DETERMINANTS OF LIVE VIDEO STREAMING SOCIAL NETWORKS ON USERS' BEHAVIOURAL INTENTION TO JOIN BIGO-LIVE IN THAILAND

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Xie Peiying

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Author: Xie Peiying

Independent Study Committee:

Advisor .....

(Asst. Prof.Dr.Pacharaporn Kesaprakorn)

Field Specialist .....

(Asst. Prof.Dr.Patama Satawedin)

.....

(Suchada Chareanpunsirikul, D.B.A.)

Dean of the Graduate School

July 25, 2019

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Advisor: Asst. Prof. Dr. Pacharaporn Kesaprakorn

ABSTRACT

This research described perceived ease of use, perceived usefulness, privacy, interactivity determinant users' intention on live video streaming social networks which focusing on Bigo Live in Thailand. 200 questionnaires were distributed to respondents online in Bangkok, Thailand, who has experienced to downloaded Bigo Live app and use Bigo Live video streaming before or now. The descriptive analysis, One-Way ANOVA and Regression Analysis were applied in this study.

The findings of confirmed that users with different personal characteristics in relations to gender, age, personal income per month, educational background have no significant different perception toward the determinant of social media uses of Bigo-Live Thailand. And determinants of social media uses of Bigo-Live Thailand are significant predictors of their behavioral intention to join Bigo-Live Thailand, and users' behavioral intention to join Bigo-Life is significant predictor of their satisfaction toward the contents of Bigo-Live Thailand, as well.

Keywords: Live Video Streaming Social Networks, Behavioral Intention, Regression Analysis

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CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem Statement

Over the years, there has been an increase in user participation in social computing systems such as social media. Social media is Internet-based technology which is often used to advertise possibilities for social interaction among its customers (Greenberg, 2016). It's enhanced through new communication tools and sites which are known as social media. For years, live video streaming was envisioned as a potential killer application for the Internet, yet it is perhaps the greatest unfulfilled promise of the Internet. Online live streaming has long been a popular application (Greenberg, 2016).

Streaming media is multimedia that is constantly received by and presented to an end-user while being delivered by a provider. The verb "to stream" refers to the process of delivering or obtaining media in this manner; the term refers to the delivery method of the medium, rather than the medium itself, and is an alternative to file downloading, a process in which the end-user obtains the entire file for the content before watching or listening to it (Kramer, 2016). As of 2017, "streaming" generally refers to the situation where a user watches digital video content or listens to digital audio content on a computer screen and speakers (ranging from a smartphone, through a desktop computer to a large-screen home entertainment system) over the Internet. With streaming content, the user does not have to download the entire digital video or digital audio file before they start to play it. Live streaming is the delivery of Internet content in real-time, as events happen, much as live television broadcasts its

contents over the airwaves via a television signal. Live internet streaming requires a form of source media (e.g. a video camera, an audio interface, screen capture software), an encoder to digitize the content, a media publisher, and a content delivery network to distribute and deliver the content (Kramer, 2016).

In the field of social media, the term "live media" refers to new media that use streaming media technologies for creating networks of live multimedia shared among people, companies and organizations. Live streaming as an inexpensive key marketing and communications tool that helps brands reach their online audience. Users can follow their friends' live video "shares" as well as "shares" related to specific content or items (Hareesh & Manjaiah, 2011). Live media can be shared through any Internet website or application; thus, when people browse on a specific website, they may find live media streams relevant to the content they look for. Live media can include coverage of various events such as concerts or live news coverage viewed using a web browser or apps such as Bigo-Live.

While live streaming is still in its early stages on the Internet, it is likely to become an important traffic class because of both application pull and technology push. From an application's perspective, the Internet provides a new medium for live streaming that has several advantages over traditional media (Huang, Li & Ross, 2007). With traditional media such as radio, TV, and satellite, there are a limited number of channels. Also, radio and TV usually have limited reach. These media are very expensive and are accessible to only a few content publishers. In contrast, hundreds of thousands of sessions can be conducted simultaneously over the Internet at any given time. The number of participants in each session is determined by the

application rather than the network. Therefore, the Internet provides an attractive alternative to reach global audiences ranging from small, medium to large sizes (Huang, Li & Ross, 2007). As people become more mobile, traveling and working around the globe, the demand for "connecting back to home" by listening or watching content that has traditionally been local will increase. From a technology perspective, as broadband access becomes more ubiquitous and multimedia devices become an integral part of computers, pads, and cell phones, the technology barrier to live streaming will disappear (Niloofar, Jochen, Elizabeth, & Max, 2013).

Bigo Live is one of the most popular live video streaming social networks. From live video streaming to real-time interaction, Bigo allows customers to watch live videos, broadcast their life, video chat with their friends and make new friends globally. Until year 2018, Bigo Live has reached 200 million users around the world. Bigo Live is a mobile live-streaming app and which is all about community, connecting millions of users across Asia and the world. Bigo Live wanted to focus on building its brand by building up its follower community on Twitter, and to become a familiar name to influential tech users in Southeast Asia – specifically in Malaysia, Indonesia, and Thailand (Bigo Live official Website, 2018).

Bigo Live is most popular among young people aged 18 to 25. Bigo Live has topped the Google Play and App store download charts in Thailand, Vietnam, Indonesia, Singapore, Malaysia, and the Philippines numerous times. Following its success in Southeast Asia, it plans to expand its footprint to new markets. To support its rapid growth, Bigo Live will continue to scout for great talents across nations and enable local expansions in Europe, United States, India, Russia, the Middle East and

some other key countries. Initially launched in March 2016, Bigo Live became the most popular app and ranked first in Apple App Store and Google Play in Thailand market since launch (Bigo Live official Website, 2018).

Streaming services over the Internet system have been very successful in delivering Live media content over the internet to large number of end users. The video streaming services can be classified into two groups: Live streaming and video-on-demand streaming. In Live streaming allows video content to be transmitted in real time to all requesting users. One or more users have their playbacks synchronized to provide their stored content to other peers (Hareesh & Manjaiah, 2011). The major purpose of a live streaming is to make sure that live programs are watching by each peers in real time and fluently. On the other hand, video-on-demand users have the flexibility to watch any video at any moment in time, meaning that they do not need to synchronize their playback times. Moreover, they are capable to perform operations such as forward or backward on the media file (Hareesh & Manjaiah, 2011). Video-on-demand systems deliver the content by streaming, but peers can watch different parts of a video at the same time, hence diluting their ability to help each other and offload the server. This is the key problem of video-on-demand systems. In detail, the system should allow users arriving at arbitrary times to watch arbitrary parts of the video, in addition to providing low start up delays. The fact that different users may be watching different parts of the video at any time can greatly impact the efficiency of swarming protocol (Hareesh & Manjaiah, 2011).

When the social live streaming service Bigo Live became more popular during the last year, negative publicity about the “dangerous” behaviour of teenagers

appeared on the news. Bigo has seemingly been built up around young users who are more willing to create and watch video content constantly. The fact that users can go on the APP and find people exactly like them helps spread the message. Bigo allows users to watch live broadcasting anytime, anywhere and engage with the audience via live sessions. The platform gives a chance to live stream the performances, broadcast what you are good at and let people enjoy based on the core values of integrity, innovation, reactiveness and openness. Power up Bigo Live on young customers' smartphone, and young customers are invited into any number of bedrooms, classrooms, workspaces, or any place for that matter, where young people are streaming whatever they are doing at the time. Other users of the app can watch them and interact with them, by commenting on what they are doing, asking them to do certain things, or even asking for their contact details. In other words, it is voyeurism made easy and legal with the consent of the streamers. To get a more comprehensive and broader view of the customer behaviour on live streaming services and to start a new point for further research, this investigation focuses on the customer behaviour on Bigo Live. There were limited studies that examined how Bigo Live affects consumer behaviour. Describing and analysing live streaming services and their users is a new and exciting research field in communication arts. What are the motives of using social live streaming services? What factors can attract customers to use live streaming services? And what can make customers decide to join into live streaming services?

Live streaming video platform offers users a performance place and offers viewers various types of channel for recreation. Through the internet, live streaming video platform broadcaster and viewers together. Owing to these incentives, the

number of people use live streaming video platform rapidly increase. This study aims to analyze the Thai users' behavior intention of using live streaming video platform which is Bigo Live, find out the degree to which factors are the key influential factor which affect users' intention to use Bigo Live and understand the factors that are influence on Thai users' intention to use Bigo Live. Some researchers have been studied related topics. Jinhua (2017) found that the vividness, interactivity, and authenticity of live video enhance consumers' purchasing intention by affecting consumers' sense of immediacy and trust. Research results affirmed the rationality for e-commerce sellers to introduce live broadcast marketing (Jinhua, 2017). And Chien and Chao (2015) found that attitude and perceived interaction will influence the intention to use live streaming video platform.

1.2 Objectives of the Study

1.2.1 To examine how difference in demographic factors of users influence users' perception of determinants of live video streaming social network (including perceived ease of use, perceived usefulness, privacy, and interactivity) of Bigo-Live Thailand.

1.2. 2 To explore the effect of the determinants of Live Video Streaming Social networks on users' intention to join Bigo-Live Thailand.

1.2.2 To examine the influence of users' intention to join Bigo-Live Thailand on their satisfaction on the contents of Bigo-Live Thailand.

1.3 Scope of Study

The scope of research is to test factors that affecting users' behaviour intention on live video streaming social networks which focusing on Bigo Live in Thailand. And this paper described four independent variables which are perceived ease of use, perceived usefulness, privacy, interactivity with one dependent variables which is users' intention on live video streaming social networks which focusing on Bigo Live in Thailand. Two hundred questionnaires will be distributed to respondents online in Bangkok, Thailand, who has experienced to downloaded Bigo Live app and use Bigo Live video streaming before or now. The population of this study is over 150 million subscribers of Bigo Live company (Yahoo Finance, 2017). The data collection period is during September, 2018, researcher applied convenient and judgement sampling which was appropriated for this research as the total number of population was unknown. The sample population selected in this research was those which are readily available and convenient.

1.4 Research Questions

The research will focus on four predictors of users' intention toward Bigo Live, which are perceived ease of use, perceived usefulness, privacy, interactivity. According to the purposes of study and the scope of this study, the following research questions are formulated:

1.4.1 How do demographic factors of users influence users' perception of determinants of live video streaming social network (including perceived ease of use, perceived usefulness, privacy, and interactivity) of Bigo-Live Thailand or not?

1.4. 2 Which determinants of Live Video Streaming Social networks significantly influence users' intention to join Bigo-Live Thailand?

1.4.2 Are there a positive correlation between users' intention to join Bigo-Live Thailand on their satisfaction on the contents of Bigo-Live Thailand.

1.5 Significance of the Study

To the extent that the objectives mentioned above are accomplished, the following significances will surface:

1.5.1 This research seeks to fill this gap by providing research that examines live video streaming social networks in regard to perceived ease of use, perceived usefulness, privacy, interactivity and the impact on users' behavioral intention.

1.5.2 This study focuses on the services by Bigo Live through live video streaming social networks so as to further increase customer value.

1.5.3 The study will provide a guideline for social media industry, especially Bigo Live to improve and manage their services on social media platform, as well as updating information technologies for capture new marketing trends, meanwhile differentiate their brand from the other.

1.6 Definitions of Terms

1.6.1 Live Video Streaming

Live streaming refers to online streaming media simultaneously recorded and

broadcast in real time to the viewer. It is often simply referred to as streaming (Greenberg, J., 2016). Live stream services encompass a wide variety of topics, from social media to video games (Kramer, B., 2016). User interaction via chat rooms forms a major component of live streaming. Live Video Streaming App include the ability to talk to the broadcaster or participate in conversations in chat.

1.6.2 Perceived Ease of Use

Perceived ease of use refers to the degree to which a person believes that using a particular system would be free of effort (Mathieson, 1991). Perceived ease of use is the extent to which a person accepts as true that using an exacting method would be at no cost to that individual (Davis et al., 1989; Gahtani, 2001). Perceived ease of use is the term that represents the degree to which an innovation is perceived not to be difficult to understand, learn or operate (Gefen & Straub, 2000).

1.6.3 Perceived Usefulness

Perceived usefulness refers to an individual believes that using an information system will enhance their productivity. Perceived usefulness (PU) is one of the independent constructs in the Technology Acceptance Model (TAM). It is "the degree to which a person believes that using a particular system would enhance his/her job performance" (Davis, 1989). A system high in perceived usefulness is one that a user believes has a positive usage to performance relationship (Davis, 1989).

1.6.4 Interactivity

Interactive in social media field normally refers to products and services on digital computer-based systems which respond to the user's actions by presenting

content such as text, moving image, animation, video, audio, and video games. Perceived interactivity has been defined as the users' psychological state during their interactions with a website (Ng, She, Jeon, & Baldauf, 2017). There has been general agreement that interactivity is an important element of the communication process and serves as a relational maintenance strategy that contributes to relational outcomes.

1.6.5 Privacy

Privacy is the ability of an individual or group to seclude themselves, or information about themselves, and thereby express themselves selectively. The boundaries and content of what is considered private differ among cultures and individuals, but share common themes. When something is private to a person, it usually means that something is inherently special or sensitive to them. The domain of privacy partially overlaps with security (confidentiality), which can include the concepts of appropriate use, as well as protection of information. Privacy may also take the form of bodily integrity (Jonathan, 2016).

