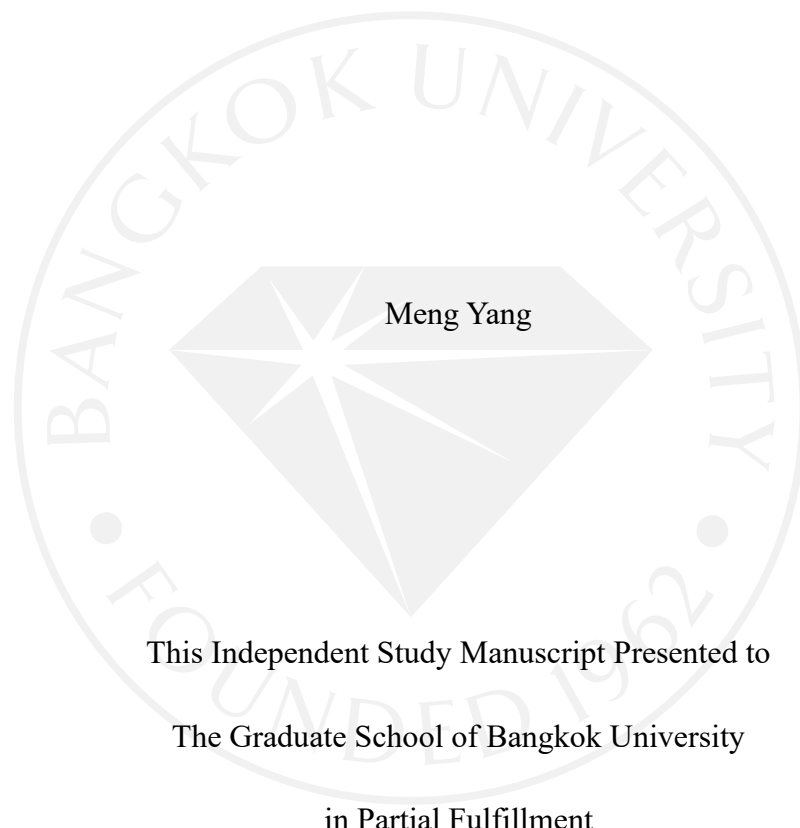


**FACTORS AFFECTING COLLEGE STUDENTS' INTENTION TO USE
“DIANPING” APPLICATION TO CHOOSE RESTAURANTS IN HAIDIAN
DISTRICT OF BEIJING IN CHINA**



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DISTRICT OF BEIJING IN CHINA



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the Graduate School
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to Choose Restaurants

Author: Miss Yang Meng

Independent Study Committee:

Advisor



(Dr. Penjira Kanthawongs)

Field Specialist



(Dr. Nittana Tarnittanakorn)



(Asst. Prof. Dr. Siriwan Rujibhong)

Dean of the Graduate School

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Factors Affecting College Students' Intention to Use "DIANPING" Application to Choose Restaurants in Haidian District of Beijing in China (109 pp.)

Advisor: Penjira Kanthawongs, Ph.D.

ABSTRACT

This study was aimed to find out factors affecting college students' intention to use "DIANPING" application to choose restaurants in Haidian District of Beijing in China. These factors were performance expectancy, effort expectancy, social influence, facilitating conditions, personal innovativeness, quality of the food, and online review. In this study, the total samples of 220 respondents were collected using the survey questionnaire with college students who lived in Haidian District of Beijing in China. The research was revealed that most of the respondents were females, the ages between 24 to 29 years old, undergraduate students, with average monthly allowances of 4,001-5,000 yuan per month. They intended to choose to use the "DIANPING" application at lunch time. Moreover, the researcher found that only facilitating conditions, online review, and effort expectancy had respectively positive effect towards intention to use "DIANPING" application of the college students to choose restaurants in Haidian District of Beijing in China with statistical significance of .05. Descriptive statistics and multiple regression analysis were used in the data sets. For managerial implication,

“DIANPING” application’s developers, owners, or marketers should benefit from this research’s results. Future research also suggested in this study.

Keywords: “DIANPING” Application, College Students, Intention to Use, China



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Meng Yang

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CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem Statement

Based on the rapid development and leading force of the Internet and social media, online reviews and the use of the applications to find local restaurants, hotels, and shops had become increasingly popular as an important source of word-of-mouth (WOM), which could influence product sales and profitability (Li, Xie, & Zhang, 2020). Modern Information Communication and Technologies (ICTs) such as smart phones and mobile applications had drastically changed consumers' daily lives. With respect to eating, travelling, or shopping, those ICTs helped consumers work so efficiently and they provided consumers with new options including ordering food online, booking hotels, or purchasing products from online shops. The online-to-offline (O2O) transactions have played important parts for many businesses in China. For example, in the restaurant businesses, the online food ordering platform services allowed customers and restaurants to interact. While the customers would have sent online orders to the restaurants, the restaurants would deliver the takeaways to the customers (He, Han, Cheng, Fan, & Dong, 2019). All the three participants which were the online platform services especially through mobile applications, the customers who used the mobile applications, and the restaurants/ hotels/ shops which used the mobile applications would benefit from these transactions. For the

restaurants/ hotels/ shops, these markets provided new revenue sources without expanding seating capacity, hotel staff, or shop sale representatives. For the customers, these services offered various options, rating, reviews, and payment choices. For the online platforms, this business model produced steady stream of commissions (He et al., 2019). The above advantages were the reasons why the O2O transactions in China were booming. According to iResearch, the value of China's O2O transactions had grown from US \$335 million in 2015 to US \$626 million in 2018 (Henriques, 2019). China has shown unstoppable growth in its economy and O2O has become a more popular term in the Chinese digital economy. Therefore, the online platform services especially through mobile applications have played an important role in this booming economy in China.

Haidian district was a district of the municipality of Beijing. It was 431 square km in area, made it the second-largest district in urban Beijing. It had around 2,240,124 inhabitants in 2000 Census; however, in comparison to other districts, a higher percentage of its inhabitants did not have the governmental residential certificates for long-term residence, because Haidian District was where most universities were located and therefore many of its inhabitants were college students (Wikipedia, 2019a). In the last decade, Haidian had become Beijing's educational and technological center. It had a lot of Old Beijing, including the wonderful Summer Palace with its lakes and ancient pavilions ("Haidian District," 2019). In Haidian district of Beijing, college students used the public comments from the Chinese

applications to choose the specific locations for the restaurants. Interestingly, effective suggestions from DIANPING application seemed to provide better services for those college students in Haidian district. Since Haidian district in Beijing had the largest number of universities and college students, the purpose of this study was to investigate factors affecting college students' intention to use "DIANPING" application to choose restaurants in Haidian district of Beijing in china.

DIANPING was an application to find local restaurants, hotels, and shops. It was used to search by GPS, provide shop phone numbers, addresses, maps, reviews, and coupons in seven major cities, including Beijing and Shanghai, in China. It was also used to check in to record and share for locally found food delivery services, consumer products, and retail services. Its reviews' rating was 3.8 out of 5 at Google Play store and it was installed by more than 1 million users as of 17 September 2019 (GooglePlay, 2019). Meituan-DIANPING, a Chinese group buying website, had headquartered in Beijing and it was founded in 2010 by Wang Xing. The Meituan.com site offered deals of the day by selling vouchers on local services and entertainment. Meituan-DIANPING was also one of the world's largest online and on-demand delivery platforms. It had over 290 million monthly active users and 600 million registered users as of April 2018 (Wikipedia, 2019b). Meituan-DIANPING application had entered the Thai market since 2017 and has targeted Chinese tourists in Thailand with high purchasing power. Within 600 million registered users, 400 million users had been annual active buyers. The 71% of the users were white-collar

and 16% were executives. Each user had spent around 6,000 yuan or around 30,000 baht per trip and would pay on food around 1,500 baht per person per mean. The 93% of the users would travel more than 2 persons. Then, DIANPING application was an interesting online platform service to investigate for the researchers of this research.

For literature review, a research on “psychological factors influencing customers ‘acceptance of smartphone diet apps when ordering food at restaurants” was examined the adoption of smartphone diet apps by restaurant customers and the psychological factors that influenced their intention to use such apps when ordering food at restaurants. The data was collected from 395 users who downloaded MyFitnessPal, a free application. The results showed that the customers’ intention to use smartphone diet apps was predicted by performance expectancy of the application, effort expectancy, social influence, and degree of personal innovativeness of the users. Following the Unified Theory of Acceptance and Use of Technology (UTAUT), this study proposed five determinants of mobile diet apps’ usage intentions including performance expectancy, effort expectancy, social influence, facilitating conditions, and personal innovativeness (Okumus, Ali, Bilgihan, & Ozturk, 2018). Moreover, a research on “a customer value perspective to service experiences in restaurants” combined the customer – perceived value perspective with more traditional models of service/ restaurant experience using data from a large quantitative survey of 1,533 respondents. This prior research analyzed restaurant

experiences through attributes especially quality of the food and paid attention to understand what kind of value customers perceived. The quality of the food was an inevitable part of the customer experience and was commonly addressed through perceptions of deliciousness and nutritional value, or through the aesthetics of the food (Yrjölä, Rintamäki, Saarijärvi, Joensuu, & Kulkarni, 2019). Traditional conceptualizations of the restaurant experience could be argued to be supply-oriented, as they focused attention on factors like the quality of food offered. However, the customer value in restaurants by incorporating the economic, functional, emotional, and symbolic values should be linked with the quality of the food, customer satisfaction, customer loyalty, and customer's Word-of-Mouth (WOM) as well (Yrjölä et al., 2019). Mobile food ordering apps (MFOAs) had been widely offered in the restaurant sector as innovative channels to reach customers and provided them with high-quality services. The researcher on "mobile food ordering apps: an empirical study of the factors affecting customer e-satisfaction and continued intention to reuse" the main factors predicted the e-satisfaction with MFOAs and customers' intention to reuse such apps in Jordan. This research proposed an integrated model based on the extended UTAUT and features of MFOAs such as online review, online rating, and online tracking. The main results supported the role of online review, online rating, online tracking, performance expectancy, hedonic motivation, and price value on e-satisfaction, and continued intention to reuse (Alalwan, 2020). Therefore, the researcher hypothesized that performance

expectancy, effort expectancy, social influence, facilitating conditions, personal innovativeness, quality of the food, and online review affected college students' intention to use "DIANPING" application to choose restaurants in Haidian District of Beijing in China.

Table 1.1: DIANPING, Meituan and Yelp SWOT analysis

	DIANPING	Meituan	Yelp
Strength	<p>1. "DIANPING" application had high margins and robust domestic market that DIANPING Operated in.</p> <p>2. "DIANPING" application had massive amount of merchant information.</p> <p>3. "DIANPING" application had formed a mature offline channel.</p>	<p>1. Meituan developed early and had a high reputation.</p> <p>2. Meituan had strong technical force, operation and maintenance experience.</p> <p>3. Meituan mainly provided service products.</p>	<p>1. Yelp had successful track record of integrating complimentary firms through mergers & acquisition.</p> <p>2. Yelp had strong dealer community.</p> <p>3. Yelp had high level of customer satisfaction.</p> <p>4. Yelp had good returns on capital expenditure.</p>

(Continued)

Table 1.1: (Continued): DIANPING, Meituan and Yelp SWOT analysis

	DIANPING	Meituan	Yelp
Weakness	<p>1. “DIANPING” application’ business model could easily be copied by other competitors.</p> <p>2. “DIANPING” application’s profit model needed to be optimized and improved.</p> <p>3. “DIANPING” application lacked critical talent.</p>	<p>1. Publicity channels were relatively narrow.</p> <p>2. The company lacked the passion and driven of the start-up period.</p> <p>3. Financing channels were relatively narrow.</p>	<p>1. The company sold a single product type.</p> <p>2. Yelp Not highly successful at integrated firms with different work culture.</p> <p>3. Yelp’s product technology was out of date.</p>

(Continued)

Table 1.1: (Continued): DIANPING, Meituan and Yelp SWOT analysis

	DIANPING	Meituan	Yelp
Opportunity	<p>1.Changed Technology Landscape.</p> <p>2. “DIANPING” application could accept more new international talents.</p>	<p>1. Meituan had great room for development.</p> <p>2. Products, needs and consumer personalities were diverse, which provided more opportunities for Meituan to sell its own products.</p>	<p>1. New consumer behavior had opened up new markets for Yelp.</p> <p>2.Yelp had new environmental policies.</p>
Threat	<p>1. Group purchase market product chaos, resulted in great damage to the rights and interests of consumers.</p> <p>2. The market for DIANPING was in disorder and</p>	<p>1. Traditional PC advertising business was gradually shrinking, leading to the rapid transformation of advertising mode to trading mode.</p>	<p>1.Yelp faced intense competition.</p> <p>2. Rising raw material could pose a threat to the Yelp Inc. profitability.</p>

(Continued)

Table 1.1: (Continued): DIANPING, Meituan and Yelp SWOT analysis

	DIANPING	Meituan	Yelp
Threat	the government had mismanaged it.	2. Meituan's Profit model single, less attractive to investment.	

