

A STUDY OF INTENTION TO USE AND TO RECOMMEND A FILE TRANSFER SERVICES TO OTHER USERS IN THAILAND

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Abstract: *This empirical analysis evaluates the correlation among various determinants including usefulness, communication, customer value, satisfaction, reputation, trust, commitment, and intention to use and to recommend the online file transfer services in Thailand. For this work, the researcher conducted the survey method online questionnaire to obtain the primary data from participants. The details of the sample are provided in Table-2. Twelve hypotheses were tested by using Pearson Correlation Coefficient and Multiple Regression. Ten hypotheses were supported. The significance value of H1-H4 and H6-H1 appeared to have the relationships between variables and based on Multiple Regression only two hypotheses were found to have influence on the dependent variable. Only H5 has no significant relationship between variables.*

Keywords: *Intention to use, Intention to recommend, Online services, Thailand, Users*

1. INTRODUCTION

1.1 Significance of the study

Smash is a company founded by a team of developers and entrepreneurs who live in Lyon. Smash provides a unique and innovative service in order to serve and to satisfy the demand of consumers such as interactive content sharing and communication for businesses and public organizations of all sizes, which other file transfer services on the market nor by collaborative work applications could not provide suitably. This research aims to study the correlations of each factor which will affect the intention to use and to recommend the online file transfer service of Smash. The questionnaires were distributed online to people who have used the file transfer. There were 100 validated questionnaires in this research.

1.2 Statement of problems

The results of this study will be beneficial to many people such as the companies in the same industry, students, researchers, developers, and so on. In the perspectives of providers, these findings could help the company to know the insights of users and to figure out how to improve the potential of the company.

1.3 Purpose of the study

The objective of the study is to find out the factors affecting the intention to use and to recommend the file transfer of Smash. Moreover, this can promote and increase the awareness of the brand to online users.

2. LITERATURE REVIEW

Following sections briefly highlights the various studies conducted in the areas of customer services. This work is an extension of what has already been done. With the advent of new tools, technologies and eCommerce customers have now many more options than what has been available for the last century.

2.1 Customer value

Many studies have identified that customer value is an interactive and relativistic preference

experience (Sheth et al., 1991; Chen et al., 2005; Ho and Ko, 2008). It involves an interaction between customer and an object. Some studies have indicated the view that customer perceived value should be considered in the framework of consumption experience (Anderson et al., 2006). Ho and Ko (2008) found a direct, significant relationship between customer value and the intention of continued use of online service.

2.2 Communication

According to Anderson and Narus (1990) communication is considered as an interactive dialogue between the company and its customers, which takes place during the pre-selling, selling, consuming and post-consuming stages. The communicator's task is to build awareness, develop consumer preference, and to provide timely, accurate, and trustworthy information on service and service changes (Ndubisi, 2007). In this context we argue that communication is another important contributor to customer value, and effective communication with customers will result in improved relationships and enhanced customer value.

2.3 Satisfaction

Customer satisfaction is a major research area in marketing. Many studies have reported that satisfied customers develop a positive behavioral intention towards buying goods or services (Gustafsson et al., 2005, Lin and Hsieh, 2006). Relationship marketing is defined as a strategy to establish, maintain, and enhance interactions, relationships and networks (Gronroos, 1994).

2.4 Reputation

Reputation can be defined as an aggregate of outsiders' perceptions of the salient characteristics of a company, or its brand ((Fombrun & Rindova, 2000; Jin et al., 2010). They say that companies and brands with a good reputation are likely to attract more customers. However, repeated failure to fulfil promises or marketing signals will result creating a negative reputation. A strategy that enhances customer value might also positively influence customers' satisfaction (Johnson et al., 2001; Lin et al., 2009). Hennig-Thurau et al. (2002) demonstrated that customers who are satisfied with the performance of a company are more likely to engage in positive word-of-mouth communication, thus positively reinforcing the company's reputation. Likewise the empirical studies of Helm et al. (2009) point out the significant role of the consumer satisfaction attribute on the enhancement of organizational reputation.

2.5 Trust and reputation

The reputation of an online service is also indicative of its honesty (Casalo et al., 2007). Mukherjee and Nath (2003) suggested that reputation generates trust in internet service. Trust can be seen as one of the most important attitudinal constructs in relationship marketing. Yousafzai et al. (2009, p. 592) propose a definition applied to an internet service context: "willingness to perform service transactions on the Internet, expecting the service to fulfil its obligations, irrespective of the customer's ability to monitor or control the service's actions on the internet".

2.6 Commitment

Prior studies suggest that trust leads to relationship commitment (Morgan and Hunt, 1994). Like trust, commitment has been defined in different contexts. However in consumer behavior literature, it is regarded as an enduring desire to maintain a valued relationship (Moorman et al., 1993), which implies a higher level of obligation to make a relationship succeed in terms of satisfaction and benefit (Morgan and Hunt, 1994; Jin et al., 2010b).

3. METHODOLOGY

The researcher decided to divide the questionnaire into 10 parts: Part one contained the "Screening questions", part two had "Usefulness", part three is "Communication", part four is

“Customer Value”, part five is “Satisfaction”, part six is “Reputation”, part seven had “Trust”, part eight is “Commitment”, part nine contained “Intention to use and to recommend” and the final part contained “Demographics”. The respondents were familiar with online services. They have been asked to complete the questionnaire because there was a possibility that they might be used the online file transfer platform. The questionnaire used for this research was established from three previous studies. The researcher used self-administered questionnaires, for which the survey questionnaire filled out by respondents themselves and not by the researcher (Malhotra, 2000). All the questions in the questionnaire were processed by using SPSS.