1.6.6 Behavioral Intention

Intention is an indication of a person's willingness to perform the behavior, and it is an immediate antecedent of behavior (Ajzen, 1991). Behavioral Intention is the readiness of an individual to certain actions. The intention was to affect the expression of behavior continues. The definition formed by Solomon (1995) describes consumer purchase decision as a process of choosing, purchasing, using and disposing of products or services by the individuals and groups in order to satisfy their needs and wants.

CHAPTER 2

LITERATURE REVIEW

In chapter two, the researcher provides theoretical foundation which is used within this independent study. The theories originated from literature reviews and analysis of empirical studies related to the subject of effects of live video streaming social networks on users behavioral intention towards Bigo-Live in Thailand. The chapter summarizes the following topics:

2.1 A summary and synthesis of past studies

2.1.1 The Relationship between Perceived Ease of Use and Behavior Intention

2.1.2 The Relationship between Perceived Usefulness and Behavior Intention

2.1.3 The Relationship between Privacy and Behavior Intention

2.1.4 The Relationship between Interactivity and Behavior Intention

2.2 The Assumption of Technology Acceptance Model

2.2.1 Concept and definition of Perceived Ease of Use

2.2.1.1 The Dimensions of Perceived Ease of Use

2.2.2 Concept and definition of Perceived Usefulness

2.2.2.1 The Dimensions of Perceived Usefulness

2.2.3 Concept and Definition of Privacy

2.2.3.1 The Dimensions of Privacy

2.2.4 Concept and Definition of Interactivity

2.2.4.1 The Dimensions of Interactivity

2.3 Hypothesis

2.4 Theoretical Framework

2.1 A summary and synthesis of past studies

2.1.1 The Relationship between Perceived Ease of Use and Behavior Intention

Venkatesh and Davis (2000) posited that for any emerging innovation, perceived ease of use is an important determinant of users' intention of acceptance and usage behavior. Extensive research over the past decade has provided evidence that perceived ease of use has a significant effect on behavioral intention to use, either directly or indirectly, through its effects on perceived usefulness (Agarwal & Prasad 1999; Davis et al. 1989). Perceived ease of use was found to be the second most important determinant of a users' behavioral intention towards the system. However, users' perceived ease of use of a system was found in some studies not to have a significant and direct effect on their behavioral intention to use the system but instead affect their intentions only through perceived usefulness of the system (Szajna 1996). Perceived ease of use is positively associated with continuance intention in the context of Web-based learning (Chiu & Wang, 2008).

2.1.2 The Relationship between Perceived Usefulness and Behavior Intention

Empirical studies have confirmed that perceived usefulness directly and significantly influences behavioral intention to use a particular system. When this belief increases, the consumers' intention to use live video streaming social networks will also increase. In consumer behavior analysis, perceived usefulness has been well tested as a determinant for a consumer's intention to use a new technology. Research has proved that there is a significant effect of users' perceived usefulness of an information system on the intention to use the system (Venkatesh & Davis, 2000). Perceived usefulness is hypothesized to be the direct predictor of behavioral intention to use of the technology of interest (Park, et al., 2014). Previous studies indicated that perceived usefulness is positively associated with intention in the context of e-text (Baker-Eveleth and Stone, 2015; Stone & Baker-Eveleth, 2013), instant messaging (Wang, Ngai, & Wei, 2011), mobile service provider (Abbas & Hamdy, 2015) online travel services (Li & Liu, 2014) e-learning (Lin & Wang, 2012) blog learning (Tang, Tang, & Chiang, 2012), knowledge creation (Chou, Min, Chang, & Lin, 2009).

2.1.3 The Relationship between Privacy and Behavior Intention

There are significant number of theories and research on the effect of privacy concerns on purchase intention in the general concept of information systems and e-commerce (Dai, Sandra; & Wi-Suk, 2014). Known past studies lack the attempt and initiative to investigate and examine the role of privacy concerns on smartphone apps purchase intention by integrating a theoretical predictive consumer behavior framework.

Awad and Krishnan (2006) claimed that user's willingness to partake in online profile decrease with a higher level of general privacy concern. Stewart and Segars (2002) called for that privacy concern that have positive effect on behavior intention, such as refuse to give information, take action to remove name from mail lists, refuse to purchase a product, decided not to apply for something like a job, credit or insurance. Dinev and Hart (2006) argued that privacy concern have a negative effect on willingness to provide personal information and intention to transact. Wirtz, Lwin, & Williams (2007) examined that privacy concern increasing result in higher power-enhancing responses such as the fabrication of personal information, use of privacy-enhancing technologies and refusal to purchase.

2.1.4 The Relationship between Interactivity and Behavior Intention

Noort, Voorveld, & Reijmersdal, (2012) argued that a higher level of website interactivity increases website visitors' online flow experience, which subsequently leads to positive outcomes of concern to marketers, such as favorable attitudes toward the website and the brand, increased number of product-relevant thoughts, and favorable behavioral intentions. There is relationship between online real-time interactivity and patronage intention by using of avatars. Previous studies have confirmed that interactivity has a positive influence on the attitude of users and their use intentions (Wang, 2011) and increases intention to use social media (Liu, Chen, Sun, Wible, & Kuo, 2010). Similarly, past studies have reported that interactivity as an exogenous variable has positively influenced intention to use (Wu & Wu, 2006). Furthermore, Macy and Skvoretz (1998)

have demonstrated in a simulation study that high levels of interaction leads to trust and behavior intention.

2.2 The Assumption of Technology Acceptance Model

Technology Acceptance Model (TAM model) has been widely used in a variety of studies using a range of variables. Perceived ease of use and perceived usefulness are part of the core TAM model and have consistently been found to be strong predictors of customer behavior. Venkatesh, Morris, & Davis, (2003) created a model, Unified Theory of Technology Acceptance and Use of technology that included the perceived ease of use and perceived usefulness constructs because of consistently observing their strong predictive qualities in eight other TAM models. Additionally, perceived ease of use and perceived usefulness were strong predictors of acceptance behavior in the other research such as research by Mathieson, (1991) involving the spreadsheets and the TAM model; research by Szajna, (1994) involving email and voice mail research (Straub, Limayem, & Krahnna-Evaristo, 1995). Perceived ease of use and perceived usefulness were selected for this study because of their record of strong reliability and validity and record of empirical results showing perceived ease of use and perceived usefulness as strong predictors of technology acceptance behavior

2.2.1 Concept and definition of Perceived Ease of Use

Perceived ease of use is the degree to which a person believes an innovation would be free of effort (Saade & Bahil 2005). Technology users perceive a technology as easy

to use if it is simple to learn, flexible and compatible with the users' needs and values. It is a construct based on a person's assessment of the effort involved in the process of using a particular innovation. Perceived ease of use, refers to "the degree to which a person believes that using a particular system would be free of effort." This follows from the definition of "ease": "freedom from difficulty or great effort" (Radner & Rothschild, 1975). Perceived ease of use is the extent to which a person accepts as true that using an exacting method would be at no cost to that individual (Davis, Bagozzi, & Warshaw , 1989). At first Rogers (1962) affirmed perceived ease of use is the term that represents the degree to which an innovation is perceived not to be difficult to understand, learn or operate. He further stated that perceived ease of use is the degree to which consumers perceive a new product or service as better than its substitutes (Rogers, 1983). Similarly, Zeithaml et al. (2002) stated that the degree to which an innovation is easy to understand or use could be considered as perceived ease of use.

2.2.1.1 The Dimensions of Perceived Ease of Use

Perceived ease of use explains the user's perception of the amount of effort required to utilize the system or extent to which a user believes that using a particular technology will be effortless (Davis et al., 1989). Perceived ease of use has been established from previous research to be an important factor influencing user acceptance and usage behavior of information technologies (Igbaria, Livari, & Maragahh, 1995). Perceived ease of use consists of the following determinants: easy to use, easy to read, using understandable terms, able to link to search for related information and easy to return to previous page. This includes support, complexity and change management.

Venkatesh (2000) reported perceived ease of use 'describes the individual's perception of how easy the innovation is to learn and to use'. Given that some fraction of a user's total job content is devoted to physically using the system, if the user becomes more productive in that fraction of his or her job via greater ease of use, then he or she should become more productive overall. Users believe that a given application may be successful, but they may, at the same time, believe that the technology is too hard to use and that the performance benefits of usage are outweighed by the effort of application (Davis, 1989).

2.2.2 Concept and definition of Perceived Usefulness

Perceived Useful is defined as the prospective user's subjective probability that using a specific system will increase his or her job performance (Venkatesh et al, 2003, Chen, 2008). The perceived usefulness of something is its ability to provide a means-end relationship, or to provide a rationale upon which to make decisions. Perceived usefulness was defined as the degree to which a person believes that using a particular system could enhance his or her job performance (Davis, 1989). It is the extent to which an individual believes that using the system enhances his/her performance. Within the organizational context, a system that is high in perceived usefulness is one that the user believes will have a positive use performance relationship. (Yusliza, 2009). Perceived usefulness explains the user's recognition that the interactive social media innovation will enhance their task performance in conveniently finding entertainment (Davis, 1989).

2.2.2.1 The Dimensions of Perceived Usefulness

Perceived usefulness is one of the independent constructs in the Technology Acceptance Model (TAM). Within an organizational context, people are generally reinforced for good performance by raises, promotions, bonuses, and other rewards. A system high in perceived usefulness, in turn, is one for which a user believes in the existence of a positive use-performance relationship.

People tend to use or not to use a system application to the extent they believe it will help them perform their job better (Davis et al., 1989). Usefulness can also be defined as the prospective adopter's subjective probability that applying the new technology from foreign sources will be beneficial to his personal and/or the adopting company's well being (Dennis & Malhotra, 1999). Or that using the technology would improve the way a user could complete a given task. Perceived usefulness explains the user's perception to the extent that the technology will improve the user's workplace performance (Davis et al., 1989). This means that the user has a perception of how useful the technology is in performing his job tasks. This includes decreasing the time for doing the job, more efficiency and accuracy

2.2.3 Concept and Definition of Privacy

Privacy has been defined as the right of an individual to be left alone and able to control the release of his or her personal information (Warren, & Brandeis, 1890). Concerns about privacy are not new. Businesses have collected customer information for thousands of years. However, privacy concerns often arise when new IT with enhanced

capabilities for collection, storage, use, and communication of personal information come into play. With online privacy protection is meant the behavior an individual performs to protect his or her online information that in their perception should be kept private, from becoming available to others. Privacy has long been identified as a moral right (Corlett, 2002). As far as technology is concerned, Laudon, & Traver (2001) defined it as "the moral right of individuals to be left alone, free from surveillance or interference from other individuals or organizations, including the state". Specifically, it is the concerns of users on the collection, usage and manipulation of personal information by firms or entities due to the fear of loss or threat or breach of privacy

2.2.3.1 Dimensions of Privacy

Chang, Jack, Marchewkab, & Chun-Sheng, (2005) proposed and advocated that fair information practices included four dimensions:

-Notice: providing people notice that personal information is being collected prior to the collection of that information.

-Access: providing people with access to the data that is collected about them.

-Choice: providing people with a choice to allow an organization to use or share information collected about them.

-Security: providing reasonable assurance that personal information is kept secure.

2.2.4 Concept and definition of Interactivity

According to Wang et al. (2007), interactivity is a social cue and can be explained by user's perception of connection. Interactivity is the communication process that takes place between humans and computer software. Interactivity is a characteristic of the context in which messages are exchanged; is it strictly dependent upon the technology used in communication interactions. Rafaeli (1988) declared that interactivity is an expression of the extent that in a given series of communication exchanges, any third (or later) transmission (or message) is related to the degree to which previous exchanges referred to even earlier transmissions. Among the various design characteristics, interactivity stands out as a key and distinguished factor that impacts web users' response towards a website (Agarwal & Venkatesh, 2002). More specifically, web consumers employ interactivity as a criterion in assessing the success and quality of websites (Palmer, 2002). The crucial role played by interactivity in the ecommerce realm has motivated both academics and practitioners to enhance their understanding of the interactivity concept and to employ it effectively

2.2.4.1 Dimensions of Interactivity

Liu and Shrum (2002) specified the three dimensions of interactivity as i) active control (user's ability to voluntarily participate in and instrumentally influence a communication), ii) two-way communication (ability for reciprocal communication between the company and the user), and iii) synchronicity (degree to which users' input into a communication and the response they receive from the communication are simultaneous).

Though the importance of interactivity in website design is well-recognized, attention paid to understanding the impacts of interactivity on web consumers is sparse (Liu & Shrum, 2002). Existing studies that examine the impacts of interactivity (e.g. Teo et al., 2003) have doubtlessly provided good general insights to practitioners but have not attempted to investigate interactivity components separately. Interactivity being a complicated construct with multiple facets (Liu and Shrum, 2002) warrants to be studied in finer details, that is, different interactivity types are to be investigated separately in order to yield an accurate understanding of their unique effects. As such, the gaps of identifying the specific aspects of interactivity capable of affecting web consumers and their effects on purchase-related measures remain as pressing concerns among academics and practitioners. Cognizance of the distinctive impacts of various interactivity facets is essential to the generation of specific design guidelines for ecommerce websites.