Source: *SWOT analysis of Meituan vs DIANPING*. (2017). Retrieved from

<https://www.docin.com/p-2064924266.html>

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Nowadays, not only powerful third-party review applications like Meituan, DIANPING, and Yelp had become popular but also new third-party review trends were became booming. Which responded to the users' needs. By used these apps, customers were able more easily and effectively to access and order their food from a wide range of restaurants at times and locations convenient to the users. Such apps also provided customers with more comprehensive, up-to-date and acerated information about the restaurants and the menu options (Alalwan, 2020). Smartphone

apps could assist customers in making more informed decisions when ordering food by provided timely and accurate nutritional information, which could have a positive impact on food ordering behavior (Okumus et al., 2018). Due to the continuous development of third-party review software in China, including personal innovativeness changed, people paid more attention to technology and convenience. Therefore, the researchers were interested in investigating the availability of more convenient services and third-party review software with a higher level of technology to see which factors affected their intention to use third-party review software in the future. Furthermore, the used of this research result may appropriate for a small to medium entrepreneurs for future development and growth.

1.2 Objectives of Study

Therefore, the researchers wanted to explore factors affecting college students' intention to use "DIANPING" application to choose restaurants in Haidian district of Beijing in China. The purpose of this research was:

- (1) To investigate the factors affecting college students' intention to use "DIANPING" application to choose restaurants in Haidian district of Beijing in China.
- (2) To investigate performance expectancy, effort expectancy, social influence, facilitating conditions, personal innovativeness, quality of the food, and online review with the effect towards intention to use.

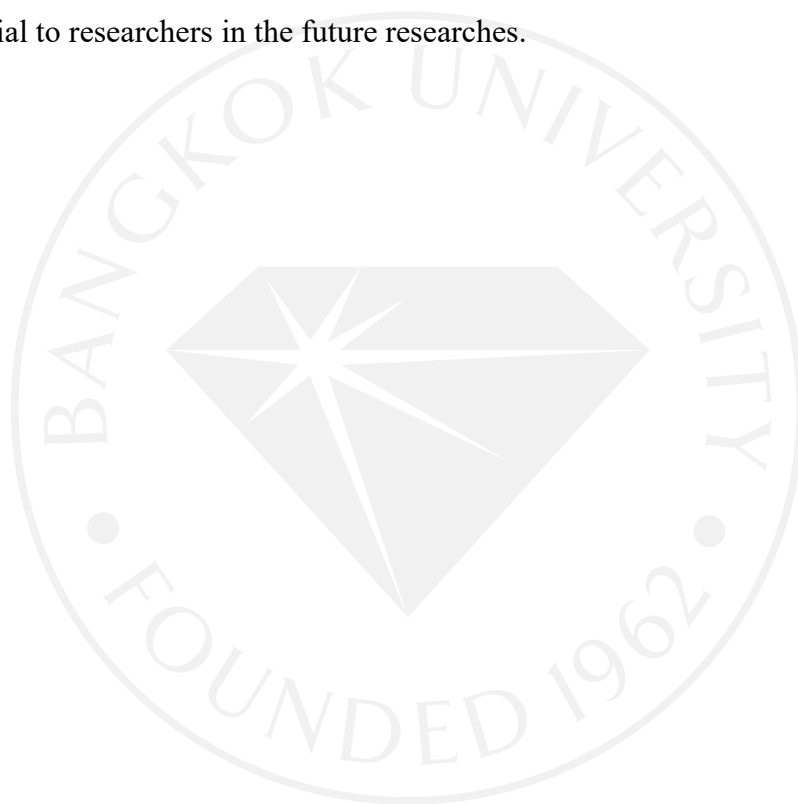
1.3 Contribution of Study

1.3.1 The results of this research could be applied to marketing strategies for the third-party review websites and the analysis of customer intention to use “DIANPING” application or the important role of The third-party review websites by means of the investigation and measurement. Helping industry to learn more about the customer, the needs of customers, the distance into the enterprise and customer, grasp the pulse of the market, the fierce market competition initiative easier. To master the objective, true, accurate and reliable customer’s intention to use. The third-party review websites were supposed to improve the brand image, service quality, high economic efficiency and management of an important content.

The purpose of this study was to better understand the intention to use of. The third-party review websites’ products and services identify the important regulatory factors affecting customer’s intention to use, which was conducive to guide. The third-party review websites to systematically and pertinently improved their service quality and improved customer intention to use in practice. To implement the customer intention to use strategy and take advantage of the competitive advantage was conducive to perfect the quality management theory and service marketing theory of the third-party review websites.

Review information was an important factor to determine the direction of the third-party review sites’ future development, and the intention to use review information would also affect the long-term development of review sites. This study

held that the study on the intention to use comments on the third-party review sites was conducive to the long-term development of the review sites. This research expanded the theories on how performance expectancy, effort expectancy, social influence, facilitating conditions, personal innovativeness and quality of the food impacted college students' intention to use "DIANPING" application which would be beneficial to researchers in the future researches.



CHAPTER 2

LITERATURE REVIEW

2.1 Related Theories and Previous Studies

2.1.1 Performance Expectancy (PE). Performance expectancy referred to the ability of the new system and application to help customers attain what they needed and wanted in a more convenient and productive way (Venkatesh, Morris, Davis, & Davis, 2003). The concept “perceived usefulness” in the behavior models (i, e. Technology Adoption Model (TAM)) was consistent with the “performance expectancy”. Other studies regarded the ‘performance expectancy’ as individuals’ belief that the usage of the system would improve the performance (Sair & Danish, 2018). Customers were more likely to have a positive reaction and intention towards using a new system if they perceive that the system would save them more time and energy than traditional ones done (Okumus et al., 2018). It could be argued that a customer was more likely to be satisfied and pleased about his or her experience of using MFOAs if they perceived a high level of utilitarian value in using such innovative apps (Alalwan, 2020).

2.1.2 Effort Expectancy (EE). Effort expectancy was the extent to which smartphone users believed that using an application could spare them from efforts. It related to perceived ease of use in TAM, which showed that a system perceived to be easier to use is more likely to induce behavioral intention (Chiu & Wang, 2008).

TAM put forward the perceived ease of use and perceived usefulness as two main factors while trying to explain the attitude directly and behavioral intention indirectly towards using a technology (Alagoz & Hekimoglu, 2012). The study variable ‘effort Expectancy’ could be defined with respect to ease, that was an individual’s feeling when he/she used technology in an easy way and the extent of the individual’s ease. Based on the technology usage behavior (either easy or difficult), consumers determined that the option of mobile commerce was feasible in their practical lives (Sair & Danish, 2018). Customers had been consistently observed to pay particular attention to the extent to which used a new system was easy and to which less efforts were needed (Alalwan, Dwivedi, & Rana, 2017). Therefore, effort expectancy should have a direct effect on diet app usage intention. Also important was performance Expectancy, which was the extent to which a smartphone user believes that a diet application enhances his or her performance in following a healthier diet (Okumus et al., 2018).

2.1.3 Social Influence (SI). Social influence was defined as the degree to which an individual perceives that other important people believed he or she should use the new system (Venkatesh et al., 2003). It was also one of the most important factors influenced whether users chose to use m-commerce software or not. The studied defines social influence as the extent to which a smartphone user believed that someone important thought he or she should use “DIANPING” application. (Khalilzadeh, Ozturk, & Bilgihan, 2017) proposed that social influence had a direct

and positive impact on behavioral intentions. In other words, “DIANPING” application had a direct and positive impact on users' behavioral intentions. This construct was comparable to subjective norm in TPB, which claimed that the more favorable the social influence of a behavior, the stronger an individual's intention to perform it (Okumus et al., 2018). Therefore, the communication about experience among users could enhance the frequency of use and degree of promotion of “DIANPING” application. With the increased of the users of “DIANPING” application, those of other similar software would decrease relatively, which indicated that social influence could positively affect users' satisfaction with e-commerce applications.

2.1.4 Facilitating Conditions (FC). Facilitating conditions were defined as the degree to which an individual believed that organizational and technical infrastructure existed to support the use of the system (Venkatesh et al., 2003). In other words, facilitation conditions could be seen as the perception of consumers regarding environmental barriers or available resources, which eased the use of m-commerce solutions (Verkijika, 2018). The extent of usage and consumers' satisfaction with their experience of using modern applications largely depended on how much technical infrastructure and human support were available when required by customers (Venkatesh et al., 2003). Facilitating conditions was validated as a significant predictor of accepting and using technology (Venkatesh et al., 2003). Ali, Nair, and Hussain (2016) contended that education delivery now relied on various

costly technologies and students' acceptance and usage of these technologies were dependent on the availability as well as the convenience of the infrastructure. This also confirmed convenience conditions' influence on the acceptance and usage of the system (Okumus et al., 2018). In addition, customers also paid considerable attention to the quality of these apps and their ability to work consistently without downtime or technical problems. The role of human supported in terms of customer service, call centers, and delivery were critical for ensuring a high quality of service delivered to customers. Thus, it had been widely found by the researchers in the field of information technology and digital marketing that facilitating conditions had a crucial impact on customers' intention and actual usage (Khalilzadeh et al., 2017; Verkijika, 2018). We proposed that in the process of using "DIANPING" application, users could gain simpler and more comfortable experience by perceiving technical infrastructure and human support, which increased their satisfaction with "DIANPING" application.

2.1.5 Personal Innovativeness (PI). Personal innovativeness referred to "the degree to which the individual was receptive to new ideas and made innovative decisions independently" (Okumus et al., 2018). Although different types of innovativeness had been put forward, most research only differentiates between general and domain-specific innovativeness. (Sair & Danish, 2018) in the study had confirmed the positive impact of innovativeness on the users' behavioral intentions toward mobile commerce. Accompanied by the technological factors, consumers'

individual characteristics on technological adoption had been explored by investigators and had received much attention in the area of marketing and the researched of information technologies, for instance personal innovativeness. Personal innovativeness, both theoretically and empirically, was a key variable in the process of innovation adoption. It had been demonstrated that there existed direct and positive relationship between personal values and innovativeness (Ramendra Thakur, Angriawan, & Summey, 2016). Ramendra Thakur et al. (2016) confirmed that personal innovativeness was positively related to technological innovativeness. In simple terms, personal innovativeness indicated the willingness of an individual to use new technologies. It played a key role in the diffusion and adoption of products and services, positively affected the individual's behavioral intention and attitude toward technologies (Nusair, Bilgihan, & Okumus, 2013; Ozturk, Nusair, Okumus, & Hua, 2016).

2.1.6 The Quality of The Food (QF). The quality of the food was an inevitable part of the customers' experience. It was generally perceived by deliciousness and nutritional value, and was commonly addressed through the aesthetics of the food (Yrjölä et al., 2019). All the components in a full-service restaurant, food quality was perhaps the most important one. Although customers evaluated multiple attributes when determining food quality, what they really considered was just threefold, namely, safety, appeal, and dietary ability (Sulek & Hensley, 2004). Food quality had a significant effect on the operation and sustainable development of the restaurant.

Therefore, it was absolutely necessary to effectively explore the food quality in the restaurant (Cheng, 2016). With the development of economy, consumers had a higher demand for food quality.

2.1.7 Online Reviews (OR). Online reviews provided by customers were actually a kind of oral spreading achieved via online platforms (Alalwan, 2020). The contents of online reviews included reasons for purchasing a product, feelings towards a product or figurative wording (Zablocki, Makri, & Houston, 2019). Previous findings had suggested that the quality of information in online reviews influenced consumers' purchase intentions in high- involvement conditions, and the high-quality information from online reviews would positively reflect the credibility of the information source (Filieri, 2015). Due to the trustworthiness of the information source, the information created by consumers in the form of online reviews was considered to be more credible than that from the sellers (Rakhi Thakur, 2018). Filieri and McLeay (2014) maintained that information bears understandability as well as accuracy, so if the information presented in online reviews was judged as clear, logical, and interpretable, then online reviews were proved to be easy to read and understand, which may influence travelers' acceptance of the information in online reviews. If the perceptual accuracy of the information provided in online reviews was improved, it would lead to an increase in the likelihood of travelers' adoption of the information in online reviews. Online reviews from consumers were likely to be more appealing to consumers as these reviews often described the attributes of the product

in terms of its usage and measure the performance of the product from a user's perspective. Consumers' reviews, therefore, were able to help those less-sophisticated consumers (i.e., novices) to find their best-matched products (Rakhi Thakur, 2018). Researchers also recognized that by posting online reviews, customers derive great social value and became empowered consumers (Rakhi Thakur, 2018).

