moreover, Lin and Nuangjamnong (2022) unveiled that customer trust, encompassing trust in community members, broadcasts, and products, held sway over customer engagement. They also noted that purchase intention was influenced by both customer engagement and the credibility of influencers, specifically in terms of attractiveness, trustworthiness, and expertise. Additionally, Lisnawati, Wibowo, and Suhendro (2021) solidified the understanding that brand image wields a positive and substantial influence on purchase intention. This underscores the pivotal role that brand perception plays in shaping consumers' decisions to make purchases.

The finding that marketing strategy did not significantly influence user intentions to use streaming platforms warrants attention. It suggests that the specific marketing strategies examined in this study may not be as impactful in shaping user behaviour as anticipated. This raises questions about the effectiveness of traditional marketing approaches in the digital streaming landscape and calls for a deeper exploration of alternative marketing strategies that align with user preferences and behaviours. However, Yan et al. (2020) showed that search engineMarketing and social media marketing had a significant positive relationship with the consumers' buying behaviour. Moreover, Salhab et al. (2023) revealed that social media marketing exerts a significant impact on both brand image and brand trust. Furthermore, their study highlighted the substantial influence of both brand trust and brand image on purchase intention. These findings underscore the interconnected nature of social media marketing, brand perception, and consumer behaviour.

These findings collectively shed light on the intricate dynamics that guide users' decisions when engaging with streaming platforms. Platform quality, social influence, and brand perception emerge as pivotal factors, while the role of marketing strategies warrants further investigation. These insights can inform strategic decisions within the streaming industry, ultimately enhancing the user experience and platform success.

CONCLUSION

This study set out to analyse the influential factors driving the utilisation of streaming platforms in Bangkok, Thailand. Specifically, it examined the roles of platform quality, social influence, marketing strategies, and brand perception. The results underscored the significance of platform quality, social influence, and brand perception in shaping users' intentions to use streaming platforms. Notably, these factors exhibited a strong positive impact on users' inclination. However, the study found that marketing strategies, as they were assessed, did not exert a significant influence on users' intentions to use streaming platforms. These findings provide valuable insights into the complex dynamics that underlie user preferences and behaviours in the context of streaming platforms.

The implications drawn from this study's findings offer valuable guidance to stakeholders in the streaming industry. Prioritising platform quality, including seamless streaming experiences and high-resolution content, can attract and retain users seeking top-notch viewing experiences. Leveraging social influence by encouraging user-generated content and recommendations can foster community engagement and increase platform usage. Platforms should reassess their marketing strategies to better resonate with users, considering alternative tactics. Managing and enhancing brand perception through transparency and quality content delivery is essential for building trust and loyalty. Additionally, educational initiatives can empower users to make informed choices. These implications underscore the multifaceted nature of user preferences in the streaming landscape and suggest avenues for enhancing user experiences and platform success.

While this study has provided valuable insights into the factors influencing the use of streaming platforms in Bangkok, Thailand, it is important to acknowledge certain limitations. The sample size was limited to 400 users in a specific geographic region, which may not fully capture the diversity of the global streaming audience. Additionally, the reliance on a quantitative approach, while valuable for hypothesis testing, may not encompass the depth of user experiences and motivations. Future research could benefit from larger and more diverse samples, as well as a combination of quantitative and qualitative methods to delve deeper into user behaviours and preferences. Moreover, considering the cultural and regional variations in streaming habits is crucial for developing context-specific recommendations. Moving forward, comparative analyses across regions, and exploration of innovative marketing strategies and emerging technologies can further enhance our understanding of how streaming platforms can thrive in the ever-evolving digital entertainment landscape.

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Influencing Factors Behind Dating App Usage:
A Case Study in Bangkok, Thailand

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ABSTRACT

Objective: The objective of this study is to examine the primary factors influencing an individual's inclination to use dating apps in Bangkok, Thailand, particularly focusing on perceived ease of use, perceived usefulness, privacy considerations, and attitude.

Methodology: Adopting a quantitative approach, this study employed questionnaires as the primary data collection method. A sample of 399 dating app users in Bangkok, Thailand, was selected for participation. Hypotheses were rigorously tested, and data analysis was carried out using analytical software and statistical techniques for thorough examination.

Result: Perceived ease of use and perceived usefulness did not significantly affect users' intentions to use dating apps. However, privacy considerations and user attitudes were identified as significant factors influencing the intention to use dating apps.