2.3. Theoretical Framework

The justifications for hypotheses were made based on the preceding literature review, and the hypotheses concerning the direction and strength of the relationship were statistically tested. Therefore, based on the objective and research questions, it asks the following tests a related hypothesis.

Hypothesis 1: Users with different personal characteristics in relations to gender, age, personal income per month, educational background will have significant different

perception toward the determinant of social media uses of Bigo-Live Thailand (perceived ease of use, perceived usefulness, interactivity, Perceived Privacy).

Hypothesis 2: Determinants of social media uses of Bigo-Live Thailand (perceived ease of use, perceived usefulness, interactivity, Perceived Privacy) are significant predictors of their behavioral intention to join Bigo-Live Thailand.

Hypothesis 3: Users' behavioral intention to join Bigo-Life is significant predictor of their satisfaction toward the contents of Bigo-Live Thailand.

2.4. Hypothesis

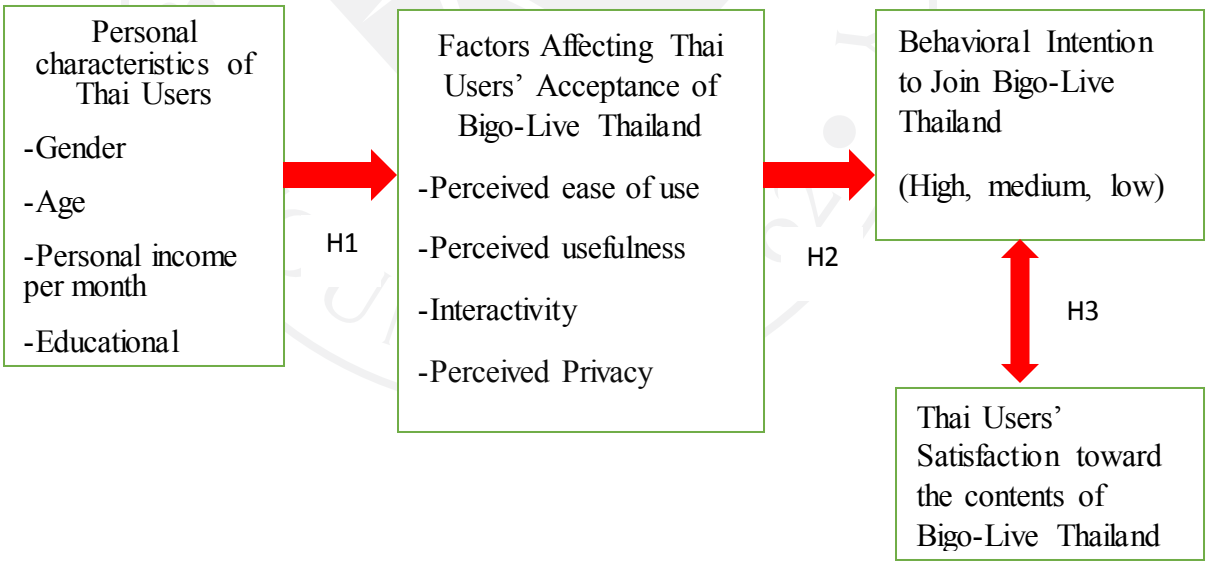

Figure 2.1: The Framework of Research

CHAPTER 3

RESEARCH METHODOLOGY

This chapter summarized the research methodology and the sampling method to examine the factors of live video streaming social networks influencing users' behavior intention towards Bigo-Live in Thailand. This chapter composed of the following sections:

1. Research design
2. Population and sample selection
3. Research instrument
4. Instrument pretest
5. Data collection procedure
6. Data interpretation
7. Data analysis
8. Demographic Profile of the Sample

3.1. Research Design

The purpose of this study is to test factors influencing users' behavioral intention on live video streaming social networks on Bigo Live in Thailand. This study used four

scales. Section one had five dimensions, including perceived ease, perceived usefulness, interactivity, and perceived privacy. The researcher used western scale to examine the perception of video streaming social networking as follows:

1. Perceived ease of use derived from Agarwal and Prasad (1999) and Davis et al. (1989)

2. Perceived usefulness derived from Venkatesh & Davis (2000); Park, et al., (2014); Baker-Eveleth and Stone, (2015); Stone & Baker-Eveleth, (2013).

3. Interactivity derived from Steyn, et al., 2011; Chung , 1995); Dwane,1999).

4. Perceived privacy derived from Wang, (2011); Liu et ail., (2010); and Wu and Wu, (2006).

The quantitative research approach would be applied in this study by researcher, and the survey will be used to collect research data to investigate correlation between perceived ease of use, perceived usefulness, interactivity, perceived privacy and behavior intention towards Bigo-Live in Thailand.

3.2. Population and sample selection

The population of this study is over 150 million subscribers of Bigo Live company (Yahoo Finance, 2017). The population of this survey is Bigo Live users who had experience downloading Bigo Live App and had experiences using Bigo Live Video streaming at least 6 months or more. The sample was selected using purposive sampling

an convenience sampling. The questionnaires were distributed to respondents via online database in Bangkok, Thailand, who has experienced to downloaded Bigo Live app and use Bigo Live video streaming before or now. The questionnaires were distributed by online from 15 Nov, 2018 to 15 Jan, 2019.

The researcher will determine sample size by 200 respondents to distributed questionnaires for collecting data.

3.3. Research instrument

The questionnaire with four sections was used in the study. There are scales for demographic data, independent variables, behavior intention, and satisfaction.

Section one: demographic information

Section one consisted of 6 questions asking about the demographic information of the respondents, include gender, age, education level, current occupation, monthly income, and live video category that customers prefer to watch in Bigo-Live. The items in demographic information are showed in first part of Appendix.

Section two consisted of 20 items of likert scale question related to variables which with the references from previous studies. The questions asked the perception of users toward the video streaming of Bigo-Live Thailand in relations to perceived ease of use, perceived usefulness, perceived privacy, and interactivity, ranging from 1 as strongly

disagree to 5 strongly agree with the statement. The scales were taken from the following past studies indicated in Table 3.1.

Table 3.1 Independent Variables' Questions from Questionnaires Compare with Previous Studies

Questions of independent variables	**Scale**	**References**
Perceived Ease of use of Bigo-Live Thailand		
1. In Bigo-Live, I can interact with other users with clear and understandable.	Interval Scale	My interaction with the social networking site is clear and understandable (Belinda, & Brandis, 2013)
2. Interacting with the Bigo-Live would not require a lot of my mental effort.	Interval Scale	Interacting with the social networking site would not require a lot of my mental effort (Belinda, & Brandis, 2013)
3. I find the Bigo-Live is easy to use.	Interval Scale	I find the social networking site is easy to use (Belinda, & Brandis, 2013)

4. I find the Bigo-Live to be flexible to interact with people.	Interval Scale	I would find the system to be flexible to interact with (Alkali, & Mansor, 2017)
5. It would be easy for me to become skillful at using Bigo-Live.	Interval Scale	I would find it is easy to become skillful at navigating the web pages. (Ramayah & Joshua, 2005)
Perceived Usefulness of Bigo-Live Thailand		
6. I find the Bigo-Live useful in terms of communication with audience**.**	Interval Scale	I find the social networking site useful in terms of communication (Belinda, & Brandis, 2013)
7. I find the Bigo-Live useful in terms of knowledge sharing.	Interval Scale	I find the social networking site useful in terms of knowledge sharing (Belinda, & Brandis, 2013)
8. I find the Bigo-Live useful in terms of creating knowledge for myself**.**	Interval Scale	I find the social networking site useful in terms of establishing (Belinda, & Brandis, 2013)
9. I find the Bigo-Live useful in terms of connecting with the new	Interval Scale	I find the social networking site useful in terms of renewing

people		contacts (Belinda, & Brandis, 2013)
10. I find the Bigo-Live provides more advantage than other Social Media Online	Interval Scale	Web-based online transaction is advantageous. (Ramayah & Joshua, 2005)
Perceived Privacy to the Bigo-Live Thailand		
11. Users fear of their identity information might be stolen or misused in Bigo-Live.	Interval Scale	Customers fear of their identity might be stolen or misused (Firdouse, 2017)
12.I believe Bigo-Live employees know privacy agreement for users through social media.	Interval Scale	Believe BM employees know privacy condition through social media (Firdouse, 2017)
13. In case of changing the password, it is very difficult to obtain through Bigo-Live site rather the customer has to approach call center / branch.	Interval Scale	In case of changing the password, it is very difficult to obtain through Social Media site rather the customer has to approach call center / branch (Firdouse, 2017)
14. Many times Bigo-Live social media website update its privacy	Interval Scale	Many times BM social media site hangs up (Firdouse, 2017)

service.		
15. I faced difficulty during connecting to the Bigo-Live website through Social Media Online.	Interval Scale	Faced difficulty during connecting to the BM site through Social Media (Firdouse, 2017)
Interactivity Bigo-Live Thailand		
16. The Bigo-Live continuously facilitates two-way communication between I and other people.	Interval Scale	This web site facilitates two-way communication (Belinda, & Brandis, 2013)
17. The Bigo-Live gives me the opportunity to talk back immediately.	Interval Scale	This web site gives me the opportunity to talk back (Belinda, & Brandis, 2013)
18. The Bigo-Live facilitates concurrent communication or rapid response	Interval Scale	This web site facilitates concurrent communication (Belinda, & Brandis, 2013)
19. The Bigo-Live enables personal communication among users	Interval Scale	This web site enables communication (Belinda, & Brandis, 2013)
20. While using the Bigo-Live, I	Interval	While I was on the site, I could

should choose freely what I want to see.	Scale	choose freely what I wanted to see (Belinda, & Brandis, 2013)

Table 3.2 Intentions' Questions from Questionnaires Compare with Previous Studies

Do you intend to use the Social Media Online via the Bigo-Live in the future?	**Scale**	**References**
1. I intend to use the Bigo-Live in the future.	Interval Scale	I intend to play this game in the future. (Lisa, 2016).
2. Using the Bigo-Live for entertaining myself is something I would like to do.	Interval Scale	Using the World Wide Web for purchasing a product is something I would do. (Ramayah & Joshua, 2005)
3. I could see myself using the Bigo-Live.	Interval Scale	I could see myself using the World Wide Web to buy a product. (Ramayah & Joshua, 2005)

4. My willingness to use the Bigo-Live is high.	Interval Scale	My willingness to buy this game is high. (Lisa, 2016).
5. I would strongly recommend my friends to use the Bigo-Live.	Interval Scale	I would strongly recommend my colleagues to use e-training (Alkali, & Mansor, 2017)

Table 3.3 Dependent Variables' Questions from Questionnaires Compared with Previous Studies

User's satisfaction towards Bigo-Live in Thailand	**Scale**	**References**
1. I am satisfied with whole contents published on Bigo-Live.	Interval Scale	Satisfied with the overall dealings with BM through Social Media (Firdouse, 2017)
2. I have a good experience from the services offered by Bigo-Live.	Interval Scale	Have a good experience of service offered by BM through Social Media (Firdouse, 2017)
3. I am satisfied with the	Interval Scale	I am satisfied with the experience

experience of using the Bigo-Live.		(on the social networking website) (Belinda, & Brandis, 2013)
4. The experience on the Bigo-Live website is exactly what I needed.	Interval Scale	The experience on the social networking website is exactly what I needed (Belinda, & Brandis, 2013)
5. I would strongly recommend my friends to use the Bigo-Live.	Interval Scale	This online experience hasn't worked out as well as I thought it would(Belinda, & Brandis, 2013)

3.4. Instrument pretest

The researcher conducted pretest to examine the reliability of the questionnaire. The reliability test for this research was analyzed on computer program by using Cronbach's alpha coefficient. The 40 data from respondents will be collected from researcher and will be pretest which run by SPSS.

Table 3.4: Criteria of Reliability

Cronbach's Alpha Coefficient	**Reliability Level**	**Desirability Level**
0.80 – 1.00	Very High	Excellent
0.70 – 0.79	High	Good

0.50 – 0.69	Medium	Fair
0.30 – 0.49	Low	Poor
Less than 0.30	Very Low	Unacceptable

Table 3.5: Summary of Reliability Test

Variable	**Cronbach's Alpha**	**No. of Items**
Perceived Ease of use	.794	5
Perceived Usefulness	.767	5
Perceived Privacy	.771	5
Interactivity	.833	5
Overall perception toward the video streaming of Bigo-Live	**.919**	**20**
Users' behavioral Intention to join Bigo-Live Thailand	.809	5
Users' satisfaction toward the contents of Bigo-Live Thailand	.786	5
Overall	**.920**	**30**

The alpha coefficients of all variables passed the 0.7 criteria, meaning the data for all variables had acceptable reliability.

3.5. Data collection procedure

The following procedures described data collection for the survey:

3.5.1 In this study, the original questionnaire is in English. In order to investigate effects of live video streaming social networks on users' behavior intention towards Bigo-Live in Thailand, researcher had translated questionnaire into Thai language. Later, the two versions were simultaneously given to Thai responders. Certainly, in order to reduce misunderstand due to translation problem, the two version of original were constantly crosschecked and corrected before implement.

3.5.2 Due to this survey focuses on customers who had experiences in downloading Bigo Live APP and use Bigo Live video streaming before or now. To begin with, the questionnaires were distributed to 40 samples to be pretested. After pretesting to 40 Bigo-Live users, there were no discrepancies to be found between the two versions of English and Thai questionnaires. The questionnaire was proved the credibility and feasibility.