2.1.8 Intention to Use (ITU). Intention was the belief, desire and perception of an individual. Behavioral intention was an important predictor of an individual's subjective probability to perform in a given behavior (Ajzen, Czasch, & Flood, 2009). Previous researches suggested that intention to use a system was the most significant predictor of its adoption and actual usage (Venkatesh et al., 2003). Consequently, individuals' intention captured the motivational aspects that affect their behaviors, and it indicated the individuals' willingness to develop an action. TRA (Theory of Reasoned Action), which was commonly adopted in the studies of social psychology, was a model to explain the determinants of intended behaviors (C.-S. Lu, Weng, Huang, Leung, & Wang, 2018). According to TRA, the behavioral intention of a person was determined by his or her attitude towards the behavior and the subjective norm. The attitude towards behavior refers to an individual's negative or positive feeling about performing the behavior (C.-S. Lu et al., 2018). The UTAUT2 model reflected that an individuals' intention to use and/or used a technology was determined by seven factors: (i) performance expectancy; (ii) effort expectancy; (iii) facilitating conditions; (iv) social influence; (v) hedonic motivation; (vi) price value; and (vii)

habit. It had been shown by the empirical evidence that the intention of implementation appeared to mediate between behavioral intention and travel behavior (Hsieh, Kanda, & Fujii, 2019). In other words, we adjusted the relationship between our intention to use “DIANPING” application and the actual use of “DIANPING” application. Y. Lu, Wang, and Lu (2019) suggested that the satisfaction with MOOC was positively related to a learner’s continual intention to use it. Similarly, in our study, the satisfaction’s influence on the intention to continued using “DIANPING” application could be explained. The higher the satisfaction was, the stronger the intention to continued using “DIANPING” application would be (Venkatesh et al., 2003). Moreover, future research might also look at the impact of respondent’s experience of using smartphone diet apps on their intentions to re-used the app (Okumus et al., 2018).

Thiangthum and Kanthawongs (2017) studied on the influence of personal innovativeness in information technology, mobile marketing, brand loyalty, emotional appeal, informativeness, advertising creativity, social influence and performance expectancy toward purchase intention of smartphones in Mobile Expo 2016. The data were collected by using survey method with 330 respondents. Multiple Regression Analysis was used for hypotheses testing. Most of respondents were female, aged 26 - 30 years old, single and had bachelor’s degrees. Most of them worked in private company and income range between 20,001 - 30,000 baht per month. They purchased a new smartphone every 3 years and Facebook was their favorite application. The

results revealed that informativeness, social influence, brand loyalty and personal innovativeness in information technology had positive influence on purchase intention of smartphones of visitors in Mobile Expo 2016 at .01 level of signification.

Jiraudomruttana and Kanthawongs (2016) studied on positive influence of performance expectancy, effort expectancy, perceived credibility, facilitating conditions, awareness, resistance to change, and perceived number of users towards intention to use mobile banking of consumers in Bangkok. The data was collected by 300 questionnaires from teenagers, working and retirement people in Bangkok from December 2015 to January 2016. The data was also analyzed by using Pearson Correlation Coefficient and Multiple Regression Analysis. Most of respondents were both equal for male and female, aged 21-30 years old, were single, had Bachelor degrees, worked as private employees with the range of income of 10,001-20,000 baht per month. They knew about mobile banking from the suggestion of bankers, and they used mobile banking via their smart phones not over two times per week and not over 1,000 baht per transaction. The results were shown that perceived compatibility, resistance of change, performance expectancy, facilitating conditions, and perceived number of users had positively affected to the intention to use mobile banking at 0.1 level of signification.

2.2 Hypotheses

2.2.1: There was a positive relationship between performance expectancy and intention to use the “DIANPING” application.

2.2.2: There was a positive relationship between effort expectancy and intention to use the “DIANPING” application.

2.2.3: There was a positive relationship between social influence and intention to use the “DIANPING” application.

2.2.4: There was a positive relationship between facilitating conditions and intention to use the “DIANPING” application.

2.2.5: There was a positive relationship between personal innovativeness and intention to use the “DIANPING” application.

2.2.6: There was a positive relationship between the quality of the food and intention to use the “DIANPING” application.

2.2.7: There was a positive relationship between online reviews and intention to use the “DIANPING” application.

2.2.8: Performance expectancy, effort expectancy, social influence, facilitating conditions, personal innovativeness, quality of the food and online reviews had positive influence toward college students’ intention to use the “DIANPING” application.

2.3 Conceptual Framework

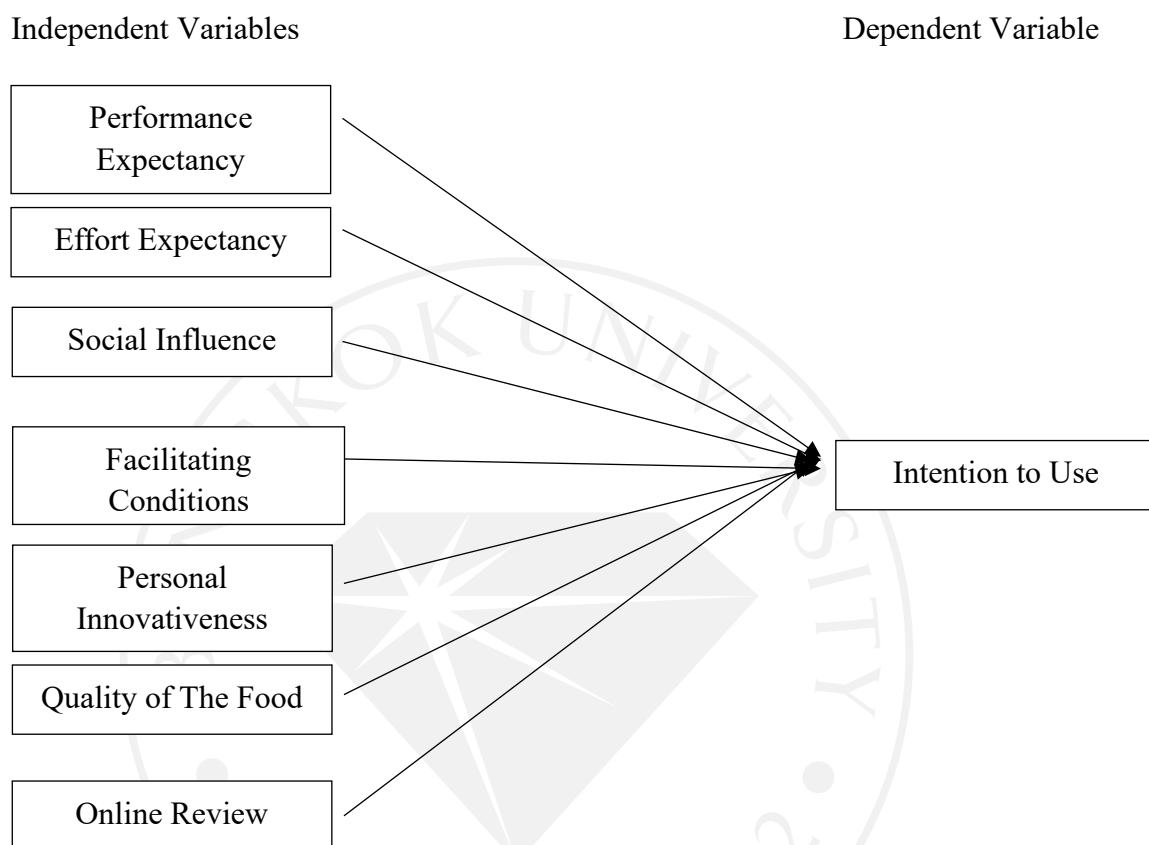


Figure 2.1: Theoretical framework for intention to use

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

This research was a quantitative research based on questionnaire survey. In this study, relevant literature was searched through domestic and foreign data libraries, and previous studies were used as references to get a more scientific and comprehensive understanding of the relevant content and the current state of the research. In terms of the questionnaires, general information was collected. In accordance with the use of “DIANPING” application, questions such as the frequency, the motivation, and the feelings of using it were put forward. At the same time, other relevant demographic and classification problems, such as gender, age, marital status, education level, monthly income, and personal occupation also appeared in the questionnaire. Finally, the data collected from the questionnaires were analyzed by the method of statistical analysis and the SPSS software.

3.2 Population and Sample Selection

The target population of this study were college students who had not used or may use “DIANPING” application in Haidian district of Beijing in China. On the premise of ensuring the validity and accuracy of the research, this paper selected the college students in Haidian district of Beijing for investigation. Zhang (2013)’s study

shows that college students have a high dependence on mobile “DIANPING” application. In the interview, college students said that the usefulness of consumption information displayed in “DIANPING” application had certain influence on their consumption, and that the comments of other users had certain reference value for their purchasing decisions. Therefore, this paper analyzed the factors that affect college students' intention to choose restaurants when using the “DIANPING” application, and further answered how the “DIANPING” application affects college students' willingness. Primary data was gathered by visiting the respondents through survey (Sair & Danish, 2018). In all the cases collected, the investigators did not intervene when respondents were giving answers, but only provided timely help when they needed it. The respondents were very active in cooperating with the survey and filling in the questionnaires, which made our survey work very smoothly.

The sample size of this study was estimated according to Cohen (1988)'s principle to determine the sample size of 40 pilot questionnaires. The sample size was then calculated using G*power version 3.1.9.2, a software created by Faul, Erdfelder, Buchner, and Lang (2009) and approved by Wiratchai (2012). The calculation was with the Power ($1 - \beta$) of 0.85, Alpha (α) of 0.15, Number of Test Predictor of 7, Effect Size of 0.0622477 (Calculated by Partial R^2 of 0.0586). As the result of G*power calculation, the minimum number of the total sample size was 192 (Cohen, 1988). Therefore, the numbers of survey collection from participants were a total of 220 set of questionnaires.

3.3 Research Instrument and Content Validity

3.3.1 Exploring published articles and journals from www.sciencedirect.com which related to intention to use, college students and third-party review software together with guidance from an advisor.

3.3.2 Creating questionnaire form which selected from 3 articles and journals to get approval from an advisor.

3.3.3 Passing completed questionnaire form to 2 experts in the business administration industry, Mr.Chao Zhang, “DIANPING” company, General Manager, and Mr.Yang Zhou, “Huluwa Hot Pot” restaurant, Headwaiter. After that, finalizing questionnaire referred to comments from the experts including an advisor’s guidance.

3.3.4 Launching 40 pilots testing of questionnaires. Next step was to conduct the reliability test of each variable in individual factor by using Cronbach’s Alpha Coefficient. Value of Cronbach’s Alpha was between $0 \leq \alpha \leq 1$, and higher value means higher reliability and closely related of a section.

3.3.5 Analyzing of the reliability test was executed for 40 pilots testing of questionnaires in order to ensure the grouping of question and the consistency of each factor were aligned with theories of study.

From instruments mentioned above, the questionnaire form that created from related principles could be divided into two parts with total forty-two questions.

Part 1: There were five basic questions in the questionnaire, including the respondents' gender, age, marital status, education and monthly income.

Part 2: There were five projects centering on the intention to use, which were the frequency of use, preference, advantages of “DIANPING” application, characteristics of the software and motivation of using the software.

Part 3: The purpose of this part was to measure the willingness of college students to resort to “DIANPING” application to choose a restaurant by using a table ranging from “strongly disagree” with 1 to “strongly agree” with 5, and a five-point agreeable table to Meanwhile, 2, 3 and 4 represent disagree, general and agree respectively.