Conclusion: These findings provide valuable insights into dating app adoption, highlighting the significance of factors like privacy and user attitudes. They suggest that user decisions go beyond usability and utility, emphasising the need to consider these additional factors in app development, marketing, and privacy policies as the digital dating landscape evolves.

Keywords: *Perceived Ease of Use, Perceived Usefulness, Privacy, Attitude, Dating App*

INTRODUCTION

Dating applications, often referred to as dating apps, have revolutionised the way people engage in romantic pursuits. These digital platforms have become a ubiquitous feature of modern dating culture, providing individuals with convenient and accessible avenues to connect with potential partners. Dating apps have transcended geographical boundaries, enabling users to explore a diverse pool of potential matches beyond their immediate social circles (Castro & Barrada, 2020; Chisom, 2021). One of the key advantages of dating apps is their ability to cater to a wide range of preferences and interests. Users can specify their preferences in terms of age, location, hobbies, and other criteria, allowing for more tailored matchmaking. This personalised approach has contributed to the popularity of dating apps and has made it easier for people to find compatible partners (Finkel et al., 2012; Schwartz & Velotta, 2018). Moreover, dating apps have introduced novel ways of communication. Features such as instant messaging, video calls, and virtual dates have transformed the dating landscape, enabling users to establish connections and build rapport before meeting in person. These tools have been especially valuable during times when physical meetings were restricted, such as during the COVID-19 pandemic (Chisom, 2021; Williams, Miller, & Marquez-Velarde, 2021). However, the proliferation of dating apps has also raised concerns about privacy and safety. Users share personal information on these platforms, and there have been instances of data breaches and misuse. Ensuring robust security measures and educating users about online safety have become imperative for dating app providers (Duguay, Dietzel, & Myles, 2022; Stardust, Gillett, & Albury, 2023).

According to Finkel et al. (2012) and the Daily Illini (2023), dating apps have revolutionised the dating landscape, offering users convenience, diversity, and innovative means of communication. However, amid their advantages, ensuring privacy and safety remains paramount for establishing a secure and enjoyable online dating environment. Consequently, dating apps emerge as a crucial and pertinent subject for investigation. This study undertakes the examination of factors shaping an individual's inclination to use dating apps in Bangkok, Thailand, with a particular focus on four pivotal dimensions: perceived ease of use, perceived usefulness, privacy considerations, and attitude. The insights derived from this exploration

hold significant implications, especially for dating app companies seeking to expand their market presence strategically. Customising app features and tailoring marketing endeavours to resonate with the specific preferences and attitudes of users in this dynamic city can amplify market penetration. This, in turn, empowers businesses to retain competitiveness, allure a more engaged user base, and cultivate trust and loyalty among users within the unique context of Bangkok, Thailand, and beyond.

LITERATURE REVIEW

Online dating apps continually undergo evolution, reshaping the dating landscape. In this tech-centric era, they have become virtually inescapable and wield a profound influence on countless individuals' romantic pursuits. The motivations behind their use and the intriguing shifts in representation they bring about are undeniably fascinating. In essence, online dating has fundamentally transformed the way people seek romance (Bryden, 2017). Several factors influence an individual's intentions to use online dating apps (Azzahro et al., 2018). One well-known factor in this context is the Technology Acceptance Model (TAM), which is a theoretical framework initially developed by Davis. The TAM aims to elucidate how individuals adopt information systems by drawing on principles from rational behaviour theory (Limna, Kraiwanit, & Jangjarat, 2023). According to Karim et al. (2020), Tahar et al. (2020), and Woodeson (2022), perceived ease of use refers to the extent to which users believe that a particular technology or system is easy to use. It is a subjective assessment of how straightforward and user-friendly a technology appears to be. A high perceived ease of use can encourage users to adopt and use a technology. If users perceive a system as difficult to use, they are less likely to engage with it. Perceived usefulness refers to the belief that a technology or system will help users accomplish their goals and tasks effectively. It's about the user's perception of the value or utility of the technology. Perceived usefulness is a crucial factor in technology adoption. Users are more likely to adopt and continue using a technology if they believe it will be beneficial in achieving their objectives. Phetnoi, Siripipatthanakul, and Phayaphrom (2021) explored the elements impacting the purchase intentions of Thai consumers on online shopping platforms and applications during the COVID-19 pandemic. They found that both perceived ease of use and perceived usefulness significantly influenced purchase intention. Woodeson (2022) emphasised the critical role of student satisfaction as a mediating and moderating factor in the adoption of online English dictionaries, shedding light on the intricate interplay between perceived usefulness, perceived ease of use, satisfaction, and intention to use in an educational context.