3.5.3 Then the questionnaires were distributed to Bigo-Live users online. The researcher filled up the questions independently and completed the survey within 10 to 20 minutes.

3.5.4 During the process of completing questionnaires, it roughly spent ten days to collect data and responders were selected randomly in September 2018. Finally, there were 400 questionnaires to be returned and the raw data was entered in SPSS.

3.6. Data Interpretation

The data is measured in interval scale by using a five-level Likert Scale to measure the level of agreement.

Strongly agree with the statement	5	points
Agree with the statement	4	points
Neutral – Not supporting any options of agree and disagree	3	points
Disagree with the statement	2	points
Strongly disagree with the statement	1	points

Table 3.6: The Range of Mean Interpretation

Range	Interpretation
1.00-1.80	Strongly disagree
1.81-2.61	Disagree
2.62-3.42	Moderate
3.43-4.23	Agree
4.24-5.00	Strongly agree

When examining the level of perception into 3 level, the criteria for interpreting was divided into 3 levels as follows:

Table 3.7: Criteria of Interoperation Level

Criteria	Meaning
3.68 – 5.00	High level of perception
2.34 – 3.67	Medium level of perception
1.00 – 2.33	Low level of perception

3.7. Data analysis

Hypothesis 1: Users with different personal characteristics in relations to gender, age, personal income per month, educational background will have significant different perception toward the determinant of social media uses of Bigo-Live Thailand (perceived ease of use, perceived usefulness, interactivity, perceived privacy).

Independent variable: Gender (nominal scale), age (ordinal scale), personal income per month (ordinal scale), educational background (ordinal scale)

Dependent variables: Perceived ease of use, perceived usefulness, interactivity, perceived privacy (Interval scale)

Statistical analysis: One-Way ANOVA

Hypothesis 2: Determinants of social media uses of Bigo-Live Thailand (perceived ease of use, perceived usefulness, interactivity, perceived privacy) are significant predictors of their behavioral intention to join Bigo-Live Thailand.

Independent variable: Perceived ease of use, perceived usefulness, interactivity, perceived privacy (Interval scale)

Dependent variables: Users' behavioral intention (Interval scale)

Statistical analysis: Regression Analysis.

Hypothesis 3: Users' behavioral intention to join Bigo-Life is significant predictor of their satisfaction toward the contents of Bigo-Live Thailand.

Independent variable: Users' behavioral intention (Interval scale)

Dependent variables: Users' satisfaction toward the contents of Bigo-Live Thailand (Interval scale)

Statistical analysis: Regression Analysis

The data was analyzed using SPSS (Statistical Package of Social Science). The statistics used for the present study is Multiple Regression. Multiple regression involves a single dependent variable and two or more independent variables. It is a statistical technique that simultaneously develops a mathematical relationship between two or more independent variables and an interval scaled dependent variable.

The general form given for the multiple regression model is:

$Y = ß_0 + ß_1X_1 + ß_2X_2 + \ldots\ldots + ßkXk + e.$

This multiple regression model is estimated using the following equation:

$= a + b_1X_1 + b_2X_2 + \ldots\ldots + bkXk.$

There are certain statistics that are used while conducting the analysis.

The R_2 is the coefficient of the multiple determination. This coefficient measures the strength of association.

The F test in multiple regression is used to test the null hypothesis that the coefficient of the multiple determination in the population is equal to zero.

The partial F test is used to test the significance of a partial regression coefficient. This incremental F statistic in multiple regression is based on the increment in the explained sum of squares that results from the addition of the independent variable to the regression equation after all the independent variables have been included.

The partial regression coefficient in multiple regression is denoted by b_1. This denotes the change in the predicted value per unit change in X_1, when the other independent variables are held constant.

Hypothesis 1 would be tested using One-Way ANOVA. Hypothesis 2 and hypothesis 3 will be tested using Regression Analysis.

One-Way ANOVA is a technique that can be used to compare means of two or more samples (using the F distribution). This technique can be used only for numerical response data, the "Y", usually one variable, and numerical or (usually) categorical input data, the "X", always one variable, hence "one-way" (Howell, David, 2002). The ANOVA tests the null hypothesis that samples in all groups are drawn from populations with the same mean values. To do this, two estimates are made of the population variance.

These estimates rely on various assumptions. The ANOVA produces an F-statistic, the ratio of the variance calculated among the means to the variance within the samples. If the group means are drawn from populations with the same mean values, the variance between the group means should be lower than the variance of the samples, following the central limit theorem. A higher ratio, therefore, implies that the samples were drawn from populations with different mean values.

3.8 Demographic Profile of the Sample

As shown in Table 3.8, the descriptive analysis revealed that majority of the sample was male (55.5%, n = 111), followed by female respondents (44.5%, n = 89) respectively.

Majority of the respondents aged 23 – 27 years old (34.5%, n = 69), followed by respondents aged 18 – 22 years (23.0%, n = 46), 28 -32 years old (17.5%, n = 35), 32 – 36 years old (13.5%, n = 27), 37 – 41 years old (6.5%, n = 13), and more than 42 years old (5.0%, n = 10), respectively.

Majority of respondents got bachelor's degree (52.5%, n = 105), followed by senior high school (31.5%, n = 63), master degree (12.5%, n = 25), degree which higher than master (2%, n = 4), others education level (1.5%, n = 3) respectively.

For occupation, majority of respondents were students (26.0%, n = 52), followed by employees of private enterprises (30.5%, n = 61), government officer (22.5%, n = 45),

freelance and entrepreneurs (13.5%, n = 27), working as other occupation7.5%, n = 15) respectively.

Majority of respondents got monthly income less than 10,000 THB (18.0%, n = 36), followed by 10,001 to 20,000 THB (39%, n = 78), 20,001 to 30,000 THB (19.5%, n = 39), and 30,001 to 45,000 THB (8.5%, n = 17), 45,000 to 50,000 THB (12.0%, n = 24), monthly income higher than 50,001 THB (3.0%, n = 6) respectively.

And majority respondents prefer to watch music (22.0%, n = 44), followed by entertainment (42.0%, n = 84), news (8.5%, n = 17), vides (8.0%, n = 16), animal & wildlife (16.0%, n = 32), live videos (3.5%, n = 7), other kind of videos (3.5%, n = 7) respectively.

Table 3.8: The Frequency and Percentage of Descriptive Analysis

Items	**Frequency**	**Percentage**
Gender		
Male	111	55.5%
Female	89	44.5%
Total	200	100%
Age		
18-22 years old	46	23.0%
23-27 years old	69	34.5%
28-32 years old	35	17.5%

32-36 years old	27	13.5%
37-41 years old	13	6.5%
More than 42 years old	10	5.0%
Total	200	100%
Education Level		
Senior High School	63	31.5%
Bachelor's degree	63	31.5%
Master's degree	105	52.5%
Higher than Master's degree	4	2.0%
Others	3	1.5%
Total	200	100%
Occupation		
Student	52	26.0%
Employees of private enterprises	61	30.5%
Government officer	45	22.5%
Freelance and entrepreneurs	27	13.5%
Others	15	7.5%
Total	200	100%
Monthly Income		
Less than 10,00 THB	36	18.0%
10,001 to 20,000 THB	78	39.0%

20,001 to 30,000 THB	39	19.5%
30,001 to 45,000 THB	17	8.5%
45,001 to 50,000 THB	26	12.0%
Higher than 50,001 THB	6	3.0%
Total	200	100%
Live video category that you prefer to watch in Bigo-Live Gaming		
Music	44	22.0%
Entertainment	84	42.0%
News	17	8.5%
Education	16	8.0%
Animal & Wildlife	32	46.0%
Others	7	3.5%
Total	200	100%

CHAPTER 4

DATA ANALYSIS

This chapter presented the data analysis covering all research objectives into four main parts respectively as follows:

4.1: Summary on Findings of Descriptive Analysis

4.2: Summary on the Findings of Hypothesis Testing

4.3: Conclusion of the Findings

4.1 Summary on Findings of Descriptive Analysis

As shown in Table 4.1, the descriptive analysis of mean, standard deviation, and interpretation on the perceived ease of Bigo-Live Thailand revealed that majority of the respondents agreed with the perceived ease of Bigo Live Thailand ($\bar{x}$ = 4.148). When examining each statement, the results found that the statement " I find Bigo-Live is easy to use." had the highest mean ($\bar{x}$ = 4.49), followed by the statement "Interacting with the Bigo-Live would not require a lot of my mental effort"($\bar{x}$ = 4.33), the statement "I find the Bigo-Live to be flexible to interact with people"($\bar{x}$ = 4.21), statement "It would be easy for me to become skillful at using Bigo-Live"($\bar{x}$ = 3.86), and the statement "In Bigo-Live, I can interact with other users with clear and understandable"($\bar{x}$ = 3.85), respectively.

Table 4.1: Means, Standard Deviation, and Interpretation on Perceived Ease of Use of Bigo-Live Thailand

Perceived Ease of use of Bigo-Live Thailand	Mean	Std. Deviation	Interpretation
1. In Bigo-Live, I can interact with other users with clear and understandable.	3.85	.751	Agree
2. Interacting with the Bigo-Live would not require a lot of my mental effort.	4.33	.764	Strongly agree
3. I find the Bigo-Live is easy to use.	4.49	.814	Strongly agree
4. I find the Bigo-Live to be flexible to interact with people.	4.21	.774	Agree
5. It would be easy for me to become skillful at using Bigo-Live.	3.86	.741	Agree
Total	4.15	0.769	Agree

As shown in Table 4.2, the descriptive analysis of mean, standard deviation, and interpretation on the perceived usefulness of Bigo-Live Thailand revealed that majority of the respondents agreed with the perceived usefulness of Bigo Live Thailand ($\bar{x}$ = 3.92). When examining each statement, the results found that the statement "I find the Bigo-Live provides more advantage than other Social Media Online" had the highest mean ($\bar{x}$ = 4.22), followed by the statement "I find the Bigo-Live useful in terms of knowledge sharing." ($\bar{x}$ = 3.97), the statement "I find the Bigo-Live useful in terms of connecting with the new people" ($\bar{x}$ = 3.88), statement

"I find the Bigo-Live useful in terms of creating knowledge for myself." ($\bar{x}$ = 3.83), and the statement "I find the Bigo-Live useful in terms of communication with audience."($\bar{x}$ = 3.72), respectively.

Table 4.2: Means, Standard Deviation, and Interpretation on the Perceived Usefulness of Bigo-Live Thailand

Perceived Usefulness of Bigo-Live Thailand	Mean	Std. Deviation	Interpretation
6. I find the Bigo-Live useful in terms of communication with audience.	3.72	.694	Agree
7. I find the Bigo-Live useful in terms of knowledge sharing.	3.97	.753	Agree
8. I find the Bigo-Live useful in terms of creating knowledge for myself.	3.83	.792	Agree
9. I find the Bigo-Live useful in terms of connecting with the new people	3.88	.689	Agree
10. I find the Bigo-Live provides more advantage than other Social Media Online	4.22	.798	Agree
Total	3.92	0.745	Agree

As shown in Table 4.3, the descriptive analysis of mean, standard deviation, and interpretation on the perceived privacy of Bigo-Live Thailand revealed that majority of the respondents agreed with the perceived privacy of Bigo Live Thailand

($\bar{x}$ = 4.04). When examining each statement, the results found that the statement "I faced difficulty during connecting to the Bigo-Live website through Social Media Online." had the highest mean ($\bar{x}$ = 4.47), followed by the statement "In case of changing the password, it is very difficult to obtain through Bigo-Live site rather the customer has to approach call center / branch." ($\bar{x}$ = 4.02), the statement "I believe Bigo-Live employees know privacy agreement for users through social media." ($\bar{x}$ = 3.92), statement "Many times Bigo-Live social media website update its privacy service." ($\bar{x}$ = 3.89), and the statement "Users fear of their identity information might be stolen or misused in Bigo-Live."($\bar{x}$ = 3.88), respectively.

Table 4.3: Means, Standard Deviation, and Interpretation on the Perceived Privacy to the Bigo-Live Thailand

Perceived Privacy to the Bigo-Live Thailand	Mean	Std. Deviation	Interpretation
11. Users fear of their identity information might be stolen or misused in Bigo-Live.	3.88	.735	Agree
12. I believe Bigo-Live employees know privacy agreement for users through social media.	3.92	.770	Agree
13. In case of changing the password, it is very difficult to obtain through Bigo-Live site rather the customer has to approach call center / branch.	4.02	.694	Agree

14. Many times Bigo-Live social media website update its privacy service.	3.89	.696	Agree
15. I faced difficulty during connecting to the Bigo-Live website through Social Media Online.	4.47	.743	Strongly agree
Total	4.04	0.728	Agree

As shown in Table 4.4, the descriptive analysis of mean, standard deviation, and interpretation on the interactivity of Bigo-Live Thailand revealed that majority of the respondents agreed with the interactivity of Bigo Live Thailand ($\bar{x}$ = 4.16). When examining each statement, the results found that the statement "While using the Bigo-Live, I should choose freely what I want to see." had the highest mean ($\bar{x}$ = 4.33), followed by the statement "The Bigo-Live continuously facilitates two-way communication between I and other people." ($\bar{x}$ = 4.30), the statement "The Bigo-Live facilitates concurrent communication or rapid response" ($\bar{x}$ = 4.27), statement "The Bigo-Live gives me the opportunity to talk back immediately." ($\bar{x}$ = 4.02), and the statement "The Bigo-Live enables personal communication among users" ($\bar{x}$ = 3.89), respectively.