Table 3.1: Research variables and measurements

Categories	Provenance	Item
Performance Expectancy	(Okumus et al., 2018)	4
Effort Expectancy	(Okumus et al., 2018)	4
Social Influence	(Okumus et al., 2018)	4
Facilitating Conditions	(Okumus et al., 2018)	4
Personal Innovativeness	(Okumus et al., 2018)	4
Quality of the food	(Yrjölä et al., 2019)	4
Online Review	(Alalwan, 2020)	4

(Continued)

Table 3.1: (Continued) Research variables and measurements

Intention to use	(Okumus et al., 2018)	4
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3.4 Testing Research Instrument

For the purpose of checking whether the research tools were accurate and ensured that the respondents understand every item of the survey, the survey of the trial questionnaire was conducted on July 13, 2019. After the analysis of the results of the test questionnaire, it was found that the questionnaire met the requirements in terms of reliability and validity. The comprehensive collection of data began on July 24, 2019. This comprehensive test was similar to the previous trial questionnaire. A total of 220 questionnaires were distributed in the selected regions, and 220 valid data questionnaires were finally completed and returned for further detailed analysis. Cronbach alphas and factor analysis approach were used to analyze the reliability of the collected data. The analysis results and details of each project are shown in table 3.2.

The reliability value of each variable should be greater than 0.65 (coefficient correlation) stipulated by Craig and Moores (2006), which could indicate that the variable was reliable. According to the analysis of the data collected from the test questionnaires, all the items exceeded 0.65 (coefficient correlation): 0.928 for performance expectancy (PE); 0.921 for effort expectancy (EE); 0.884 for social influence (SI); 0.927 for facilitating conditions (FC); 0.945 for personal

innovativeness (PI); 0.928 for quality of the food (QF); 0.946 for online review (OR) and 0.724 for intention to use (ITU). At the full test, Alpha coefficients of each factor type were: 0.888 of performance expectancy (PE); 0.878 of effort expectancy (EE); 0.898 of social influence (SI); 0.899 of facilitating conditions (FC); 0.892 of personal innovativeness (PI); 0.898 of quality of the food (QF); 0.890 of online review (OR) and 0.882 of intention to use (ITU). Thus, the instrument has been proven to be reliable, as shown in Table 3.2.

Table 3.2: Cronbach's Alpha Coefficient of 40 pilot and 220 full-scale tests of questionnaires

Questionnaire	n=40	n=220
Dependent Variable Factor		
performance expectancy (PE)	0.928	0.888
effort expectancy (EE)	0.921	0.878
social influence (SI)	0.884	0.898
facilitating conditions (FC)	0.927	0.899
personal innovativeness (PI)	0.945	0.892
quality of the food (QF)	0.928	0.898
online review (OR)	0.946	0.890
Independent Variable Factor		
intention to use (ITU)	0.724	0.882

By utilizing principal component analysis (PAC) and Varimax rotation method (Kline, 2014) that were based on SPSS to make assessments the of validity of construct for the pilot test. In this study, consequently, loading value generated from the principal components analysis was utilized to determine the final number of factors would be taken in full-scale test. The Varimax rotation method was used to rotate axes for providing factors with meaningful interpretations. A loading value should greater than 0.3 (Kline, 2014). The details of values of each variable were showed in Table 3.3.

Table 3.3: Loading values for Factor Analysis of Pilot Instrument

	PE	EE	SI	FC	PI	QF	OR	ITU
PE1	0.326							
PE2	0.383							
PE3	0.363							
PE4	0.475							
EE1		0.556						
EE2		0.399						
EE3		0.734						
EE4		0.360						
SI1			<u>0.230</u>					
SI2			<u>0.204</u>					

(Continued)

Table 3.3: (Continued) Loading values for Factor Analysis of Pilot Instrument

SI3			<u>0.255</u>					
SI4			<u>0.162</u>					
FC1				<u>0.261</u>				
FC2				<u>0.231</u>				
FC3				0.340				
FC4				<u>0.236</u>				
PI1					<u>0.234</u>			
PI2					<u>0.176</u>			
PI3					0.364			
PI4					<u>0.150</u>			
QF1						<u>0.217</u>		
QF2						<u>0.239</u>		
QF3						<u>0.160</u>		
QF4						<u>0.227</u>		
OR1							<u>0.188</u>	
OR2							0.390	
OR3							<u>0.116</u>	
OR4							0.399	
ITU1								<u>0.142</u>

(Continued)

Table 3.3: (Continued) Loading values for Factor Analysis of Pilot Instrument

ITU2								<u>0.183</u>
ITU3								<u>0.258</u>
ITU4								- <u>0.081</u>

3.5 Statistics for Data Analysis

After collecting the questionnaires, the researchers checked the integrity of each questionnaire. The collected data were analyzed and processed by SPSS/iOS version 23.0 (Statistical Software Package for Social Science).

Descriptive statistical analysis was carried out on the collected data, and frequency and percentage analysis were carried out by demographic statistics. It turned out that the survey was composed of performance expectancy, effort expectancy, social influence, facilitating conditions, personal innovativeness, quality of the food, the online review and intention to use. Then college students' level of consistency was analyzed through the mean (\bar{x}) and standard deviation (S.D).

In inferential statistical analysis, the relation between the dependent variable (intention to use) and the independent variables (performance expectancy, effort expectancy, social influence, facilitating conditions, personal innovativeness, Quality of the food, online review), were tested through the Pearson's correlation coefficients

(R/ρ). Besides, the coefficient value was utilized to estimate the degree of linear relationship between variables.

In this study, multiple independent variables interacted with dependent variables, so multiple regression analysis was selected to identify the influence between dependent variables and independent variables, so as to establish a statistical model for management. In the study, SPSS was used for multivariate regression analysis, and ANOVA was finally generated to detect the total variance of independent variables and roughly estimate the proportion of independent variance in the total variance. R squared was considered to be the probability of a significant value in the establishment of the model. Therefore, the ANOVA table was helpful to test the significance of the model.

CHAPTER 4

RESEARCH RESULT

The aim of this research was to explore factors positively impacting college students' intention to use “DIANPING” application in Haidian district, Beijing. The data was collected from 220 respondents by the survey questionnaire, and then the data analysis completed by SPSS version 23. This chapter was composed of four parts. It presented the relevant research results and gave an overview of proving the hypothesis.

4.1 Summary of Demographic Data

The collected data were analyzed by SPSS descriptive method. The analysis was conducted in accordance with gender, age, education level, monthly income, frequency, preference, characteristics, advantages and reasons of using the “DIANPING” application.

From the perspective of gender, among the 220 respondents, female respondents (54.59%) were slightly higher than male respondents (45.41%). In contemporary Chinese universities and colleges, female students accounted for a significantly higher proportion than male students. Therefore, it was quite normal for female respondents to be higher than male ones in a questionnaire survey conducted on campus. The respondents were aged from 24 to 29 (41.92%) and from 18 to 23 (36.24%), accounting for a similar proportion. This could be explained by the fact that college

students were mainly concentrated in these two age groups. In terms of educational level, 79.91% of respondents were undergraduates, because the sample of the survey was college students, and the survey scope was the universities in Haidian district of Beijing. The monthly income of the respondents was mainly distributed in the two ranges of 3,001-4,000 yuan (21.83%) and 4,001-5,000 yuan (26.64%). Nowadays, it had become very common for modern college students to take part-time jobs and internships after class, which led to the general increase of college students' monthly income. The premise of this survey was that the respondents who had no experience in using "DIANPING" application or may use "DIANPING" application to choose restaurants. In terms of preferences, the majority of respondents (36.68%) chose to use the "DIANPING" application for lunch. Given the accommodation system of Chinese universities, the time of lunch for college students were more relaxed than that of evening. 39.74% of the respondents thought that the most attractive feature of "DIANPING" was that it enabled them to see other people's reviews of the restaurants. In addition, 44.1% of the respondents believed that "DIANPING" was advantaged by its numerous and authentic comments which were of reference value. Respondents chose restaurants through "DIANPING" application because they could learn about the promotion activities of restaurants in advance.

4.2 Results of Research Variables

This research tested the potential relationship between the dependent variable (intention to use) and the independent variables (performance expectancy, effort expectancy, social influence, facilitating conditions, personal innovativeness, quality of the food, online review) through the SPSS (Correlation analysis), seen in Table 4.1. 8 hypothesizes were assumed.

Table 4.1: Pearson's Correlation Coefficient analysis of the correlation between dependent variable (intention to use) and the independent variables (performance expectancy, effort expectancy, social influence, facilitating conditions, personal innovativeness, quality of the food, online review)

Variables	Mean	SD	Cronbach's Alpha	PE	EE	SI	FC	PI	QF	OR	ITU
Performance Expectancy (PE)	3.86	.976	.888	1							
Effort Expectancy (EE)	3.91	.984	.878	.851*	1						
				*							

(Continued)

Table 4.1: (Continued) Pearson's Correlation Coefficient analysis of the correlation between dependent variable (intention to use) and the independent variables (performance expectancy, effort expectancy, social influence, facilitating conditions, personal innovativeness, quality of the food, online review)

Social Influence (SI)	3.81	1.063	.898	.858*	.807*	1					
				*	*						
Facilitating Conditions (FC)	3.93	.974	.899	.896*	.897*	.856*	1				
				*	*	*					
Personal Innovativeness (PI)	3.80	1.035	.892	.830*	.803*	.854*	.828*	1			
				*	*	*	*				
Quality of the Food (QF)	3.78	1.048	.898	.865*	.804*	.882*	.839*	.868*	1		
				*	*	*	*	*			
Online Review (OR)	3.86	.992	.890	.866*	.859*	.888*	.867*	.873*	.888*	1	
				*	*	*	*	*	*		

(Continued)

Table 4.1: (Continued) Pearson's Correlation Coefficient analysis of the correlation between dependent variable (intention to use) and the independent variables (performance expectancy, effort expectancy, social influence, facilitating conditions, personal innovativeness, quality of the food, online review)

Intention to Use (ITU)	3.89	.987	.882	.876*	.874*	.854*	.916*	.833*	.848*	.887*	1
				*	*	*	*	*	*	*	

** Correlation is significant at the level of .01(2-tailed).

8 hypothesizes are interpreted from Table 4.1 and illustrated as follows:

Hypothesis 1, performance expectancy had a positive relationship toward intention to use or not. The analysis revealed that performance expectancy had a positive relationship toward intention to use (Pearson's Correlation = 0.876) at .05 significant level.



Hypothesis 2, effort expectancy had a positive relationship toward intention to use or not. The analysis revealed that effort expectancy had a positive relationship toward intention to use (Pearson's Correlation = 0.874) at .05 significant level.

Hypothesis 3, social influence had a positive relationship toward intention to use or not. The analysis revealed that social influence had a positive relationship toward intention to use (Pearson's Correlation = 0.854) at .05 significant level.

Hypothesis 4, facilitating conditions had a positive relationship toward intention to use or not. The analysis revealed that facilitating conditions had a positive relationship toward intention to use (Pearson's Correlation = 0.916) at .05 significant level.

Hypothesis 5, personal innovativeness had a positive relationship toward intention to use or not. The analysis revealed that personal innovativeness had a positive relationship toward intention to use (Pearson's Correlation = 0.833) at .05 significant level.

Hypothesis 6, quality of the food had a positive relationship toward intention to use or not. The analysis revealed that quality of the food had a positive relationship toward intention to use (Pearson's Correlation = 0.848) at .05 significant level.

Hypothesis 7, online review had a positive relationship toward intention to use or not. The analysis revealed that online review had a positive relationship toward intention to use (Pearson's Correlation = 0.887) at .05 significant level.

4.3 Results of Hypothesis Testing

Table 4.2: Analysis of variance of independent variables (through ANOVA) having a positive impact on college students' intention to use the "DIANPING" application to choose restaurants in Haidian district, Beijing

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	195.842	7	27.977	233.818	.000 ^b
Residual	26.444	221	.120		
Total	222.285	228			

Table 4.2 further proved that the independent variables (performance expectancy, effort expectancy, social influence, facilitating conditions, personal innovativeness, quality of the food, online review) had influenced on the dependent variable (intention to use) due to Sig. of the equation equal .000 at .05 significant level.

Table 4.3: Multiple Regression Analysis of independent variables positively affecting college students' intention to use "DIANPING" application to choose restaurants in Haidian district of Beijing in China

Dependent Variable: Intention to Use, R= 0. 939, R²= 0.881, Constant= 0.054					
<u>Independent variables</u>	<u>Std.</u> <u>Beta (β)</u>	<u>Std.</u> <u>Error</u>	<u>T</u>	<u>Sig</u>	<u>VIF</u>
(Constant)		.099	.545	.586	
Performance Expectancy (PE)	.085	.062	1.400	.163	6.886
Effort Expectancy (EE)	0.122*	.057	2.137	.034	6.048
Social Influence (SI)	.046	.056	.768	.443	6.675
Facilitating Conditions (FC)	0.436*	.068	6.439	.000	8.312
Personal Innovativeness (PI)	.031	.052	.577	.565	5.440
Quality of the Food (QF)	.045	.058	.741	.459	6.970
Online Review (OR)	0.226*	0.066	3.408	0.001	8.229

* Statistical significant level at .05.