Privacy refers to the control and protection of one's personal information and data. In the context of technology, it relates to the safeguarding of user data from unauthorised access, use, or disclosure. Privacy is of paramount importance in today's digital age. Users want assurance that their personal information will be handled securely, and concerns about privacy can significantly impact their attitudes and decisions regarding technology use (Mousavi et al., 2020; Mitchell & El-Gayar, 2022). Grover et al. (2019) investigated the acceptance of blockchain technology by analysing the insights shared by users on Twitter. They discovered that users were drawn to blockchain due to its offerings of security, privacy, transparency, trustworthiness, and traceability features.

Attitude refers to a user's overall evaluation or disposition towards a technology or system. It encompasses their feelings, opinions, and perceptions about the technology. Attitude plays a

crucial role in determining user behaviour. A positive attitude towards a technology is more likely to lead to adoption and continued use, while a negative attitude can discourage use (Taherdoost, 2018; Vasasiri, Siripipatthanakul, & Phayaphrom, 2022). Kasilingam (2020) conducted a study to investigate the relationship between perceived usefulness, perceived ease of use, perceived enjoyment, price consciousness, perceived risk, trust, and personal innovativeness, with regard to users' attitudes and intentions to use chatbots for shopping. Users' attitudes towards chatbots were significantly influenced by perceived usefulness, perceived ease of use, perceived enjoyment, price consciousness, perceived risk, and personal innovativeness. However, when it came to the intention to use chatbots, it was found to be directly influenced only by trust, personal innovativeness, and attitude.

By delving into these factors, we can gain a comprehensive understanding of the motivations, reservations, and dynamics at play within the context of dating app usage in Bangkok, Thailand. As shown in Figure 1, the conceptual framework of this study is illustrated, and the hypotheses are presented as follows:
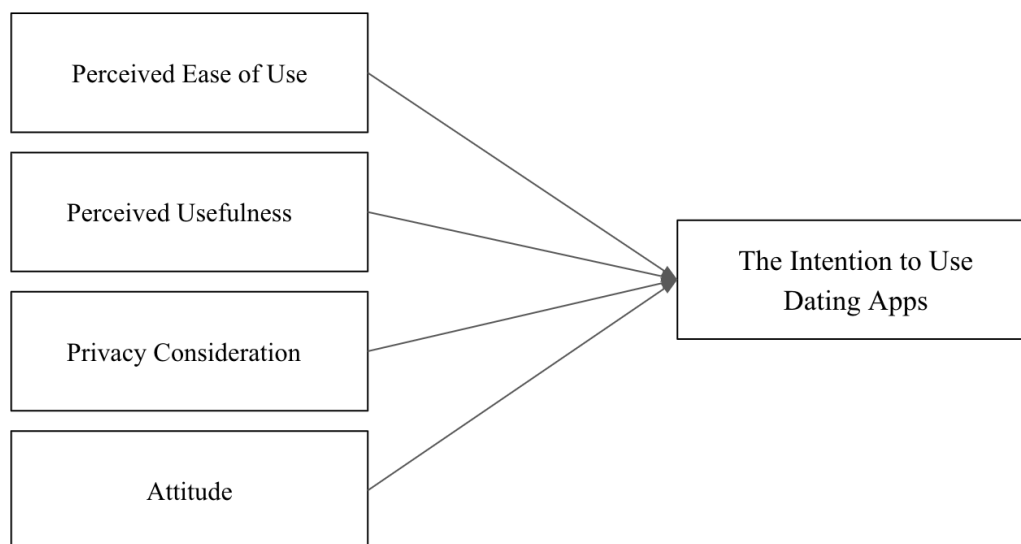
Figure 1. Conceptual Framework

    H1: Perceived ease of use significantly influences the intention to use dating apps.
    H2: Perceived usefulness significantly influences the intention to use dating apps.
    H3: Privacy consideration significantly influences the intention to use dating apps.
    H4: Attitude significantly influences the intention to use dating apps.