Table 4.4: Means, Standard Deviation, and Interpretation on the Interactivity Bigo-Live Thailand

Interactivity Bigo-Live Thailand	Mean	Std. Deviation	Interpretation
16. The Bigo-Live continuously facilitates two-way communication between I and other people.	4.30	.789	Strongly agree
17. The Bigo-Live gives me the opportunity to talk back immediately.	4.02	.753	Agree
18. The Bigo-Live facilitates concurrent communication or rapid response	4.27	.781	Strongly agree
19. The Bigo-Live enables personal communication among users	3.89	.717	Agree
20. While using the Bigo-Live, I should choose freely what I want to see.	4.33	.739	Strongly agree
Total	4.16	0.756	Agree

As shown in Table 4.5, the descriptive analysis of mean, standard deviation, and interpretation on the intention of Bigo-Live Thailand revealed that majority of the respondents agreed with the intention of Bigo Live Thailand ($\bar{x}$ = 3.92). When examining each statement, the results found that the statement "I could see myself using the Bigo-Live" ($\bar{x}$ = 3.86), followed by the statement "Using the Bigo-Live for entertaining myself is something I would like to do."($\bar{x}$ = 3.85), the statement "The Bigo-Live facilitates concurrent communication or rapid response" ($\bar{x}$ = 4.27),

statement “The Bigo-Live gives me the opportunity to talk back immediately.” ($\bar{x}$ = 4.02), and the statement “The Bigo-Live enables personal communication among users” ($\bar{x}$ = 3.89), respectively.

Table 4.5: Means, Standard Deviation, and Interpretation on the Intention

Intention	Mean	Std. Deviation	Interpretation
1. I intend to use the Bigo-Live in the future.	4.01	.716	Intend
2. Using the Bigo-Live for entertaining myself is something I would like to do.	3.85	.699	Intend
3. I could see myself using the Bigo-Live.	3.86	.694	Intend
4. My willingness to use the Bigo-Live is high.	3.94	.698	Intend
5. I would strongly recommend my friends to use the Bigo-Live.	3.92	.677	Intend
Total	3.92	0.697	Intend

As shown in Table 4.6, the descriptive analysis of mean, standard deviation, and interpretation on the satisfaction of Bigo-Live Thailand revealed that majority of the respondents agreed with the satisfaction of Bigo Live Thailand ($\bar{x}$ = 3.87). When examining each statement, the results found that the statement “I am satisfied with whole contents published on Bigo-Live.” ($\bar{x}$ = 4.02), followed by the statement “I have a good experience from the services offered by Bigo-Live.” ($\bar{x}$ = 3.98), the statement “The experience on the Bigo-Live website is exactly what I needed.” ($\bar{x}$ =

3.85), statement "I would strongly recommend my friends to use the Bigo-Live." ($\bar{x}$ = 3.80), and the statement "I am satisfied with the experience of using the Bigo-Live."($\bar{x}$ = 3.71), respectively.

Table 4.6: Means, Standard Deviation, and Interpretation on the Satisfaction

Satisfaction	Mean	Std. Deviation	Interpretation
1. I am satisfied with whole contents published on Bigo-Live.	4.02	.760	Satisfied
2. I have a good experience from the services offered by Bigo-Live.	3.98	.763	Satisfied
3. I am satisfied with the experience of using the Bigo-Live.	3.71	.829	Satisfied
4. The experience on the Bigo-Live website is exactly what I needed.	3.85	.739	Satisfied
5. I would strongly recommend my friends to use the Bigo-Live.	3.80	.745	Satisfied
Total	3.87	0.767	Satisfied

4.2 Summary on the Findings of Hypothesis Testing

Hypothesis 1: Users with different personal characteristics in relations to gender, age, personal income per month, educational background will have significant different perception toward the determinant of social media uses of Bigo-Live

Thailand (perceived ease of use, perceived usefulness, perceived privacy, interactivity). The result of hypothesis 1 was showed in Table 4.7 to Table 4.11.

As shown in Table 4.7, the analysis of One-Way ANOVA revealed gender difference among the respondents had insignificant influence on their perceived ease of use ($F_{(1,200)} = 0.15, p > .05$), perceived privacy ($F_{(1,200)} = 0.14, p > .05$), interactivity ($F_{(1,200)} = 0.12, p > .05$), and perceived usefulness ($F_{(1,200)} = 0.006, p > .05$), respectively. The results suggested that respondents with gender difference had no significant effect on their perception of determinants of social media of Bigo-Live Thailand, including perceived ease of use, perceived usefulness, perceived privacy, and interactivity.

Table 4.7: The Result of One-Way ANOVA of Respondents' Gender towards the Determinant of Social Media Uses of Bigo-Live Thailand (Perceived Ease of Use, Perceived Usefulness, Perceived Privacy, Interactivity).

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Perceived ease of use	Between Groups	.050	1	.050	.150	.699
	Within Groups	66.049	198	.334		
	Total	66.099	199			
Perceived Usefulness	Between Groups	.002	1	.002	.006	.940
	Within Groups	52.993	198	.268		
	Total	52.995	199			
Perceived Privacy	Between Groups	.041	1	.041	.144	.705
	Within Groups	56.070	198	.283		
	Total	56.111	199			
Interactivity	Between Groups	.044	1	.044	.124	.725
	Within Groups	69.852	198	.353		
	Total	69.896	199			

As shown in Table 4.8, the analysis of One-Way ANOVA revealed age difference among the respondents had insignificant influence on their interactivity ($F_{(1,200)} = 0.803, p > .05$), perceived privacy ($F_{(1,200)} = 0.694, p > .05$), perceived ease of use ($F_{(1,200)} = 0.650, p > .05$), and perceived usefulness ($F_{(1,200)} = 0.441, p > .05$), respectively. The results suggested that respondents with age difference had no significant effect on their perception of determinants of social media of Bigo-Live Thailand, including perceived ease of use, perceived usefulness, perceived privacy, and interactivity.

Table 4.8: The Result of One-Way ANOVA of Age towards the Determinant of Social Media Uses of Bigo-Live Thailand (Perceived Ease of Use, Perceived Usefulness, Perceived Privacy, Interactivity)

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Perceived ease of use	Between Groups	1.089	5	.218	.650	.662
	Within Groups	65.011	194	.335		
	Total	66.099	199			
Perceived Usefulness	Between Groups	.596	5	.119	.441	.819
	Within Groups	52.399	194	.270		
	Total	52.995	199			
Perceived Privacy	Between Groups	.986	5	.197	.694	.628
	Within Groups	55.125	194	.284		
	Total	56.111	199			
Interactivity	Between Groups	1.418	5	.284	.803	.548
	Within Groups	68.478	194	.353		
	Total	69.896	199			

As shown in Table 4.9, the analysis of One-Way ANOVA revealed personal income per month difference among the respondents had insignificant influence on their perceived usefulness ($F_{(1,200)}=2.014, p > .05$), perceived privacy ($F_{(1,200)}=1.088, p > .05$), and interactivity ($F_{(1,200)}=1.085, p > .05$), perceived ease of use ($F_{(1,200)}=0.540, p > .05$) respectively. The results suggested that respondents with personal income per month difference had no significant effect on their perception of determinants of social media of Bigo-Live Thailand, including perceived ease of use, perceived usefulness, perceived privacy, and interactivity.

Table 4.9: The Result of One-Way ANOVA of Personal Income per Month towards the Determinant of Social Media Uses of Bigo-Live Thailand (Perceived Ease of Use, Perceived Usefulness, Perceived Privacy, Interactivity).

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Perceived ease of use	Between Groups	.724	4	.181	.540	.706
	Within Groups	65.375	195	.335		
	Total	66.099	199			
Perceived Usefulness	Between Groups	2.102	4	.526	2.014	.094
	Within Groups	50.893	195	.261		
	Total	52.995	199			
Perceived Privacy	Between Groups	1.225	4	.306	1.088	.364
	Within Groups	54.887	195	.281		
	Total	56.111	199			
Interactivity	Between Groups	1.522	4	.381	1.085	.365
	Within Groups	68.374	195	.351		
	Total	69.896	199			

As shown in Table 4.10, the analysis of One-Way ANOVA revealed educational background difference among the respondents had insignificant influence on their perceived ease of use ($F_{(1,200)} = 1.034, p > .05$), interactivity ($F_{(1,200)} = 0.450, p > .05$), perceived usefulness ($F_{(1,200)} = 0.257, p > .05$), perceived privacy ($F_{(1,200)} = 0.161, p > .05$) respectively. The results suggested that respondents with educational background difference had no significant effect on their perception of determinants of social media of Bigo-Live Thailand, including perceived ease of use, perceived usefulness, perceived privacy, and interactivity.

Table 4.10: The Result of One-Way ANOVA of Educational Background towards the Determinant of Social Media Uses of Bigo-Live Thailand (Perceived Ease of Use, Perceived Usefulness, Perceived Privacy, Interactivity).

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Perceived ease of use	Between Groups	1.373	4	.343	1.034	.391
	Within Groups	64.726	195	.332		
	Total	66.099	199			
Perceived Usefulness	Between Groups	.278	4	.070	.257	.905
	Within Groups	52.717	195	.270		
	Total	52.995	199			
Perceived Privacy	Between Groups	.184	4	.046	.161	.958
	Within Groups	55.927	195	.287		
	Total	56.111	199			
Interactivity	Between Groups	.639	4	.160	.450	.772
	Within Groups	69.257	195	.355		
	Total	69.896	199			

Hypothesis 2: Determinants of social media uses of Bigo-Live Thailand (perceived ease of use, perceived usefulness, perceived privacy, interactivity,) are significant predictors of their behavioral intention to join Bigo-Live Thailand. The result of hypothesis 2 was showed in Table 4.11.

Based on Table 4.11, the Model Summary of Regression analysis revealed that four determinants of social media uses of Bigo-Live Thailand are significant predictors of their behavioral intention to join Bigo-Live Thailand ($F(4, 200) = 46.269^{**}$, $p < 0.05$). When examining the power of each determinant, the Coefficients

table found that interactivity (Beta = .394, $p < 0.05$) and perceived privacy (Beta = .330, $p < 0.05$) are positive significant predictor of respondents' behavioral intention to join Bigo-Live Thailand. Other factors such as perceived of use (Beta = -.126, $p > 0.05$), perceived usefulness (Beta = .145, $p > 0.05$) were not significant predictors of respondents' behavioral intention to join Bigo-Live Thailand.

Table 4.11: The Result of Regression Analysis for Determinants of Social Media Uses of Bigo-Live Thailand (Perceived Ease of Use, Perceived Usefulness, Perceived Privacy, Interactivity) towards Their Behavioral Intention to Join Bigo-Live Thailand.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.698[a]	.487	.476	.39163	.487	46.269	4	195	.000

a. Predictors: (Constant), Perceived Ease of Use, Perceived Usefulness, Perceived Privacy, Interactivity

b. Dependent Variable: Behavioral Intention

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.386	4	7.097	46.269	.000[a]
	Residual	29.908	195	.153		
	Total	58.294	199			

a. Predictors: (Constant), Perceived Ease of Use, Perceived Usefulness, Perceived Privacy, Interactivity

b. Dependent Variable: Behavioral Intention

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std.	Beta			Lower	Upper

			Error				Bound	Bound
1	(Constant)	.960	.232		4.131	.000	.502	1.418
	Perceived ease of use	-.118	.078	-.126	-1.508	.133	-.273	.036
	Perceived Usefulness	.152	.092	.145	1.658	.099	-.029	.333
	Perceived Privacy	.337	.101	.330	3.350	.001	.139	.535
	Interactivity	.360	.077	.394	4.675	.000	.208	.511

a. Dependent Variable: Behavioral Intention

Hypothesis 3: Users' behavioral intention to join Bigo-Life is significant predictor of their satisfaction toward the contents of Bigo-Live Thailand. The result of hypothesis 3 was showed in Table 4.12.

Based on Table 4.12, the Model Summary of Regression analysis revealed that users' behavioral intention to join Bigo-Life is significant predictor of their satisfaction toward the contents of Bigo-Live Thailand ($F(4, 200) = 103.944^{**}$, $p < 0.05$). When examining the power of behavioral intention, the Coefficients table found that behavioral intention (Beta = .587, $p < 0.05$) is positive significant predictor of respondents' satisfaction to join Bigo-Live Thailand.