From table 4.3, Multiple Regression Analysis results could be defined that three independent variables, which were effort expectancy (Sig =0.034), facilitating conditions (Sig =0.000), online review (Sig =0.001) could be as the predictors for intention to use. On the other hand, there were another four independent variables that had no positively impact on the future intentions which were performance expectancy

(Sig = 0.163), social influence (Sig = 0.443), personal innovativeness (Sig = 0.565), and quality of the food (Sig = 0.0459). Thus, these four independent variables were not a significant predictor of intention to use.

The most predictive independent variables were facilitating conditions ($\beta = 0.436$), online review ($\beta = 0.226$), and effort expectancy ($\beta = 0.122$) respectively accounted for 88.1% positively affecting intention to use “DIANPING” application with statistically significant level of .05. The rest 11.9% were influenced by other variables which were not in used in this research. The standard error was ± 0.099 by the following equation.

$$Y (\text{intention to use}) = 0.054 + 0.436 (\text{facilitating conditions}) + 0.226 (\text{online review}) + 0.122 (\text{effort expectancy})$$

As can be seen from the above equation:

If facilitating conditions value increased by 1 point while other factors remained, intention to use would be increased 0.436 points.

If online review value increased by 1 point while other factors remained, intention to use would be increased 0.226 points.

If effort expectancy value increased by 1 point while other factors remained, intention to use would be increased by 0.122 points.

From table 4.3 used to test the following hypothesis.

Hypothesis 8, by using Multiple Regression Analysis. The result showed that facilitating conditions ($\beta = 0.436$), online review ($\beta = 0.226$), and effort expectancy ($\beta = 0.122$) had positive influence on intention to use at statistically significant level of .05; but on the contrary, performance expectancy, social influence, personal innovativeness, as well as quality of the food had no positive influence on intention to use at .05 statistic significant.

In statistics, Multicollinearity was a circumstance of a very high relationship among the independent variables (Statistic Solutions, 2017). High multicollinearity indicated the high degree of correlation between independent variables which might be caused the deviation from the true value. Likewise, multicollinearity should not occur as it could lead to incorrect interpreting of multiple regression results.

Multicollinearity could be examined by Variance Inflation Factor (VIF) value or Tolerance value. Tolerance value should below 0.2 (Miles & Shevlin, 2001).

The result from table 4.4 showed that Variance Inflation Factor (VIF) value of each independent variable was not over than 10 (O'brien, 2007) and Tolerance value below 0.2 (Miles & Shevlin, 2001). All in all, there had no Multicollinearity among the independent variables.

4.4 Summary of Hypothesis Testing

Table 4.4: Testing collinearity of independent variables

<u>Independent Variables</u>	Tolerance	VIF
Performance expectancy	0.145	6.886
Effort expectancy	0.165	6.048
Social influence	0.150	6.675
Facilitating conditions	0.120	8.312
Personal innovativeness	0.184	5.440
Quality of the food	0.143	6.970
Online review	0.122	8.229

Result of Multiple Regression Analysis found that effort expectancy, facilitating conditions and online review had positive impact on intention to use “DIANPING” application of college students in Haidian, Beijing at statistical significant level of .05, whereas performance expectancy, social influence, personal innovativeness and quality of the food had no positive impact on intention to use “DIANPING” application of college students in Haidian, Beijing as Figure 4.1 below

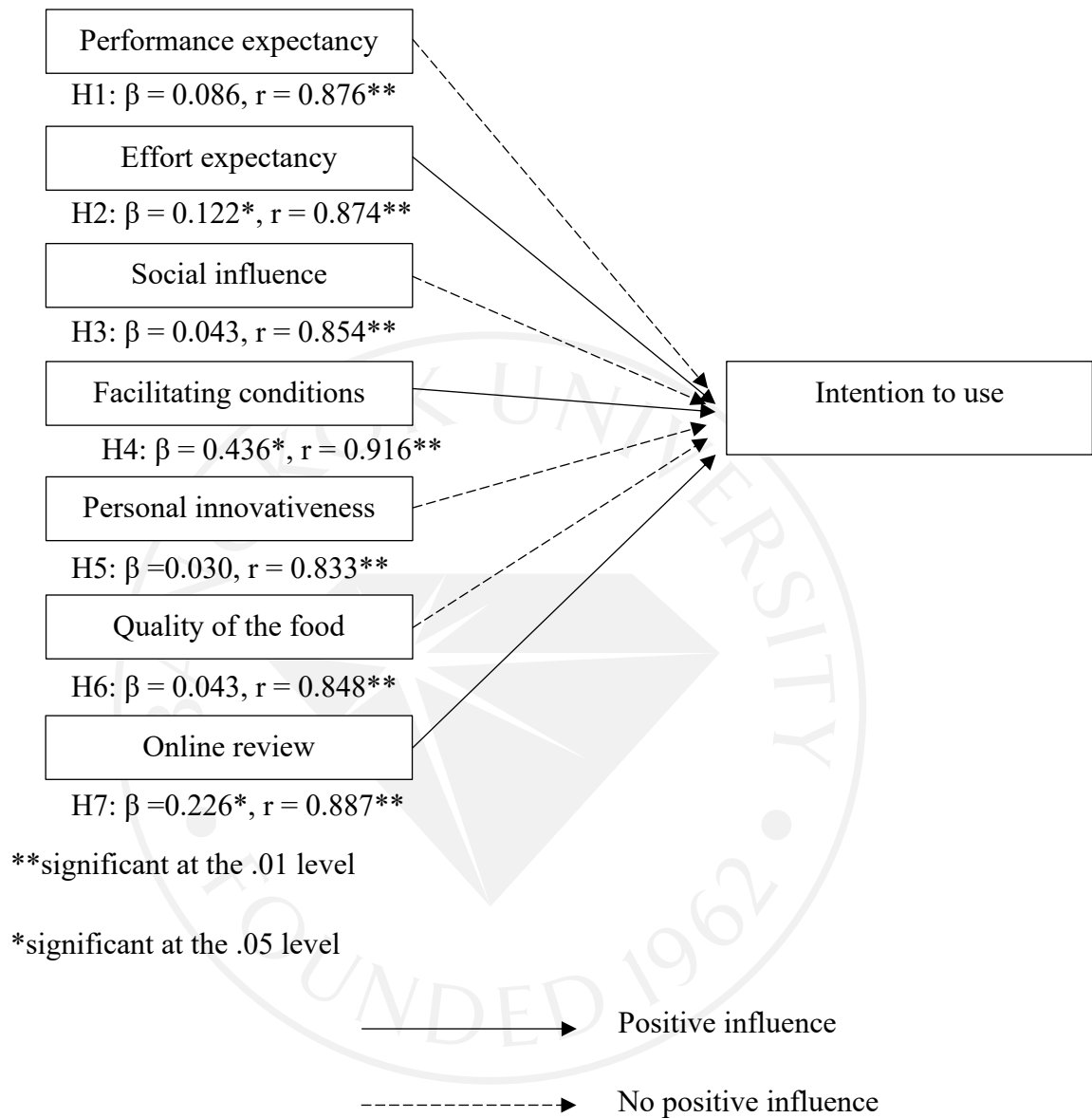


Figure 4.1: Conceptual map based on multiple regression analysis

CHAPTER 5

DISCUSSION

The purpose of this study was to describe the positive impact factors of performance expectancy, effort expectancy, social influence, facilitating conditions, personal innovativeness, quality of the food and online review toward intention to use the “DIANPING” application in Haidian, Beijing. A quantitative research method was used for this research through questionnaires surveys to be collecting data.

The populations were collected from 220 respondents who had no experience in using “DIANPING” application or intention to use “DIANPING” application in Haidian, Beijing. The data analysis completed by SPSS version 23, the results could be concluded as the following.

5.1 Research findings and conclusion

A total of 220 respondents were collected in this study. Based on the data analysis, most of the respondents were females with 54.59% slightly highly than males with 45.41%. Most of the respondents were between 24 to 29 years old with 41.92% and 18 to 23 years old with 36.24%. Most respondents were undergraduates with 79.91%. Most of them had monthly allowances around 4,001-5,000 yuan of

26.64% and 3,001-4,000 yuan of 21.83%. Most of the respondents might choose to use “DIANPING” application for lunch around 36.68%. Most of the respondents of 39.74% might choose to use “DIANPING” application because of seeing other people’s reviews on restaurants. Most of them of 44.1% believed in comments and reference values from the online platform services. Most of the respondents of 31.44% might choose “DIANPING” application to search for relevant information of restaurants.

Regarding the analysis results based on hypothesis could be summarized that there were three accepted hypotheses as follow: facilitating conditions ($\beta = 0.436$), online review ($\beta = 0.226$), and effort expectancy ($\beta = 0.122$) respectively accounted for 88.1% positively affecting intention to use “DIANPING” application with statistically significant level of .05. Therefore, the result could be concluded that facilitating conditions, online review, and effort expectancy and had positive influence on intention to use at statistically significant level of .05. In addition, these three factors were explained the positively impacting on intention to use “DIANPING” application of customers at 88.1% whereas other 11.9% were influenced by other variables which were not in used in this research. Furthermore, the result of Variance Inflation Factor (VIF) value was not exceeded by 10 that means there had no Multicollinearity among the independent variables (O’Brien, 2007). The standard error was ± 0.099 by the following equation.

Y (intention to use) = 0.054 + 0.436 (facilitating conditions) + 0.226 (online review) + 0.122 (effort expectancy)

5.2 Discussion

This study discussed the positive factors that affect customers' intention to use the "DIANPING" application and makes an empirical analysis of several universities in Haidian district of Beijing. Users' choice of using "DIANPING" application relied on multiple factors, not just a single one. Through surveying respondents' performance expectancy, effort expectancy, social influence, facilitating conditions, personal innovativeness, quality of the food and online review. Based on the sample size recommendations by Cohen (1988), 220 respondents were recruited to complete the survey with questionnaire method. Then analyzed the data by SPSS program and found the interesting points as the following.

Hypothesis 1, There was a positive relationship between performance expectancy and intention to use the "DIANPING" application. The result from Pearson's Correlation analysis revealed that performance expectancy had positive relationship toward intention to use at .05 significant levels which accepted hypothesis. (Okumus et al., 2018) found that men's technology usage decisions were more strongly influenced by performance expectancy. However, from a theoretical point of view, there was reason to expect that the relationship between performance expectancy and intention would be moderated by gender and age (Venkatesh et al., 2003). Performance expectancy was found important and should built-in by experts

that providing mobile commerce services while introducing their services so that mobile commerce services became more beneficial to their consumers (Sair & Danish, 2018).

Hypothesis 2, There was a positive relationship between effort expectancy and intention to use the “DIANPING” application. The result from Pearson's Correlation analysis revealed that effort expectancy had a positive relationship toward intention to use at .05 significant levels which accepted hypothesis. Alalwan (2020) confirmed that customers' intention to use MFOAs could be shaped by the extent to which a customer perceives that using MFOAs is easy and uncomplicated. Meanwhile, (Okumus et al., 2018) empirically proved the significant impact of effort expectancy on the customer's intention to use MFOAs. To the extent that increased effort expectancy led to improved performance, effort expectancy should have a direct effect on performance expectancy and continuanced intention. Sadde and Bahli and Ong et al. indicated that perceived ease of use was positively associated with perceived usefulness and behavioral intention in the context of Web-based learning (Chiu & Wang, 2008).

Hypothesis 3, There was a positive relationship between social influence and intention to use the “DIANPING” application. The result from Pearson's Correlation analysis revealed that social influence had positive relationship toward intention to use at .05 significant levels which accepted hypothesis. In a study on South Africa, Verkijika (2018) concluded that social influence had a role in predicting the

customers' intention to use mobile commerce apps. Khalilzadeh et al. (2017) also found out that social influence had a positive effect on intention to use mobile payment. So, these were further arguments which maintain that social influence had positive effect on intention to use. These "social-health" apps, based on social influence theory, motivate people to adopt certain behaviors by using the pressures created by social interactions and norms. It could thus be assumed that social influence towards the usage of smartphone diet apps would influence their usage intentions (Okumus et al., 2018).