RESEARCH METHODOLOGY

A quantitative research approach was employed in this study, using online closed-ended questionnaires with Likert's Rating Scale as the primary data collection method. To assess the key variables, a five-point Likert Scale was utilised, ranging from 5 (indicating strong agreement) to 1 (indicating strong disagreement). The questionnaire items were thoughtfully developed using established and validated research data to ensure their accuracy in measuring the intended concepts, as demonstrated in prior studies (Siripipattanakul et at., 2022;

Siripipatthanakul et al., 2023). Furthermore, a pre-test of the questionnaire was administered to 30 respondents, in accordance with the recommendations of Doungpitak et al. (2023) and Thetlek et al. (2023), to refine its effectiveness. Data collection was carried out via an online survey created using Google Forms and distributed through various online platforms, including Facebook, Line, and Twitter, following the guidelines suggested by Duangsin et al. (2023). Prior to distributing the online questionnaires, the researchers provided a clear explanation of the study's purpose to the respondents and sought their consent to participate, adhering to ethical standards (Siripipatthanakul et al., 2022).

The study targeted users of streaming platforms in Bangkok, Thailand, with an age criterion of over 18 years old, consistent with the standards outlined by Napawut et al. (2022). To ensure a confidence level of 95%, a minimum of 385 samples were required for data collection using probability sampling (Stratified Random Sampling), with a sample error of 5% and a precision level of 95%. The study ultimately gathered data from 399 dating app users in Bangkok, Thailand, selected through convenience sampling. For data analysis, analytical software was employed, utilising various statistical methods for comprehensive examination. Descriptive statistics were used to summarise general characteristics such as gender, age, and behaviours related to the intention to use dating apps. Inferential statistics were subsequently applied to test hypotheses and establish relationships between independent and dependent variables, while adhering to specific statistical assumptions.

RESULT

A comprehensive dataset was collected from 399 dating app users located in Bangkok, Thailand, who willingly participated by filling out online questionnaires. Following data collection, a thorough coding process and rigorous analysis were meticulously undertaken to effectively address the research objectives.

Table 1. Reliability Statistic

Cronbach's Alpha	N of Hypotheses
0.777	4

Table 1 presents Cronbach's Alpha, a measure of internal consistency reliability, with a value of 0.777. This value indicates a high level of internal consistency among the four hypotheses analysed in the study. In essence, it confirms that the items within these hypotheses effectively measure the same underlying concepts consistently.

Table 2. Model Summary

Model	R	R^2	Adjusted R^2	Std. Error of the Estimate
1	0.774 [a]	0.599	0.595	0.597

a. Predictors: (Constant), H1, H2, H3, H4

As shown in Table 2, a model summary, the statistics provide valuable insights into the regression model's performance. The coefficient of determination (R^2) for predicting the intention to use streaming platforms is 0.599. This R^2 value signifies that approximately 59.9% of the variability in the intention to use streaming platforms can be accounted for by the predictors incorporated into the model.

Table 3. Coefficients [a]

Model		Unstandardised B	Coefficients Std. Error	Standardised Coefficients Beta	t	Sig.	Results
1	(Constant)	-0.152	0.252		-0.603	0.547	
	H1	0.012	0.070	0.007	0.176	0.861	Rejected
	H2	-0.006	0.062	-0.004	-0.103	0.918	Rejected
	H3	0.634	0.053	0.510	11.875	0.000	Accepted
	H4	0.374	0.043	0.353	8.753	0.000	Accepted

a. Dependent Variable: The intention to use dating apps

The statistical analysis conducted in this study, as shown in Table 3, offers a comprehensive understanding of the determinants influencing the intention to use dating apps. In the analysis of the hypotheses, the findings provided compelling insights into the factors influencing users' intentions to use dating apps. H1 was not supported (Sig. = 0.861), indicating that there was no significant impact of perceived ease of use on the intention to use dating apps. Similarly, H2 was also not supported (Sig. = 0.918), suggesting that perceived usefulness did not significantly influence the intention to use dating apps. In contrast, H3 was confirmed (Sig. = 0.000), signifying that privacy considerations had a significant impact on the intention to use dating apps. Likewise, H4 was substantiated (Sig. = 0.000), demonstrating that attitude significantly influenced the intention to use dating apps.