Table 4.12: The Result of Regression Analysis for Users' Behavioral Intention to Join Bigo-Life is Significant Predictor of Their Satisfaction toward the Contents of Bigo-Live Thailand.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.587[a]	.344	.341	.49265	.344	103.944	1	198	.000

a. Predictors: (Constant), Behavioral Intention

b. Dependent Variable: Satisfaction

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.228	1	25.228	103.944	.000[a]
	Residual	48.055	198	.243		
	Total	73.283	199			

a. Predictors: (Constant), Behavioral Intention

b. Dependent Variable: Satisfaction

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.291	.256		5.054	.000	.787	1.795
	Behavioral Intention	.658	.065	.587	10.195	.000	.531	.785

a. Dependent Variable: Satisfaction

4.3 Summary of the Findings

Table 4.13: Summary of Hypothesis Testing for Significant

Hypothesis	Hypothesis Testing	*P* value	SPSS
H2	-Users' Interactivity is significant predictors of behavioral intention to join Bigo-Live Thailand (Beta = .394). -Users' perceived privacy is a significant predictors of behavioral intention to join Bigo-Live Thailand (Beta = .330).	*P*<.05	Regression analysis
H3	Users' behavioral intention to join Bigo-Life is significant predictor of their satisfaction toward the contents of Bigo-Live Thailand (Beta = .587).	*P*<.05	Regression analysis

Table 4.14: Summary of Hypothesis Testing for Insignificant

Hypothesis	Hypothesis Testing	*P* value	SPSS
H1	Users with different personal characteristics in relations to gender, age, personal income per month, educational background had no significant different perception toward the determinant of social media uses of Bigo-Live Thailand (perceived ease of use, perceived usefulness, perceived privacy, interactivity).	$p > .05$	One-way ANOVA
H2	-Users' perceived usefulness were not significant predictors of respondents' behavioral intention to join Bigo-Live Thailand (Beta = .145). -Users' perceived ease of use were not significant predictors of respondents' behavioral intention to join Bigo-Live Thailand (Beta = -.126).	$p > .05$	Regression analysis

CHAPTER 5

DISCUSSION

This chapter presents the summary and discussion about the findings found from this survey research along with the theoretical explanation. Furthermore, this chapter also provides the limitations of the study, and recommendations for application and future research. This chapter also includes the following components:

5.1 Hypotheses Summary and Discussion

5.2 Discussion of the Research

5.3 Limitations

5.4 Recommendations

5.1. Hypotheses Summary and Discussion

5.1.1 Summary and Discussion of Descriptive Findings

In the first study is an analysis on the demographic profile of 200 samples, which include gender, age, education level, occupation, monthly income, and their preference between Live video category and Bigo-Live Gaming. The descriptive analysis on the demographic profile of the sample revealed that 55.5 percent of the samples are male (n = 111) and 44.5 percent of the samples are female (n = 89). 34.5 percent of the samples are aged 23 – 27 years old (n = 69), followed by 23 percent of the samples are aged 18 – 22 years (n = 46), 17.5 percent of the samples are 28 -32 years old (n = 35), 13.5 percent of the samples are 32 – 36 years old (n = 27), 6.5

percent of the samples are 37 – 41 years old (n = 13), and 5 percent of the samples are more than 42 years old (n = 10). In respect to their education level, 52.5 percent of the samples got bachelor's degree (n = 105), followed by 31.5 percent of the samples got senior high school (n = 63), 12.5 percent of the samples got master degree (n = 25), 2 percent of the samples got degree which higher than master (n = 4), and 1.5 percent of the samples got others education level (n = 3). In respect to their occupation, 26 percent of the samples are students (n = 52), followed by 30.5 percent of the samples are customers of private enterprises (n = 61), 22.5 percent of the samples are government officer (n = 45), 13.5 percent of the samples are freelance and entrepreneurs (n = 27), 7.5 percent of the samples are working as other occupation (n = 15). In respect to their monthly income, 18 percent of the samples got monthly income less than 10,000 THB (n = 36), followed by 39 percent of the samples got 10,001 to 20,000 THB (n = 78), 19.5 percent of the samples got 20,001 to 30,000 THB (n = 39), and 8.5 percent of the samples got 30,001 to 45,000 THB (n = 17), 12 percent of the samples got 45,000 to 50,000 THB (n = 24), 3 percent of the samples got monthly income higher than 50,001 THB (n = 6). 22 percent of the samples prefer to watch music (n = 44), followed by 42 percent of the samples prefer to entertainment (n = 84), 8.5 percent of the samples prefer to news (n = 17), 8 percent of the samples prefer to vides (n = 16), 16 percent of the samples prefer to animal & wildlife (n = 32), 3.5 percent of the samples prefer to live videos (n = 7), and 3.5 percent of the samples prefer to other kind of videos (n = 7).

The descriptive findings revealed that the overall means of samples' perceived ease of Bigo-Live Thailand is 4.15 ($\bar{x}$ = 4.15). Among these questions, the highest mean is "I find Bigo-Live is easy to use." ($\bar{x}$ = 4.49). The second highest mean is "Interacting with the Bigo-Live would not require a lot of my mental effort" ($\bar{x}$ = 4.33). The third highest mean is "I find the Bigo-Live to be flexible to interact with people" ($\bar{x}$ = 4.21). The fourth highest mean is "It would be easy for me to become skillful at using Bigo-Live" ($\bar{x}$ = 3.86). The lowest mean of them is "In Bigo-Live, I can interact with other users with clear and understandable" ($\bar{x}$ = 3.85).

The descriptive findings revealed that the overall means of samples' perceived usefulness of Bigo-Live Thailand is 3.92 ($\bar{x}$ = 3.92). Among these questions, the highest mean is "I find the Bigo-Live provides more advantage than other Social Media Online" ($\bar{x}$ = 4.22). The second highest mean is "I find the Bigo-Live useful in terms of knowledge sharing." ($\bar{x}$ = 3.97). The third highest mean is "I find the Bigo-Live useful in terms of connecting with the new people" ($\bar{x}$ = 3.88). The fourth highest mean is "I find the Bigo-Live useful in terms of creating knowledge for myself." ($\bar{x}$ = 3.83). The lowest mean of them is "I find the Bigo-Live useful in terms of communication with audience." ($\bar{x}$ = 3.72).

The descriptive findings revealed that the overall means of samples' perceived privacy of Bigo-Live Thailand is 4.04 ($\bar{x}$ = 4.04). Among these questions, the highest mean is "In case of changing the password, it is very difficult to obtain through Bigo-Live site rather the customer has to approach call center / branch." ($\bar{x}$ = 4.02). The second highest mean is "I believe Bigo-Live customers know privacy agreement for users through social media." ($\bar{x}$ = 3.92). The third highest mean is "Many times Bigo-Live social media website update its privacy service." ($\bar{x}$ = 3.89). The lowest

mean of them is “Users fear of their identity information might be stolen or misused in Bigo-Live.” ($\bar{x}$ = 3.88).

The descriptive findings revealed that the overall means of samples’ interactivity of Bigo-Live Thailand is 4.16 ($\bar{x}$ = 4.16). Among these questions, the highest mean is “While using the Bigo-Live, I should choose freely what I want to see.” ($\bar{x}$ = 4.33). The second highest mean is “The Bigo-Live continuously facilitates two-way communication between I and other people.” ($\bar{x}$ = 4.30). The third highest mean is “The Bigo-Live facilitates concurrent communication or rapid response” ($\bar{x}$ = 4.27). The fourth highest mean is “The Bigo-Live gives me the opportunity to talk back immediately.” ($\bar{x}$ = 4.02). The lowest mean of them is “The Bigo-Live enables personal communication among users” ($\bar{x}$ = 3.89).

The descriptive findings revealed that the overall means of samples’ satisfaction of Bigo-Live Thailand is 3.87 ($\bar{x}$ = 3.87). Among these questions, the highest mean is “I am satisfied with whole contents published on Bigo-Live.” ($\bar{x}$ = 4.02). The second highest mean is “I have a good experience from the services offered by Bigo-Live.” ($\bar{x}$ = 3.89). The third highest mean is “The experience on the Bigo-Live website is exactly what I needed.” ($\bar{x}$ = 3.85). The fourth highest mean is “I would strongly recommend my friends to use the Bigo-Live.” ($\bar{x}$ = 3.80). The lowest mean of them is “I am satisfied with the experience of using the Bigo-Live.” ($\bar{x}$ = 3.71).

5.1.2 Summary and Discussion of Hypothesis Testing Findings

The Hypothesis testing results can be summarized and discussed as follows:

Reject Hypothesis 1: Users with different personal characteristics in relations to gender, age, personal income per month, educational background will have

significant different perception toward the determinant of social media uses of Bigo-Live Thailand (perceived ease of use, perceived usefulness, and perceived privacy, interactivity).

Hypothesis 1.1: Respondents with gender difference had no significant effect on their perception of determinants of social media of Bigo-Live Thailand, including perceived ease of use, perceived usefulness, perceived privacy, and interactivity.

The finding showed that analysis of One-Way ANOVA revealed gender difference among the respondents had insignificant influence on their perceived ease of use ($F_{(1,200)} = 0.15$, $p > .05$), perceived privacy ($F_{(1,200)} = 0.14$, $p > .05$), interactivity ($F_{(1,200)} = 0.12$, $p > .05$), and perceived usefulness ($F_{(1,200)} = 0.006$, $p > .05$), respectively.

Hypothesis 1.2: respondents with age difference had no significant effect on their perception of determinants of social media of Bigo-Live Thailand, including perceived ease of use, perceived usefulness, perceived privacy, and interactivity..

The findings of analysis of One-Way ANOVA revealed age difference among the respondents had insignificant influence on their interactivity ($F_{(1,200)} = 0.803$, $p > .05$), perceived privacy ($F_{(1,200)} = 0.694$, $p > .05$), perceived ease of use ($F_{(1,200)} = 0.650$, $p > .05$), and perceived usefulness ($F_{(1,200)} = 0.441$, $p > .05$), respectively.

Hypothesis 1.3: respondents with personal income per month difference had no significant effect on their perception of determinants of social media of Bigo-Live Thailand, including perceived ease of use, perceived usefulness, perceived privacy, and interactivity.

The findings confirmed that the analysis of One-Way ANOVA revealed

personal income per month difference among the respondents had insignificant influence on their perceived usefulness ($F_{(1,200)}$ =2.014, p > .05), perceived privacy ($F_{(1,200)}$=1.088, p > .05), and interactivity ($F_{(1,200)}$ =1.085, p > .05), perceived ease of use ($F_{(1,200)}$ =0.540, p > .05) respectively.

Hypothesis 1.4: respondents with educational background difference had no significant effect on their perception of determinants of social media of Bigo-Live Thailand, including perceived ease of use, perceived usefulness, perceived privacy, and interactivity.

The analysis of One-Way ANOVA revealed educational background difference among the respondents had insignificant influence on their perceived ease of use ($F_{(1,200)}$= 1.034, p > .05), interactivity ($F_{(1,200)}$ = 0.450, p > .05), perceived usefulness ($F_{(1,200)}$ = 0.257, p > .05), perceived privacy ($F_{(1,200)}$ = 0.161, p > .05) respectively.

These results support some attributes of independent variables and dependent variables, but not support them fully. Therefore, the results of this study show portion support for hypothesis 1.

Hypothesis 2: Determinants of social media uses of Bigo-Live Thailand (perceived ease of use, perceived usefulness, perceived privacy, interactivity,) are significant predictors of their behavioral intention to join Bigo-Live Thailand.

Hypothesis 2.1: Perceived privacy are positive significant predictor of respondents' behavioral intention to join Bigo-Live Thailand.

Hypothesis 2.2: Interactivity are positive significant predictor of respondents' behavioral intention to join Bigo-Live Thailand.

Hypothesis 2.3: Perceived of use is significant predictors of respondents' behavioral intention to join Bigo-Live Thailand.

Hypothesis 2.3: Perceived usefulness is significant predictors of respondents' behavioral intention to join Bigo-Live Thailand.

For testing hypothesis 2, the analysis of the Model Summary of Regression analysis revealed that four determinants of social media uses of Bigo-Live Thailand are significant predictors of their behavioral intention to join Bigo-Live Thailand ($F_{(4, 200)} = 46.269^{**}$, $p < 0.05$). When examining the power of each determinant, the Coefficients table found that interactivity (Beta = .394, $p < 0.05$) and perceived privacy (Beta = .330, $p < 0.05$) are positive significant predictor of respondents' behavioral intention to join Bigo-Live Thailand. Other factors such as perceived of use (Beta = -.126, $p > 0.05$), perceived usefulness (Beta = .145, $p > 0.05$) were not significant predictors of respondents' behavioral intention to join Bigo-Live Thailand.

Therefore, these results fully support attributes of Independent variables and dependent variables. The results of this study show fully support for hypothesis 2.

Hypothesis 3: Users' behavioral intention to join Bigo-Life is significant predictor of their satisfaction toward the contents of Bigo-Live Thailand.

For testing hypothesis 3,the analysis of the Model Summary of Regression analysis revealed that users' behavioral intention to join Bigo-Life is significant predictor of their satisfaction toward the contents of Bigo-Live Thailand ($F_{(4, 200)} = 103.944^{**}$, $p < 0.05$). When examining the power of behavioral intention, the Coefficients table found that behavioral intention (Beta = .587, $p < 0.05$) is positive significant predictor of respondents' satisfaction to join Bigo-Live Thailand.

Therefore, this result fully support attributes of Independent variable and dependent variable. The results of this study show fully support for hypothesis 3.