Hypothesis 4, There was a positive relationship between facilitating conditions and intention to use the "DIANPING" application. The result from Pearson's Correlation analysis revealed that facilitating conditions had a positive relationship toward intention to use at .05 significant levels which accepted hypothesis. In the study, Verkijika (2018) verified the impact of facilitating conditions on customers' intention to use mobile commerce. (Okumus et al., 2018) drew his conclusion that it could thus be assumed that social influence towards the usage of smartphone diet apps would influence their usage intentions. According to (Okumus et al., 2018), these "social-health" apps, based on social influence theory, motivated people to adopt certain behaviors because of pressure created by social interactions and norms. However, the universality of this association was questionable as some studies had showed significant outcomes while others had failed to find any significant association of facilitation conditions with behavioral intention (Verkijika, 2018).

Hypothesis 5, There was a positive relationship between personal innovativeness and intention to use the “DIANPING” application. The result from Pearson's Correlation analysis revealed that personal innovativeness had positive relationship toward intention to use at .05 significant levels which accepted hypothesis (Okumus et al., 2018) conducted a study with Chinese university students, confided personal innovativeness as a significant predictor of their intentions to use mobile learning. After observed the factors that affect users' acceptance of mobile Internet, Ramendra Thakur et al. (2016) confirmed that Personal innovativeness was positively related to technological innovativeness. Therefore, technical innovation could promote individual innovations and increase users' intention to use “DIANPING” application. By using the new gadgets, they became more knowledgeable about them, enhanced their coping skills to handle new technology and the uncertainties or challenges that might arise while using them. The ability to cope with uncertainty allowed gadget lovers to generate a high intrinsic motivation that drove them to use a variety of leading edge technological goods, as well as the services that complement them (Ramendra Thakur et al., 2016). Examined the relationship between users' innovativeness and their utilitarian and hedonic web consumption behavior. Their study indicated that the utilitarian and hedonic dimensions of web consumption were directly affected by innovativeness (Ozturk et al., 2016) .

Hypothesis 6, There was a positive relationship between the quality of the food and intention to use the “DIANPING” application. The result from Pearson's

Correlation analysis revealed that quality of the food had positive relationship toward intention to use at .05 significant levels which accepted hypothesis. Namkung and Jang (2007) suggested that food quality significantly affected customer satisfaction and behavioral intentions and they also revealed that the relationship between food quality and customers' behavioral intentions was mediated by satisfaction. Based on the comparison between restaurant types, managers of lunch restaurants would benefit most from investing in food quality (Yrjölä et al., 2019). Cheng (2016) suggested that food quality had a significant effect on the operation and sustainable development of the restaurants and how to effectively and precisely measure the food quality had become an important issue. All these indicate that the quality of goods had a positive correlation with consumers' intention to use the "DIANPING" application to choose restaurants.

Hypothesis 7, There was a positive relationship between online reviews and intention to use the "DIANPING" application. The result from Pearson's Correlation analysis revealed that online review had a positive relationship toward intention to use at .05 significant levels which accepted hypothesis. The crucial impact of online reviews had been commonly utilized to predict customers' intention to adopt the targeted platform where such reviews were posted (Cheung, Lee, & Rabjohn, 2008). (Alalwan, 2020) advanced a hypothesis that online review would positively impact Jordanian customers' continued intention to reuse MFOAs. Another information source closely related to online consumer review was professional reviews from third

parties. Professional reviews were provided by experts to build up the product reputation, offer product information, and served as indirect advertisements.

Empirical studies had demonstrated a significant relationship between professional reviews and user decisions (Ramendra Thakur et al., 2016). To date, online-review content had not attracted as much research attention as volume and valence, even though initial analyses of review content offered some promising results. In terms of feelings in online reviews, reviews contained anxiety were perceived as more helpful than those involving anger (Zablocki et al., 2019).

Hypothesis 8, the result from Multiple Regression Analysis showed that there were three factors impacting intention to use the “DIANPING” application, which were facilitating conditions, online review, and effort expectancy, at statistically significant level of .05. This was consistent with (Okumus et al., 2018)’s conclusion that performance expectancy in the use of smartphone diet apps significantly affected the intention of usage. It was also in concordance with (Alalwan, 2020)’s view that effort expectancy would positively impact Jordanian customers’ continued intention to reuse MFOAs. Meanwhile, the result was matched with Verkijika (2018)’s opinion that Facilitating conditions significantly affected students' intentions to use CSCC. At last, the research results were qualitatively analyzed by (Rakhi Thakur, 2018) and (Alalwan, 2020). They hold that customers’ satisfaction would have a positive effect on their intention to write online reviews, and online review would positively impact Jordanian customers’ continued intention to reuse MFOAs. Other factors were

inconsistent with previous studies. Therefore, after the analysis of these relevant factors, it could be unveiled that these factors had a positive impact on consumers' intention of usage. Based on this discovery, better suggestions for development could be formulated to help those developers of the third-party review software like "DIANPING" application.

5.3 Recommendation for managerial implication

As for managerial implication, this study was of benefit to the third-party review website. Review information was an important part of third-party review websites. Studied users' intention to use review information was conducive to improving the service quality of third-party review websites. The degree of customers' intention to use was a decisive winner to the enterprise. In terms of bringing profits to third-party review websites, customers' intention to use was more important than market share. The expanding discussion and research aimed at the third-party review websites and the influencing factors of the third-party review websites on customers' intention to use. Also, according to the above discussion, the results of the study showed that the most positive factors that affected customers' intention to use "DIANPING" application were facilitating conditions, online review and effort expectancy respectively.

5.3.1 Facilitating conditions as a key factor of intention to use showed that "DIANPING" application managers should provide more convenient conditions for users to download and install software. For example, they should make sure that the

process of installing and configuring the software in mobile phones could be finished by just a few steps. In this era of advanced technology and accelerated pace of life, young users, who were mainly customers, had become the largest force of third-party review websites. They paid more attention to whether the software was convenient to download and install. If the installation process was too complicated, they may choose to give up using the software. Developers should also update the software version timely and made different versions in order to suit iPhone, Android phone, iPad, computer and so on. Also, they should and put these different versions of software in the app stores. When users had needs, they could quickly find a suitable client for installation as well as usage.

5.3.2 Online review was an important factor to attract users to use “DIANPING” application. Users hoped to learn about the environment, dishes, service, prices and other information of a restaurant from other users' comments on the app, because this information was very helpful for them to choose a restaurant. This required the truthfulness of the evaluation of the restaurants presented in the app, so managers should monitor the comments provided by users from time to time in the backstage. They were suggested to filter the consumers' evaluation instead of putting it all on the software. Only the truthful review information could gain public praise for the software, and further helped it attract more users. At the same time, it was hoped by the users that the review information on the software was detailed and closely related to their needs. When users needed to find restaurants through the software, they could

accurately get the relevant information they wanted to know. The managers of “DIANPING” application should classify and summarize the information collected and added search engine settings. Only in this way could the users directly locate the information they needed from all the reviews of the restaurant, and their use demand were therefore satisfied. The research results could provide references for the developers as well as the managers of “DIANPING” application on how to improve the software, provide better services for users and met the needs of more users.

5.3.3 Effort expectancy could be perceived from the research results that users attached great importance to the usability of “DIANPING” application. They hoped that the software could be easily operated in terms of both its usage and the design of its interactive interface. This suggested that the developers of “DIANPING” application should simplify the program in the development process, so that users could feel that the process of learning to use the software was simple. Besides, the interactive interface should also be improved. The operating interface that was concise and clear could make users feel better. When users felt that using the “DIANPING” application to choose restaurants was convenient, they would be more intention to use the software. The research results could provide references for the development managers of “DIAN PING” application on how to improve the software, provided better services for users and met the needs of more users.

5.4 Recommendation for further research

The theoretical framework of this study was based on the literature review, and the study adopted the method of questionnaire survey, trying to be objective and rigorous. But the whole process had certain limitations. The “DIANPING” application questionnaire at intention to use and empirical study was limited by some factors, such as time, manpower and comprehensive cost, sample selection and acquisition. Besides, there was no detailed discussion on intention to use of other third-party review applications, so this research had some limitations in practical significance. In the distribution of questionnaires, the randomness of sampling samples should be achieved as much as possible. However, due to the limitations of the number of samples and distribution area, the universality of the conclusions might still be insufficient. Additionally, as for the questionnaires, some respondents commented that there were some questionnaire items that looked quite similar, and some of the respondents were students at the same time, so if the focus was on a bigger sample population, the results could be more accurate. Therefore, in the future studies, a wider range of people should be studied in order to more comprehensively understand the positive factors affecting college students' intention to use "DIANPING" application. In addition, food image factors should also be analyzed in the further research, because food image was an increasing concern which could let consumer eat at interested. Thus, food image factors might have a great impact on intention to use in the future. This method could provide suggestions to improve college students' intention to use "DIANPING" application to choose restaurants.

For factor analysis, this research detected that some questions had factor loading value less than 0.3, which should be deleted from the group or using confirmatory factor analysis in the future research. The questions that were not exceeded factor loading value were question 4 (ITU4): I plan to continue to use "DIANPING" application frequently.

In addition, it was worth noting the randomness of third-party review application users and highly flexible uniqueness, the third-party review applications' competition. The third-party review applications would be constantly on the way to build customers' intention to use and would be confronted with new problems and challenges. The "DIANPING" application should make use of practical experience on customers' behavior to make a comprehensive summary, so that they could take advantage over and win customers' intention to use and stand in an impregnable place in the market competition.

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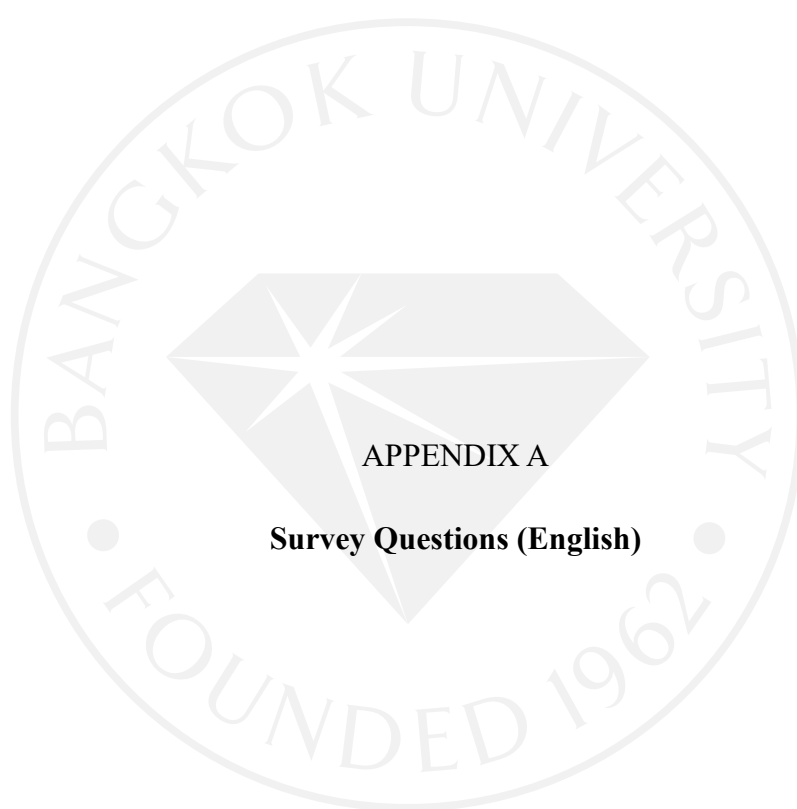
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APPENDIX A

Survey Questions (English)



มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

Questionnaire

on

Factors affecting college students' intention to use “DIANPING” application to
choose restaurants in Haidian District of Beijing in China

Instruction: The objective of this survey is to collected data for use in Master of Business Administration Research, Bangkok University. The result of this research will benefit the development of the Chinese “DIANPING” application. In this regard, cooperation from the respondents are needed. I, Meng Yang, master's degree of business administration student from Bangkok University thankfully for your cooperation

Instruction: Please answer the following question and put ✓ in ☐ that matches you most.

1. Gender

☐ 1) Male

☐ 2) Female

2. Age

- ☐ 1) From 18 to 23 years
- ☐ 2) 24–29 years old
- ☐ 3) Over 30 years old

3. Status

- ☐ 1) Single ☐ 2) Married ☐ 3) Divorced/ Widowed/ Separated

4. Level of education

- ☐ 1) Bachelor Degree
- ☐ 2) Master Degree
- ☐ 3) Doctorate Degree
- ☐ 4) Others, Please Specify

5. Monthly income

- ☐ 1) Less than and equal to 1,000 yuan ☐ 2) 1,001–2,000 yuan
- ☐ 3) 2,001–3,000 yuan ☐ 4) 3,001–4,000 yuan
- ☐ 5) 4,001–5,000 yuan ☐ 6) More than 5,000 yuan

6. How often do you use “DIANPING” application on average every week?

- ☐ 1) The following 2 times
- ☐ 2) 3-5 times
- ☐ 3) 6-8 times
- ☐ 4) More than 8 times
- ☐ 5) Never

7. What time do you usually use “DIANPING” application to choose restaurants?

- ☐ 1) Morning
- ☐ 2) Midday
- ☐ 3) Evening
- ☐ 4) Anytime
- ☐ 6) Never

8. What should be the most attractive feature of the “DIANPING” application?

- ☐ 1) It is convenient to check the restaurants' consumption information.
- ☐ 2) Enough to see other people's reviews of the restaurants.
- ☐ 3) Quickly search restaurants location information by positioning.
- ☐ 4) Ability to download coupons and group coupons.
- ☐ 5) Never.