DISCUSSION

The findings of this study yield significant insights into the dynamics of dating app adoption. The rejection of H1 and H2, indicating that perceived ease of use and perceived usefulness did not significantly affect the intention to use dating apps, is noteworthy. It suggests that in this study context, users may not primarily base their decision to use dating apps on how easy they perceive the apps to be or how useful they find them. However, Limna (2023) confirmed that digital communication channels have become incredibly common, and consumers prefer engaging through multiple touchpoints or interaction points, especially when it's convenient for them. According to Kasilingam (2020), perceived usefulness, perceived ease of use, perceived enjoyment, price consciousness, perceived risk, and personal innovativeness all had a significant influence on users' attitudes toward chatbots.

The affirmation of H3, which indicates that privacy considerations have a substantial impact on the intention to use dating apps, underscores the mounting awareness and concern surrounding data privacy within the digital dating realm. Users are evidently displaying caution when it comes to the handling of their personal information on these platforms. This

underscores the imperative for dating app providers to institute robust privacy safeguards and maintain transparent data management practices. Additionally, the validation of H4, signifying that attitude significantly shapes the intention to use dating apps, represents a pivotal finding. It suggests that users' overall outlook, perceptions, and emotional responses wield considerable influence over their decision to engage with dating apps. This implies that strategies focused on fostering positive user attitudes could prove effective in enhancing app adoption and user retention. These study outcomes align with prior research conducted by Harborth and Pape (2020), indicating that privacy concerns can strongly influence users' decision to use a service. In addition, Kasilingam (2020) revealed that reinforcing the notion that for the intention to use chatbots, the direct influencers are trust, personal innovativeness, and attitude. Zahid et al. (2022) also confirmed that attitude was a significant factor influencing citizens' intentions to use e-government services.

These findings collectively contribute to a deeper understanding of the multifaceted nature of dating app adoption, emphasising the need for app developers to address privacy concerns and cultivate positive user attitudes to promote adoption and retention effectively.

CONCLUSION

This study's findings shed light on the complex dynamics of dating app adoption in our study context. Notably, the study reveals that perceived ease of use and perceived usefulness do not significantly impact users' intentions to use dating apps. This suggests that factors extending beyond mere usability and utility hold more sway over user decisions. Conversely, privacy considerations emerge as a pivotal factor, with users expressing significant apprehension regarding the protection of their personal data within these platforms. Furthermore, the study underscores the substantial influence of users' attitudes, indicating that their overall disposition and emotional responses play a central role in shaping their intentions to engage with dating apps. These insights underscore the multifaceted nature of user behaviour in the digital dating landscape and offer valuable considerations for app developers and marketers seeking to enhance user adoption and satisfaction.

Perceived ease of use delves into the user-friendliness of dating apps. It investigates how easily individuals can navigate through these platforms, create profiles, and initiate conversations. An assessment of perceived ease of use provides insights into the accessibility of dating apps for individuals with varying levels of technological proficiency. In addition, perceived usefulness also plays a critical role. Understanding the perceived value and utility of dating apps is crucial. It involves examining how users perceive these platforms in terms of their ability to help them meet potential partners, forge connections, and ultimately find meaningful relationships or experiences. Furthermore, privacy concerns are paramount in the digital age. Analysing how individuals assess the security and privacy features of dating apps is vital. This includes evaluating perceptions related to data protection, anonymity, and control over personal information shared on these platforms. Moreover, investigating users' attitudes towards dating apps provides valuable insights into their overall disposition and sentiment. It encompasses their emotional responses, expectations, and general outlook when engaging with these platforms. A positive attitude may encourage greater usage, while a negative one could deter individuals from participating.

This study, while insightful, presents limitations that should be acknowledged. The sample size of 399 dating app users in Bangkok, Thailand, while providing valuable data, may not fully represent the diverse range of users in this dynamic city. Expanding the sample to include a more extensive and diverse population could enhance the study's external validity. Moreover, the research focuses primarily on quantitative data, potentially overlooking qualitative nuances that could offer a deeper understanding of user attitudes and intentions. Incorporating qualitative research methods, such as interviews, could provide richer insights into the factors influencing dating app adoption. Additionally, the study may benefit from a more comprehensive exploration of contextual factors, such as cultural and societal norms in Bangkok, which could play a substantial role in shaping user behaviour on dating apps.

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