5.2 Discussion of the Study

This findings of Hypothesis 1 confirmed that users with different personal characteristics in relations to gender, age, personal income per month, educational background have no significant different perception toward the determinant of social media uses of Bigo-Live Thailand (perceived ease of use, perceived usefulness, interactivity, Perceived Privacy). Venkatesh & Davis, (2000) conducted the study results that monthly income and educational level of users has relationship with users' perceived usefulness of an information system. However, the previous study had showed that Szajna (1996) reflected that gender, age can be impact on perceived usefulness of the system. In this research, there were different results showed that gender and age cannot significantly influence perception toward the determinant of social media uses of Bigo-Live Thailand, the reason might be that, the majority of users of Bigo-Live Thailand is young people who had high involvement into new online live video application with high perception, so there was no any difference with gender. And for gender, both male and female can get same level of perception towards Bigo-Live Thailand.

This findings of Hypothesis 2 confirmed determinants of social media uses of Bigo-Live Thailand (perceived privacy, interactivity) are significant predictors of their

behavioral intention to join Bigo-Live Thailand. This study sought to extend the research of Stewart and Segars (2002) determined that that privacy concern that have positive effect on behavior intention, such as refuse to give information, take action to remove name from mail lists, refuse to purchase a product, decided not to apply for something like a job, credit or insurance. Dinev and Hart (2006) argued that privacy concern have a negative effect on willingness to provide personal information and intention to transact. Wirtz, Lwin, & Williams, (2007) examined that privacy concern increasing result in higher power-enhancing responses such as the fabrication of personal information, use of privacy-enhancing technologies and refusal to purchase. And this study also showed there was a relationship between interactivity and users' behaviour intention on live video streaming social networks which focusing on Bigo Live in Thailand. This study sought to extend the research of Noort, Voorveld, & Reijmersdal, (2012) argued that a higher level of website interactivity increases website visitors' online flow experience, which subsequently leads to positive outcomes of concern to marketers, such as favorable attitudes toward the website and the brand, increased number of product-relevant thoughts, and favorable behavioral intentions. There is relationship between online real-time interactivity and patronage intention by using of avatars. Previous studies have confirmed that interactivity has a positive influence on the attitude of users and their use intentions (Wang, 2011) and increases intention to use social media (Liu, Chen, Sun, Wible, & Kuo, 2010). Similarly, past studies have reported that interactivity as an exogenous variable has

positively influenced intention to use (Wu & Wu, 2006). Furthermore, Macy and Skvoretz (1998) have demonstrated in a simulation study that high levels of interaction leads to trust and behavior intention.

In the context of spending on live video, technology feature like live chat makes buyers feel the flexibility to control product information and real-time communication with sellers (Wu & Wu, 2006). In this study in Bigo Live, the interactivity can determint into three parts. The first one is active control. It represents the extent to which a user can guide the communicated content and control the information flow during the interaction. Next is two-way communication, which indicates that the communication is a dialogue between two parties instead of one-way communication. The last one is synchronicity which emphasizes the real-time interaction. Interactivity can enhance buyers' purchase intention through strengthening buyers' web involvement which is similar to flow. It can be argued that buyers' consumption intention is enhanced because of increased trust developed from two-way synchronized communication between buyers and sellers (Dinev and Hart (2006)). The direct influence of interactivity on online purchase intention should be further examined. In live streaming, interactivity is likely to enhance the communication quality and reduce the uncertainty of consumption. In live streaming context, interactivity from live chat encourages users to actively manage and concentrate on the information exchange. The video-based real-time interaction is able to create an environment with high level of interactivity for viewers and may make people

immersed in this environment.

The perceived privacy in Bigo Live mainly focus on the log files. These files merely logs visitors to the site - usually a standard procedure for hosting companies and a part of hosting services's analytics. The information of users is used to analyze trends, administer the site, track user's movement around the site, and gather demographic information. IP addresses, and other such information are not linked to any information that is personally identifiable. So the Bigo Live can protect users' information privacy very much, which can provide safe online environment to users when they logging the Bigo Live.

This findings of Hypothesis 3 confirmed users' behavioral intention to join Bigo-Life is significant predictor of their satisfaction toward the contents of Bigo-Live Thailand. This study sought to extend the research of Lee, (2010) determined that the satisfaction-intention connection has previously been validated in an e-learning context. Oghuma et al. (2016) examined the factors that impact users' continued intention to use mobile instant messaging, and the results showed that users' satisfaction affects continued intention to use this technology.

Theory of Reasoned Action (TRA) approach was designed to enable researchers to understand and predict behavior. Perceived ease of use and perceived usefulness are part of the core TAM model and have consistently been found to be strong predictors of customer behavior. Customer purchase intension refers to the tendency of consumer buying behavior. Because the behavior intention is play an important role

in the behavior prediction, it is very important for analysis and explaining the formation mechanism of consumers' online shopping intention. Connecting TRA with the study, people who visit Bigo-Live more, who will revived higher perceived value, and higher behavior intention with higher satisfaction, but these high satisfaction stimulate them to pay for the activities in order to gain a better experience in Big-Live Thailand. And the finding of hypothesis 2 and 3 support The Theory of Reasoned Action (TRA). Anyhow, before the customers make the decision to use Bigo-Live, they will collect the information of all the online activities in Bigo-Live, so, how to make customer to have a higher perceived value and intention to purchase is a lesson for Bigo-Live Thailand to think.

5.3 Limitations

While the contributions of this study to both theory and practice have been established, the study is not without some limitations that must be taken into consideration. First, focusing on the sampling of the study, the mostly young and well-educated and without educated which might have influenced the outcome of this study. This may consequently limit the generalizability of the results. Although researcher controlled for this demography by considering the channel competence and participants are homogenous in terms of baseline demographic characteristics, researcher suggest a comprehensive study considering a diversified background of participants. Second, considering the constraints of survey time, it was not possible

for the researcher to include all possible factors influencing users' behavioral intention to join Bigo-Live available in the extant literature. Third, although the instrument was further tested and validated in a pilot study and in the main survey, there is still the need for other factors associated with behavioral intention to be explored and potentially included in a more complete theoretical model. Future replications of this model might consider investigating the mediating effect of perceived usefulness on the relationship between perceived ease of use and intention to live video streaming relationship. External factors of product value, customer service and consumer risks should also be incorporated as antecedents into future replicated models. For instance, Madu and Madu (2002) streamlined e-quality dimensions into website performance, features, structures, aesthetics, reliability, storage capability, accountability, security, trust, responsiveness, product differentiation and customization, policies, reputation, assurance and empathy that can be regarded as external factors. Other external factors that could be examined are product information, customer service, purchase result and delivery, site design, purchasing process, product merchandizing, delivery time and charge, ease of use and additional information services (Cho & Park, 2002).

5.4 Recommendations

5.4.1. Recommendation for Application

This study contributes to the literature by generating empirical evidence that

supported the critical role of perceived ease of use, perceived usefulness, perceived privacy, interactivity as significant determinants of intention to use Bigo-Live in Thailand, and which significant determinants of their satisfaction toward the contents of Bigo-Live Thailand.

The findings reiterated the ability of TAM to explain intention; thus, supporting the extant literature. Based on the findings of this study, customers' positive perceptions on the benefits of Bigo-Live and its ease of use are most likely to be of importance for successful implementation of Bigo-Live in the Thailand. This requires that priority should be accorded to the aspects of Bigo-Live that justifies the benefits of its usage. For instance, customers must be convinced that Bigo-Live can be easily used and offers them the opportunity to enhance their playing performance and watching experience development. Hence, management and supervisors should be involved in improving customers' perceptions about using Bigo-Live in the Thailand. In addition, management of the Bigo-Live Thailand should ensure that customers overcome the fear of potentially wasting time and disclosing sensitive information among customers. In this regard, the managers need to provide trust building supports, such as giving adequate pre-implementation playing to customers, enhancing their computer and internet use experiences, and ease at which they can use Bigo-Live system. Essentially, supported roles of supervisors can greatly enhance trust and customer support for Bigo-Live in the Thailand. Likewise, the influence of interactivity on Bigo-Live use intention suggests that customers will prefer interactive

features of Bigo-Live system that enhances maximisation of the benefits of Bigo-Live and that which create positive disposition towards Bigo-Live use. Thus, customers are most likely to appreciate and use interactivity tools that they can have certain control on and that which provides prompt response to their requests and other queries. Managerially, importance should be accorded to Bigo-Live systems that provides most interactivity tools and functions. Adequate playing should also be given to the users of Bigo-Live. Providers of Bigo-Live services should also focus on the aspects of Bigo-Live system that enhance interactivity. The design should emphasis user control, easy communication, and prompt responses to queries. Generally, perceived usefulness should be given more priority prior to the implementation of Bigo-Live for having high performance and highest total effects on intention to use Bigo-Live respectively as indicated in the findings suggested.

Researcher recommend that Bigo Live platform should increase interactivity. For example, Bigo Live platform can offer incentives for viewers (e.g. user credits) to stimulate interactions and provide rewards for streamers who respond to viewers actively and quickly. Bigo Live platform and streamer should also create an environment that facilitates the development of affection and warmth among viewers to make them absorbed in live streaming and induce their consumption intention. Furthermore, Bigo Live platform should pay more attention to viewers who are more willing to try new things and who tend to be more additive to social media. For instance, they can promote new virtual gifts to such viewers.

For the recommendation for privacy in Bigo Live, it is important to provide added protection for children online. Parents and guardians should spend time online with their children to observe, participate in and/or monitor and guide their online activity. Bigo Live should not knowingly collect any personally identifiable information from children under the age of 18.

5.4.2. Recommendation for Future Research

The limitations of this study provide a basis for conducting future research. Future research should consider conducting similar studies in a different environment and explore other factors influencing behavioral intention such as cultural lineage, group influence, and motivation in the streaming live video environment. Using qualitative and longitudinal studies could overcome the limitation of using cross-sectional data and to capture temporal aspects of streaming live video implementation. The future study should measure by perceived credibility among all types of live video streaming social networks through user-generated content and content generated by a live video streaming social networks developer, and might be find that heavier social networks habits might be related to perceived credibility of user-generated streams. Future research should consider these variables when studying the influence of live video streaming on consumer attitudes and purchase behavior.

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APPENDIX

มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

Master of Communication Arts Program in Global Communication

Survey Questionnaire

"Determinants of Live Video Streaming Social Networks on Users' Intention to Join Bigo-Live Thailand"

My name is Peiying Xie. I am a master student of Master of Communication Arts at Bangkok University. I am doing the research on "Determinants of Live Video Streaming Social Networks on Users' Intention to Join Bigo-Live Thailand". This questionnaire is a partial fulfillment of an independent study conducted for the requirement of a Master's degree in Communication Arts of University of Bangkok University, the information acquired from this questionnaire will be confidentially kept and used for academic purpose only. Thank you for taking the time to fill in this questionnaire.

Name: Ms. Peiying Xie

Email: peiying.xie@bumail.net

Part I Demographic Information

Please select ✓the answer that best describe your personal profile.

1. Gender

☐ 1.Male ☐ 2.Female

2. Age

☐1.18-22 years old ☐2. 23-27 years old ☐ 3. 28-32 years old

☐ 4.32-36 years old ☐ 5. 37-41 years old ☐ 6.More than 42 year old

3. Educational level

☐ 1. Senior High School ☐ 2. Bachelor's degree

☐ 3. Master's degree ☐ 4.Higher than Master's degree

☐ 6. Others: Please specify…….

4. Current occupation

☐ 1. Student ☐ 2. Employees of private enterprises

☐ 3. Government officer ☐ 4. Freelance and entrepreneurs

☐ 5. Others, please specify……

5. Your monthly income

☐ 1.Less than 10,000 THB ☐ 2. 10,001 to 20,000 THB

☐ 3. 20,001 to 30,000 THB ☐4. 30,001 to 45,000 THB

☐ 5. 45,001 to 50,000 THB ☐ 5. Higher than 50,001 THB

6. Live video category that you prefer to watch in Bigo-LiveGaming

☐ 1. Music ☐ 2. Entertainment

☐ 3. News ☐ 4. Education

☐ 5. Animal & Wildelife ☐ 6. Others: Please specify……

Part II: How do you perceive the determinants of Social Media Online via the Bigo-Live in Thailand in respect of the ease of use, the usefulness, the brand popularity, the interactivity, and the behavioral intention?- Place a check mark (√) on the table provided. Use the following choices to describe your answer:

5. Strongly agree with the statement

4. Agree with the statement

3. Neutral – Not supporting any options of agree nor disagree

2. Disagree with the statement

1. Strongly disagree with the statement

Determinants of Social Media Online via the Bigo-Live in Thailand	5	4	3	2	1
Perceived Ease of use of Bigo-Live Thailand					
1. In Bigo-Live, I can interact with other users with clear and understandable.					
2. Interacting with the Bigo-Live would not require a lot of my mental effort.					
3. I find the Bigo-Live is easy to use.					
4. I find the Bigo-Live to be flexible to interact with people.					
5. It would be easy for me to become skillful at using Bigo-Live.					
Perceived Usefulness of Bigo-Live Thailand					
6. I find the Bigo-Live useful in terms of communication with audience.					
7. I find the Bigo-Live useful in terms of knowledge sharing.					
8. I find the Bigo-Live useful in terms of creating knowledge for myself.					
9. I find the Bigo-Live useful in terms of connecting with the new people					
10. I find the Bigo-Live provides more advantage than other Social Media Online					
Perceived Privacy to the Bigo-Live Thailand					
11. Users fear of their identity information might be stolen or misused in Bigo-Live.					
12. I believe Bigo-Live employees know privacy agreement for users through social media.					
13. In case of changing the password, it is very difficult to					

obtain through Bigo-Live site rather the customer has to approach call center / branch.					
14. Many times Bigo-Live social media website update its privacy service.					
15. I faced difficulty during connecting to the Bigo-Live website through Social Media Online.					
Interactivity Bigo-Live Thailand					
16. The Bigo-Live continuously facilitates two-way communication between I and other people.					
17. The Bigo-Live gives me the opportunity to talk back immediately.					
18. The Bigo-Live facilitates concurrent communication or rapid response					
19. The Bigo-Live enables personal communication among users					
20. While using the Bigo-Live, I should choose freely what I want to see.					