9. What advantages do you think “DIANPING” application has?

- ☐ 1) Beautiful interface and simple operation.
- ☐ 2) Comments are numerous, authentic and of reference value.
- ☐ 3) Group purchase price is affordable.
- ☐ 4) Good after-sales service.
- ☐ 5) Never.

10. Which of the following is the reason why you use the “DIANPING”

application to choose a restaurant to go out to eat?

- ☐ 1) Search for restaurants information.
- ☐ 2) Learn about restaurants promotions.
- ☐ 3) Know restaurants reviews.
- ☐ 4) Pay for foods and beverages.
- ☐ 5) Never.

Please mark every question with only one ✓ in the box that most corresponds to your comments.

	Agreeable Level				
	Highest	High	Moderate	Low	Lowest
	(5)	(4)	(3)	(2)	(1)
Performance Expectancy					

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
1	This “DIANPING” application can be useful in helping me to choose restaurants.					
2	The “DIANPING” application can be valuable to me in choosing restaurants.					
3	The “DIANPING” application can be advantageous in better helping me to choose restaurants.					
4	The “DIANPING” application can be helpful in finding better restaurants.					
Effort Expectancy						
1	It is easy to learn how to use the “DIANPING” application.					
2	Interacting with the “DIANPING” application is clear and easy to understand.					
3	The “DIAN PING” application is easy to use.					

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
4	The experience of using this “DIANPING” application is very good.					
Social Influence						
1	I want to use the “DIANPING” application because my friends do so.					
2	I want to belong to group of people who using “DIANPING” application.					
3	Using the “DIANPING” application also reflects my personality to other people.					
4	According to people who are important to me, I should use the “DIANPING” application.					
Facilitating Conditions						
1	I had no difficulty in finding the “DIANPING” application.					

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
2	I had no difficulty in configuring the “DIANPING” application to use.					
3	Overall, “DIANPING” application has good performance.					
4	I had no difficulty in installing the “DIANPING” application.					
Personal Innovativeness						
1	Among my peers, I am usually the first to explore new information technologies.					
2	I like to experiment with new information technologies.					
3	If I heard about a new information technology, I would look for ways to experiment with it.					
4	I would like to use the new information technology app in my life.					

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
Quality of the food						
1	I used the “DIANPING” application to learn about the taste of the restaurants.					
2	I used the “DIANPING” application to learn about the food in restaurants is very nutritious.					
3	I can use this “DIANPING” application to know the freshness of food in the restaurants through pictures and words.					
4	I can use this “DIANPING” application to know the food in restaurants had an appetizing appearance through pictures.					
Online Review						
1	The information from online reviews provided in “DIANPING” application was credible.					
2	The information from online reviews provided in “DIANPING” application					

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
	was relevant to my needs.					
3	The information from online reviews provided in “DIANPING” application was of sufficient depth (degree of detail).					
4	The quantity of information provided in “DIANPING” application was sufficient to satisfy my needs.					
Intention to use						
1	Given the chance, I intend to use “DIANPING” application when choosing restaurants.					
2	Given the chance, I plan to use “DIANPING” application when choosing restaurants.					
3	Given the chance I predict that I should use “DIANPING” application when choosing restaurants.					

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
4	I plan to continue to use “DIANPING” application frequently.					

Please recommend for other factors that might positively affect the purchase intention towards “DIANPING” application.

Thank you for your cooperation

Miss MENG YANG

E-Mail: meng.yang1@bumail.net



APPENDIX B

Survey Questions (Chinese)



มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

/

Chinese version

问卷调查

影响大学生使用大众点评选择餐厅使用意愿的因素，以中国北京市海淀区为例
简介

本人孟阳，曼谷大学工商管理专业研究生，为了了解影响大学生使用大众点评选择餐厅使用意愿的因素，也作为毕业论文的一部分展开此次市场调查收集相关数据。此问卷调查的研究结果将会对中国大众点评软件的发展提供一定程度的帮助。

大家好，我是曼谷大学的研究生。为了深入了解大学生使用大众点评软件选择餐厅外出就餐的积极因素，也作为毕业论文的一部分从而展开市场数据调查收集资料。希望能占用各位的一部分时间填写问卷，问卷采用匿名调查并且仅限于本论文使用，谢谢大家！

第一部分：

请您在最符合您个人情况的选项前打勾（√）或者任何您喜欢的标记。

1. 您的性别

☐ 1) 男

☐ 2) 女

2. 您的年龄

☐ 1) 18-23 岁

☐ 2) 24-29 岁

☐ 3) 30 岁以上

3. 您的婚姻状况

☐ 1) 未婚

☐ 2) 已婚

☐ 3) 离婚

4. 教育程度

☐ 1) 本科

☐ 2) 硕士

☐ 3) 博士

☐ 4) 其他

5. 月收入

☐ 1) 1000 元以下

☐ 2) 1,001-2,000 元

☐ 3) 2,001-3,000 元

☐ 4) 3,001-4,000 元

☐ 5) 4,001-5,000 元

☐ 6) 超过 5,000 元

6. 您平均每周使用大众点评的频率是多少?

- ☐ 1) 少于一周两次
- ☐ 2) 一周三到五次
- ☐ 3) 一周六到八次
- ☐ 4) 一周超过八次
- ☐ 5) 从不使用

7. 您通常什么时间使用大众点评选择餐厅就餐?

- ☐ 1) 早上
- ☐ 2) 中午
- ☐ 3) 晚上
- ☐ 4) 任何时间
- ☐ 5) 从不使用

8. 大众点评软件最吸引您的特点是什么?

- ☐ 1) 便于了解餐厅的消费信息
- ☐ 2) 充足的顾客用餐点评
- ☐ 3) 通过定位快速搜索餐厅位置信息
- ☐ 4) 能够下载优惠券和团购优惠券
- ☐ 5) 从不使用

9. 您认为大众点评有什么优势?

- ☐ 1) 界面美观, 操作简单
- ☐ 2) 海量点评, 真实可信, 具有参考价值

- ☐ 3) 团购价格实惠
- ☐ 4) 良好的售后服务
- ☐ 5) 从不使用

10. 以下哪一个选项是您使用大众点评选择餐厅就餐的原因?

- ☐ 1) 搜索餐厅信息
- ☐ 2) 了解餐厅推广促销活动
- ☐ 3) 提前了解餐厅评价
- ☐ 4) 使用大众点评买单
- ☐ 5) 从不使用

第二部分，在以下陈述中，请您在最符合您个人感受程度的框里打勾（√）或者任意您喜欢的标记（5和1分别表示认可度最高和最低）。

		认可程度				
		最高 (5)	高 (4)	一般 (3)	低 (2)	最低 (1)
绩效期望						
1	“大众点评” 软件可以帮助我选择餐厅。					
2	“大众点评” 软件对于我选择餐厅很有价值。					
3	“大众点评” 软件可以帮助我更好的选择餐厅。					

		认可程度				
		最高 (5)	高 (4)	一般 (3)	低 (2)	最低 (1)
4	“大众点评”软件可以帮助我找到更好的餐厅。					
易用期望						
1	“大众点评”软件很容易学习如何使用。					
2	“大众点评”软件的交互界面非常清晰和易于理解。					
3	“大众点评”软件操作简单。					
4	使用“大众点评”软件后的体验非常好。					
社会影响						
1	我想要使用“大众点评”软件，因为我的朋友们都在使用。					
2	我想成为“大众点评”软件使用者中的一员。					
3	使用“大众点评”软件可以反映出我的个性。					

		认可程度				
		最高 (5)	高 (4)	一般 (3)	低 (2)	最低 (1)
4	为了我身边重要的人, 我应该使用“大众点评”软件。					
便利的条件						
1	我可以毫无难度的找到“大众点评”软件。					
2	我可以毫不费力的配置好“大众点评”软件。					
3	总体来说, “大众点评”软件表现很好。					
4	“大众点评”软件安装起来毫无困难。					
个人创新性						
1	在同龄人中, 我通常是第一个探索新信息技术的人。					
2	我喜欢尝试新的信息技术。					
3	如果我听说了一种新的信息技术, 我会想办法去体验它。					
4	我愿意在我的生活中使用蕴含新信息					

		认可程度				
		最高 (5)	高 (4)	一般 (3)	低 (2)	最低 (1)
	技术的应用程序。					
食物质量						
1	我通过“大众点评”软件了解餐厅食物的味道。					
2	我通过“大众点评”软件了解餐厅的食物非常有营养。					
3	我通过“大众点评”软件上的图片和文字了解餐厅的食物非常新鲜。					
4	我可以通过“大众点评”软件上的图片了解餐厅的食物很开胃。					
在线评论						
1	“大众点评”软件提供的在线评论信息是可信的。					
2	“大众点评”软件提供的在线评论信息与我的需求相关。					
3	“大众点评”软件提供的在线评论信息具有足够的深度(详细程度)。					

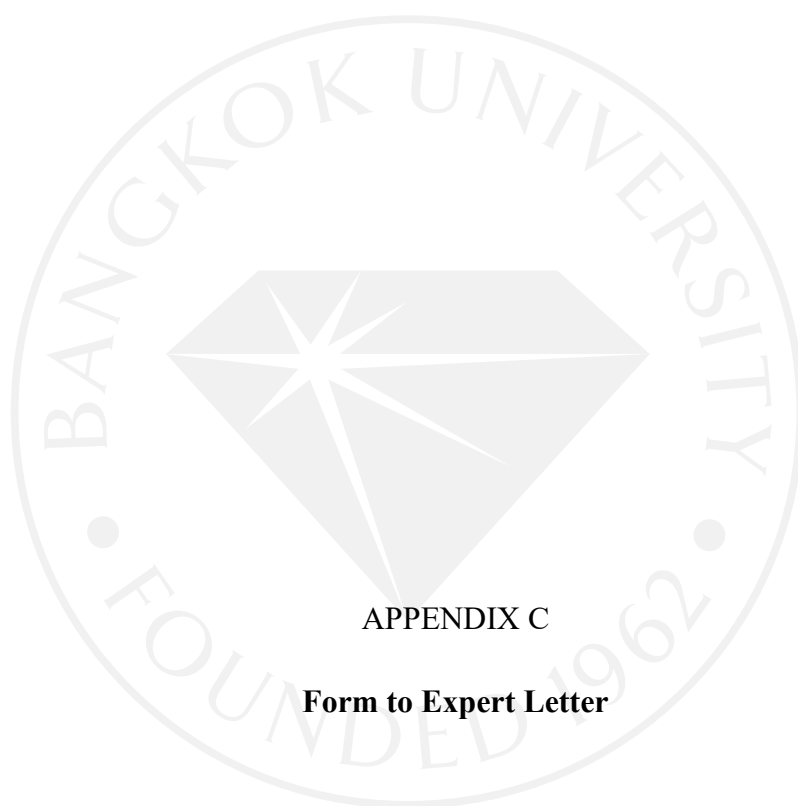
		认可程度				
		最高 (5)	高 (4)	一般 (3)	低 (2)	最低 (1)
4	“大众点评”软件中提供的信息量已经足够满足我的需求。					
使用意愿						
1	如果有机会我打算在选择餐厅时使用“大众点评”软件。					
2	如果有机会我计划在选择餐厅时使用“大众点评”软件					
3	如果有机会我预测我应该会使用“大众点评”软件选择餐厅。					
4	我打算继续使用“大众点评”软件。					

请您推荐一个或多个您觉得会影响大学生使用大众点评选择餐厅就餐使用意愿的积极因素：

感谢您的支持

孟阳

邮箱: meng.yang1@bumail.net



APPENDIX C

Form to Expert Letter

4288/405, Aspire Rama4 Rd,
Prakanong, Kloytoei,
Bangkok 10110
E-mail: 852785870@qq.com

October 21, 2019

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of
Independent Study of M.B.A student at Bangkok University

To Dr. Penjira Kanthawongs
Advisor, Bangkok University

I, Meng Yang, a Master of Business Administration's student majoring in Business Administration at Bangkok University is conducting a research as a part of Independent Study titled, Factors Affecting College Students' Intention to Use "DIANPING" Application to Choose Restaurants in Haidian District of Beijing in China. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with ± 1 as comprehensible, 0 as uncertain, or -1 as incomprehensible by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature.....