Part III: What's the level of your intention to use the Bigo-Live in the future?

Place a check mark (√) on the table provided. Use the following choices to describe your answer:

5. Strongly intend to use the Bigo-Live in the future

4. Intend to use the Bigo-Live in the future

3. Neutral intend to use the Bigo-Live in the future

2. Less intend to use the Bigo-Live in the future

1. Least intend to use the Bigo-Live in the future

Do you intend to use the Social Media Online via the Bigo-Live in the future?	**5**	**4**	**3**	**2**	**1**
1. I intend to use the Bigo-Live in the future.					
2. Using the Bigo-Live for entertaining myself is					

something I would like to do.					
3. I could see myself using the Bigo-Live.					
4. My willingness to use the Bigo-Live is high.					
5. I would strongly recommend my friends to use the Bigo-Live.					

Part IV: Your satisfaction towards Bigo-Live in the future

Place a check mark (√) on the table provided. Use the following choices to describe your answer:

5. Strongly satisfied
4. Satisfied
3. Neutral satisfied
2. Low satisfied
1. Least satisfied

User's satisfaction towards Bigo-Live in Thailand	**5**	**4**	**3**	**2**	**1**
1. I am satisfied with whole contents published on Bigo-Live.					
2. I have a good experience from the services offered by Bigo-Live.					
3. I am satisfied with the experience of using the Bigo-Live.					
4. The experience on the Bigo-Live website is exactly what I needed.					
5. I would strongly recommend my friends to use the Bigo-Live.					

********* Thank you very much for your genuine cooperation*******

แบบสอบถาม

เรื่อง "การรับรู้ปัจจัยด้านคุณลักษณะของสื่อวีดิโอสังคมออนไลน์ Bigo-Live **ประเทศไทย ที่มีผลต่อการตัดสินใจใช้สื่อ และความพึงพอใจต่อเนื้อหาของสื่อ"**

แบบสอบถามฉบับนี้เป็นส่วนหนึ่งของวิชา นศ. **701 (ICA701 Independent Study)** ในหลักสูตรนิเทศศาสตร์มหาบัณฑิตสาขาการสื่อสารสากล (โครงการนานาชาติ) ซึ่งเป็นหลักสูตรนานาชาติเปิดสอนโดยมหาวิทยาลัยกรุงเทพ โดยวิจัยนี้มุ่งศึกษาเกี่ยวกับการรับรู้ปัจจัยด้านคุณลักษณะของสื่อวีดิโอสังคมออนไลน์ **Bigo-Live** ประเทศไทย ที่มีผลต่อการตัดสินใจใช้สื่อ และความพึงพอใจต่อเนื้อหาของสื่อ" ผู้วิจัยจะเก็บข้อมูลของท่านเป็นความลับและจะนำข้อมูลไปใช้เพื่อการศึกษาเท่านั้น ขอขอบพระคุณทุกท่านที่สละเวลามาตอบคำถามตามความจริง มา ณ โอกาสนี้

จาก **Ms. Peiying Xie**

นักศึกษาปริญญาโท

Email: peiying.xie@bumail.net

ส่วนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม_

โปรดกาเครื่องหมาย ✓ ในช่องว่างเพื่อระบุข้อมูลของผู้ตอบแบบสอบถาม

1. เพศ

☐ 1. เพศชาย ☐ 2. เพศหญิง

2. อายุ

☐1. 18-22 ปี ☐2. 23-27 ปี ☐3. 28-32 ปี

☐4. 32-36 ปี ☐ 5. 37-41 ปี ☐ 6. มากกว่า 42 ปี

3. ระดับการศึกษา

☐1. มัธยมศึกษาตอนปลาย ☐ 2. ปริญญาตรี

☐3. ปริญญาโท ☐ 4. สูงกว่าปริญญาโท

☐ 5. ปริญญาเอก ☐ 6. อื่นๆ โปรดระบุ .....

4. อาชีพปัจจุบัน

☐ 1. นักเรียน/นักศึกษา ☐ 2. พนักงานรัฐวิสาหกิจ

☐ 3. ข้าราชการ ☐ 4. งานอิสระ และ ธุรกิจส่วนตัว

☐ 5. อื่นๆ โปรดระบุ .....

5. รายได้ต่อเดือน

☐ 1. น้อยกว่า 10.000 บาท ☐ 2. 10,001 ถึง 20,000 บาท

☐ 3. 20,001 ถึง 30,000 บาท ☐ 4. 30,001 ถึง 45,000 บาท

☐ 5. 45,001 ถึง 50,000 บาท ☐ 6. มากกว่า 50,001 บาท

6. รายการถ่ายทอดสดประเภทใดที่คุณเลือกชมผ่าน Bigo-Live Gaming

☐ 1. เพลง/ดนตรี ☐ 2. บันเทิง

☐ 3. ข่าวสาร ☐ 4. การศึกษา

☐ 5. สัตว์ และ ธรรมชาติ ☐ 6. อื่นๆ โปรดระบุ.....

ส่วนที่ 2 : **ท่านรับรู้ถึงคุณลักษณะของสื่อสังคมออนไลน์ผ่าน** Bigo-Live **ในประเทศอย่างไรด้านความสะดวกและง่ายในการใช้งาน ประโยชน์ ความนิยมในชื่อเสียงและการติดต่อสื่อสารสร้างปฏิสัมพันธ์ใน** Bigo- Live

5. เห็นด้วยอย่างยิ่งกับข้อความ
4. เห็นด้วยกับข้อความ
3. เฉยๆ หรือไม่มีความเห็นว่าเห็นด้วยหรือไม่เห็นด้วย
2. ไม่เห็นด้วยกับข้อความ
1. ไม่เห็นด้วยอย่างยิ่งกับข้อความ

Bigo-Live Thailand?	**5**	**4**	**3**	**2**	**1**
ความสะดวกและความง่ายในการใช้งาน Bigo-Live Thailand					
1.ใน **Bigo-Live,** ท่านสามารถสื่อสารกับผู้ใช้บริการได้อย่างถูกต้องและเข้าใจได้					
2. การสื่อสารด้วย **Bigo-Live** ไม่จำเป็นต้องใช้ความพยายามอย่างมาก					
3. ท่านพบว่า **Bigo-Live** ง่ายต่อการใช้งาน					
4. ท่านพบว่า **Bigo-Live** สะดวกต่อการสื่อสารกับผู้คน					
5. ท่านรู้สึกคล่องแคล่วในการใช้งาน **Bigo-Live**					
ประโยชน์ที่ได้รับเมื่อใช้งาน Bigo-Live Thailand					
6. ท่านพบว่า **Bigo-Live** มีประโยชน์ในการสื่อสารกับผู้ฟัง					
7. ท่านพบว่า **Bigo-Live** มีประโยชน์ในการแบ่งปันความรู้					
8. ท่านพบว่า **Bigo-Live** มีประโยชน์ในการเพิ่มความรู้ให้ตนเอง					
9. ท่านพบว่า **Bigo-Live** มีประโยชน์ในการเริ่มการติดต่อกับผู้คน					

ใหม่ๆ					
10. Bigo-Live มีความได้เปรียบสื่อสังคมออนไลน์อื่น ๆ					
ความเป็นส่วนตัวเมื่อใช้ Bigo-Live Thailand					
11. ผู้ใช้รู้สึกหวาดกลัวว่าข้อมูลส่วนตัวอาจจะถูกขโมยหรือเอาไปใช้ในทางที่ไม่ถูกต้องใน **Bigo-Live *****					
12. ท่านเชื่อว่าพนักงานของ **Bigo-Live** มีความเข้าใจในข้อตกลงเรื่องความเป็นส่วนตัวของผู้ใช้ผ่านสื่อสังคมออนไลน์					
13. ในกรณีที่ท่านต้องการเปลี่ยนรหัสผ่าน ท่านติดต่อ **Bigo-live** ไซต์ได้ยากกว่าการติดต่อผ่านศูนย์บริการลูกค้า/สาขา ***					
14. Bigo-Live มีการปรับปรุงการรักษาข้อมูลส่วนตัวอย่างสม่ำเสมอ					
15. ท่านพบเจอความยากลำบากระหว่างการติดต่อกับ **Bigo-Live** ผ่านเครือข่ายสังคมออนไลน์ ***					
การสื่อสารสร้างปฏิสัมพันธ์ใน **Bigo-Live Thailand**					
16. Bigo-Live อำนวยความสะดวกในการติดต่อสื่อสารสองทางระหว่างท่านกับบุคคลอื่น ๆ อย่างต่อเนื่อง					
17. Bigo-Live ให้โอกาสท่านในการพูดคุยติดต่อกลับทันที					
18.Bigo-Live อำนวยความสะดวกในการติดต่อสื่อสารหรือตรวจสอบการสื่อสารได้อย่างรวดเร็ว					
19. Bigo-Live ช่วยในการติดต่อสื่อสารระหว่างบุคคล					
20. ระหว่างที่ใช้งาน **Bigo-Live** ท่านสามารถเลือกที่จะเข้าถึงสิ่งที่ท่านต้องการจะเห็นได้อย่างอิสระ					

ส่วนที่ 3 : ท่านมีความตั้งใจที่ใช้สื่อสังคมออนไลน์ผ่าน Bigo Live ในอนาคตในระดับใด โดยให้เลือกระดับ จาก 5 มากที่สุดถึง 1 คือน้อยที่สุด

5- ความตั้งใจที่ใช้ Bigo Live ในระดับมากที่สุด

4- ความตั้งใจที่จะใช้ Bigo Live ในระดับมาก

3- ความตั้งใจที่จะใช้ Bigo Live ในระดับปานกลาง

2- ความตั้งใจที่จะใช้ Bigo Live ในระดับน้อย

1- ความตั้งใจที่จะใช้ Bigo Live ในระดับน้อยที่สุด

ท่านมีความตั้งใจที่จะใช้สื่อสังคมออนไลน์ผ่าน Bigo Live ในอนาคตในระดับใด	**5**	**4**	**3**	**2**	**1**
1. ท่านตั้งใจที่จะใช้งาน **Bigo-Live** ในอนาคต					
2. ท่านใช้งาน **Bigo-Live** เพื่อสร้างความเพลิดเพลินเป็นสิ่งหนึ่งที่ฉันจะทำ					
3. ท่านสามารถเห็นตัวเองระหว่างใช้งาน **Bigo-Live**					
4. ท่านเต็มใจมากในการใช้งาน **Bigo-Live**					
5. ฉันมีความยินดีที่จะแนะนำให้เพื่อนใช้ **Bigo-Live** อย่างยิ่ง					

ส่วนที่ 4: ประเมินความพึงพอใจต่อ Bigo-Live ในอนาคต

โปรดทำเครื่องหมาย (√) ในตารางที่จัดเตรียมไว้ให้ โดยใช้ตัวเลือกดังต่อไปนี้เพื่ออธิบายคำตอบของคุณ

5- มีความพึงพอใจอย่างยิ่ง

4- มีความพึงพอใจ

3- มีความพึงพอใจในระดับปานกลาง

2-มีความพึงพอใจน้อย

1-มีความพึงพอใจน้อยที่สุด

ความพึงพอใจของผู้ใช้งาน Bigo-Live **ในประเทศไทย**	5	4	3	2	1
1. ท่านพึงพอใจในการเนื้อหาทั้งหมดเผยแพร่ใน **Bigo-Live** ทั้งหมด					
2. ท่านมีประสบการณ์ที่ดีจากการบริการที่ได้รับจาก **Bigo-Live**					
3.ท่านพึงพอใจกับประสบการณ์การใช้งาน **Bigo-Live** บนเว็บไซต์					
4.ประสบการณ์การใช้งาน **Bigo-Live** บนเว็บไซต์คือสิ่งที่ท่านต้องการอย่างแท้จริง					
5. ท่านอยากจะแนะนำให้เพื่อนใช้ **Bigo-Live** อย่างยิ่ง					

********* ขอขอบพระคุณอย่างสูงสำหรับสำหรับความร่วมมือในการทำแบบสอบถาม*****

BIODATA

Name-Surname: Peiying Xie

Address: No. 758/112 Waterford Diamond Tower, Klong Tan, Klong Toei, Bangkok 10110

Contract Number: +66832920071

E-mail: Peiying.xie@bumail.net

Educational Background: Bachelor Degree in Major International business management from Eastern Asia University

Work Experience: 2 years in Secretary of president in Galaxy Group/Thai Chinese Chamber/Kasem Goup, 7 years in freelance investment consulting, now is Managing Director and senior investment consultant of Evershine Capital (Shenzhen) Co,. Ltd

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Mr./ Mrs./ Ms. Xie Peiying now living at China

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Province - Postal Code - being a Bangkok University student, student ID 7580300452

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Program MCA-GC Department - School Graduate School

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