(Dr. Penjira Kanthawongs)

Advisor

Signature

(Meng Yang)

Researcher

4288/405 Aspire Rama4 Rd, Prakanong, Kloytoei , Bangkok 10110

Tel: +66 6-3262-2026

E-mail: meng.yang1@bumail.net

June 15, 2019

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To Dr. Chao Zhang

Works for “DIANPING” website

I, MENG YANG, a Master of Business Administration’s student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, “**Factors positively affecting customers’ intention to use “DIANPING” application to choose restaurants in Beijing, China**”. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence : IOC with +1 as comprehensible, 0 as uncertain, or -1 as incomprehensible by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature

(Chao Zhang)

Expert

Signature

(Yang meng)

Researcher

4288/405 Aspire Rama4 Rd, Prakanong, Kloytoei , Bangkok 10110

Tel: +66 6-3262-2026

E-mail: meng.yang1@bumail.net

June 15, 2019

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To Dr. Qianli Ma

Teach at Beijing Institute of Fashion Technology

I, MENG YANG, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, **"Factors positively affecting customers' intention to use "DIANPING" application to choose restaurants in Beijing, China"**. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence : IOC with +1 as **comprehensible**, 0 as **uncertain**, or -1 as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature

(Qianli Ma)

Expert

Signature

(Yang meng)

Researcher

<u>Factors</u>	<u>Original</u> <u>Eng. v.</u>	<u>Adjusting</u> <u>Eng. v.</u>	<u>Adjusted</u> <u>Chinese</u> <u>v.</u>	<u>IO</u> <u>C</u>	<u>Comments from the</u> <u>expert</u>	<u>Total</u> <u>points</u>
Performance Expectancy (PE) (Okumus et al., 2018)	PE1: This app can be useful in managing my daily diet.	PE1: This “DIANPING” application can be useful in helping me to choose restaurants.	“大众点评”软件可以帮助我选择餐厅。			
	PE2: The app can be valuable to my diet.	PE2: The “DIANPING” application can be valuable to me in choosing restaurants.	“大众点评”软件对于我选择餐厅很有价值。			

<u>Factors</u>	<u>Original</u> <u>Eng. v.</u>	<u>Adjusting</u> <u>Eng. v.</u>	<u>Adjusted</u> <u>Chinese</u> <u>v.</u>	<u>IO</u> <u>C</u>	<u>Comments from the</u> <u>expert</u>	<u>Total</u> <u>points</u>
	PE3: The app can be advantageous in better managing my diet.	PE3: The “DIANPING” application can be advantageous in better helping me to choose restaurants.	“大众点评”软件可以帮助我更好的选择餐厅。			
	PE4: The app can be helpful in finding better diet.	PE4: The “DIANPING” application can be helpful in finding better restaurants.	“大众点评”软件可以帮助我找到更好的餐厅。			
Effort Expectancy (EE) (Okumus et al., 2018)	EE1: It is easy to learn how to use the app.	EE1: It is easy to learn how to use the “DIANPING” application.	“大众点评”软件很			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Chinese v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
			容易学习如何使用。			
	EE2: Interacting with the app is clear and easy to understand.	EE2: Interacting with the “DIANPING” application is clear and easy to understand.	“大众点评”软件的交互界面非常清晰和易于理解。			
	EE3: The app is easy to use.	EE3: The “DIANPING” application is easy to use.	“大众点评”软			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Chinese v.</u>	<u>IO C</u>	<u>Comments from the expert</u>	<u>Total points</u>
			件 操 作 简 单。			
	EE4: The experience of using this app is very good.	EE4: The experience of using this “DIANPING” application is very good.	使 用 “ 大 众 点 评” 软 件 后 的 体 验 非 常 好。			
Social Influence (SI) (Okumus et al., 2018)	SI1: I want to use the app because my friends do so.	SI1: I want to use the “DIANPING” application because my friends do so.	我 想 要 使 用 “大 众 点 评” 软 件, 因			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Chinese v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
			为我的朋友们都在使用。			
	SI2: I want to belong to group.	SI2: I want to belong to group of people who using "DIANPING" application.	我想成为“大众点评”软件使用者中的一员。			
	SI3: Using the app also reflects my personality to other people	SI3: Using the "DIANPING" application also reflects my personality to	使用“大众点评”			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Chinese v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	SI4: According to people who are important to me, I should use the app.	SI4: According to people who are important to me, I should use the “DIANPING” application.	为了我身边重要的人，我应该使用“大众点评”软件。			
Facilitating Conditions (FC) (Okumus et al., 2018)	FC1: I had no difficulty in finding the app.	FC1: I had no difficulty in finding the “DIANPING” application.	我可以毫无难度的找到“大众点评”软			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Chinese v.</u>	<u>IO C</u>	<u>Comments from the expert</u>	<u>Total points</u>
			件。			
	FC2: I had no difficulty in configuring the app to use.	FC2: I had no difficulty in configuring the “DIANPING” application to use.	我可以毫不费力的配置好“大众点评”软件。			
	FC3: Overall, app has good performance.	FC3: Overall, “DIANPING” application has good performance.	总体来说, “大众点评”软件表			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Chinese v.</u>	<u>IO C</u>	<u>Comments from the expert</u>	<u>Total points</u>
			现 很 好。			
	FC4: I had no difficulty in installing the app.	FC4: I had no difficulty in installing the “DIANPING” application.	“大 众 点 评”软 件 安 装 起 来 毫 无 困 难。			
Personal Innovativeness (PI) (Okumus et al., 2018)	PI1: Among my peers, I am usually the first to explore new information technologies.	PI1: Among my peers, I am usually the first to explore new information technologies.	在 同 龄 人 中,我 通 常 是 第 一 个 探 索			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Chinese v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
			新 信 息 技 术 的 人。			
	PI2: I like to experiment with new information technologies .	PI2: I like to experiment with new information technologies.	我 喜 欢 尝 试 新 的 信 息 技 术。			
	PI3: If I heard about a new information technology, I would look for ways to experiment with it.	PI3: If I heard about a new information technology, I would look for ways to experiment with it.	如 果 我 听 说 了 一 种 新 的 信 息 技 术,			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Chinese v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
			我会想办法去体验它。			
	PI4: I would like to use the new information technology app in my life.	PI4: I would like to use the new information technology app in my life.	我愿意在我的生活中使用蕴含新信息技术的应用程序。			

<u>Factors</u>	<u>Original</u> <u>Eng. v.</u>	<u>Adjusting</u> <u>Eng. v.</u>	<u>Adjusted</u> <u>Chinese</u> <u>v.</u>	<u>IO</u> <u>C</u>	<u>Comments from the</u> <u>expert</u>	<u>Total</u> <u>points</u>
Quality of the food (QF) (Yrjölä et al., 2019)	QF1: The food tasted good.	QF1: I used the “DIANPING” application to learn about the taste of the restaurants.	我通过“大众点评”软件了解餐厅食物的味道。			
	QF2: The food was nutritious.	QF2: I used the “DIANPING” application to learn about the food in restaurants is very nutritious.	我通过“大众点评”软件了解餐厅的食物非常有营养。			

<u>Factors</u>	<u>Original</u> <u>Eng. v.</u>	<u>Adjusting</u> <u>Eng. v.</u>	<u>Adjusted</u> <u>Chinese</u> <u>v.</u>	<u>IO</u> <u>C</u>	<u>Comments from the</u> <u>expert</u>	<u>Total</u> <u>points</u>
	QF3: The food was fresh.	QF3: I can use this “DIANPING” application to know the freshness of food in the restaurants through pictures and words.	我通过“大众点评”软件上的图片和文字了解餐厅的食物非常新鲜。			
	QF4: The food had an appetizing appearance.	QF4: I can use this “DIANPING” application to know the food in restaurants had an appetizing appearance through pictures.	我可以通过“大众点评”软件上的图片了解餐			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Chinese v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
			厅的食物很开胃。			
Online Review (OR) (Alalwan, 2020)	OR1: The information from online reviews provided in mobile food order apps was credible.	OR1: The information from online reviews provided in “DIANPING” application was credible.	“大众点评”软件提供的在线评论信息是可信的。			
	OR2: The information from online reviews provided in mobile food order apps was relevant to my needs.	OR2: The information from online reviews provided in “DIANPING” application was relevant to my needs.	“大众点评”软件提供的在线评论信息与			

<u>Factors</u>	<u>Original</u> <u>Eng. v.</u>	<u>Adjusting</u> <u>Eng. v.</u>	<u>Adjusted</u> <u>Chinese</u> <u>v.</u>	<u>IO</u> <u>C</u>	<u>Comments from the</u> <u>expert</u>	<u>Total</u> <u>points</u>
			我的需求相关。			
	OR3: The information from online reviews provided in mobile food order apps was of sufficient depth (degree of detail).	OR3: The information from online reviews provided in “DIANPING” application was of sufficient depth (degree of detail).	“大众点评”软件提供的在线评论信息具有足够的深度(详细程度)。			
	OR4: There quantity of information provided in mobile food order apps was sufficient	OR4: There quantity of information provided in “DIANPING” application was	“大众点评”软件中			

<u>Factors</u>	<u>Original</u> <u>Eng. v.</u>	<u>Adjusting</u> <u>Eng. v.</u>	<u>Adjusted</u> <u>Chinese</u> <u>v.</u>	<u>IO</u> <u>C</u>	<u>Comments from the</u> <u>expert</u>	<u>Total</u> <u>points</u>
	to satisfy my needs.	sufficient to satisfy my needs.	提供的信息量已经足够满足我的需求。			
Intention to use (ITU) (Okumus et al., 2018)	ITU1: Given the chance, I intend to use diet apps when ordering food and beverages in restaurants.	ITU1: Given the chance, I intend to use “DIANPING” application when choosing restaurants.	如果有机会我打算在选择餐厅时使用“大众点评”软件。			
	ITU2: Given the chance, I plan to use diet apps	ITU2: Given the chance, I plan to use “DIANPING	如果有机会我			

<u>Factors</u>	<u>Original</u> <u>Eng. v.</u>	<u>Adjusting</u> <u>Eng. v.</u>	<u>Adjusted</u> <u>Chinese</u> <u>v.</u>	<u>IO</u> <u>C</u>	<u>Comments from the</u> <u>expert</u>	<u>Total</u> <u>points</u>
	when ordering food and beverages in restaurants.	" application when choosing restaurants.	计划在 选择餐 厅时使 用“大 众点 评”软 件。			
	ITU3: Given the chance I predict that I should use diet apps when ordering food and beverages in restaurants.	ITU3: Given the chance I predict that I should use “DIANPING” application when choosing restaurants.	如果有 机会我 预测我 应该会 使用 “大众 点评” 软件选 择餐 厅。			

<u>Factors</u>	<u>Original</u> <u>Eng. v.</u>	<u>Adjusting</u> <u>Eng. v.</u>	<u>Adjusted</u> <u>Chinese</u> <u>v.</u>	<u>IO</u> <u>C</u>	<u>Comments from the</u> <u>expert</u>	<u>Total</u> <u>points</u>
	ITU4: I plan to continue to use mobile food order apps frequently.	ITU4: I plan to continue to use “DIANPING” application frequently.	我打算继续使用“大众点评”软件。			

References only for form to expert:

Alalwan, A. A. (2020). Mobile food ordering apps: An empirical study of the factors affecting customer e-satisfaction and continued intention to reuse. *International Journal of Information Management*, 50, 28-44.

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BIODATA

Name-Surname: Meng Yang

Current Residential Address: 4288 Rama IV Road,
Phra Khanong, Khlong Toei,
Bangkok, 10110, Thailand

Email: meng.yang1@bumail.net,

Education Background:

2013-2017: Bachelor of arts in advertising
(brand planning and
communication), Beijing institute
of fashion technology

Bangkok University
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Mr./ Mrs./ Ms. MENG YANG now living at _____
 Soi 4288/405 Street Aspire Rama 4 Rd.
 Sub-district Prakanong District Klong Toei
 Province Bangkok Postal Code 10110 being a Bangkok
 University student, student ID 7610202363
 Degree level ... Bachelor ... Master ... Doctorate
 Program MBA (CEP) Department Business Computer School Bangkok University
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