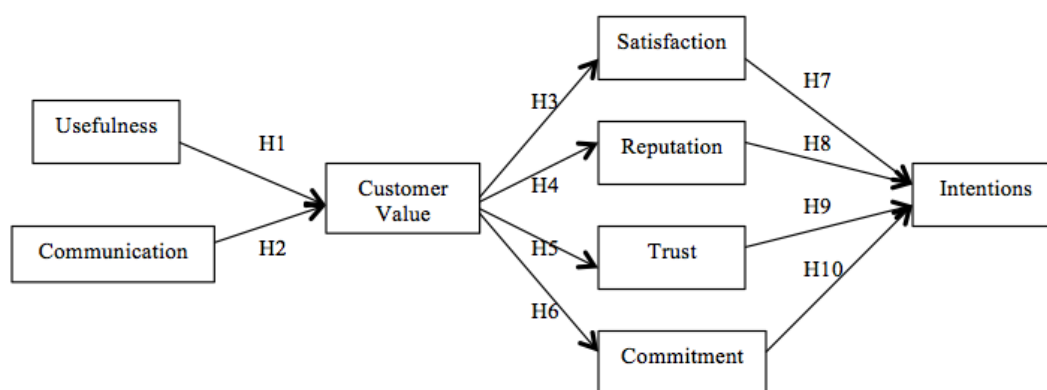


Figure 1: A modified conceptual framework of “a study of intention to use and to recommend a file transfer service to other users in Thailand.”

Hypothesis 1

H1₀: There is no positive relationship between usefulness and customer value.

H1_a: There is a positive relationship between usefulness and customer value.

Hypothesis 2

H2₀: There is no positive relationship between communication and customer value.

H2_a: There is a positive relationship between communication and customer value.

Hypothesis 3

H3₀: There is no positive relationship between customer value and satisfaction.

H3_a: There is a positive relationship between customer value and satisfaction.

Hypothesis 4

H4₀: There is no positive relationship between customer value and reputation.

H4_a: There is a positive relationship between customer value and reputation.

Hypothesis 5

H5₀: There is no positive relationship between customer value and trust.

H5_a: There is a positive relationship between customer value and trust.

Hypothesis 6

H6₀: There is no positive relationship between customer value and commitment.

H6_a: There is a positive relationship between customer value and commitment.

Hypothesis 7

H7₀: There is no positive relationship between satisfaction and intention to use and to recommend.

H7_a: There is a positive relationship between satisfaction and intention to use and to recommend.

Hypothesis 8

H8₀: There is no positive relationship between reputation and intention to use and to recommend.

H8_a: There is a positive relationship between reputation and intention to use and to recommend.

Hypothesis 9

H9₀: There is no positive relationship between trust and intention to use and to recommend.

H9_a: There is a positive relationship between trust and intention to use and to recommend.

Hypothesis 10

H10₀: There is no positive relationship between commitment and intention to use and to recommend.

H10_a: There is a positive relationship between commitment and intention to use and to recommend.

Hypothesis 11

H11₀: Usefulness and communication are not influential on customer value.

H11_a: Usefulness and communication are influential on customer value.

Hypothesis 12

H12₀: Satisfaction, reputation, trust, and commitment are not influential on intention to use and to recommend.

H12_a: Satisfaction, reputation, trust, and commitment are influential on intention to use and to recommend.

4. RESULTS AND DISCUSSION

This section provides a summary of Hypothesis testing, statistical measures and the outcomes reached in the form of “Testing Results” as given in the last column of Table-1.

Table 1: Summary of Hypothesis Testing

Hypotheses	Statistical test	Significant value	Correlation Coefficient	Testing result
H1 ₀ : There is no positive relationship between usefulness and customer value.	Pearson Correlation Coefficient	.000	.731	Reject H1 ₀
H2 ₀ : There is no positive relationship between communication and customer value.	Pearson Correlation Coefficient	.000	.590	Reject H2 ₀
H3 ₀ : There is no positive relationship between customer value and satisfaction.	Pearson Correlation Coefficient	.000	.392	Reject H3 ₀
H4 ₀ : There is no positive relationship between customer value and reputation.	Pearson Correlation Coefficient	.018	.236	Reject H4 ₀
H5 ₀ : There is no positive relationship between customer value and trust.	Pearson Correlation Coefficient	.214	.125	Fail to Reject H5 ₀
H6 ₀ : There is no positive relationship between	Pearson Correlation Coefficient	.000	.769	Reject H6 ₀

customer value and commitment.				
H7 ₀ : There is no positive relationship between satisfaction and intention to use and to recommend.	Pearson Correlation Coefficient	.000	.756	Reject H7 ₀
H8 ₀ : There is no positive relationship between reputation and intention to use and to recommend.	Pearson Correlation Coefficient	.000	.698	Reject H8 ₀
H9 ₀ : There is no positive relationship between trust and intention to use and to recommend.	Pearson Correlation Coefficient	.000	.714	Reject H9 ₀
H10 ₀ : There is no positive relationship between commitment and intention to use and to recommend.	Pearson Correlation Coefficient	.000	.594	Reject H10 ₀
H11 ₀ : Usefulness and communication are not influential on customer value -Usefulness -Communication	Multiple Regression	.000 .000 .072	.592 .181	Reject H11 ₀
H12 ₀ : Satisfaction, reputation, trust, and commitment are not influential on intention to use and to recommend -Satisfaction -Reputation -Trust -Commitment	Multiple Regression	.000 .001 .560 .000 .149	.301 .055 .416 .109	Reject H12 ₀

Table-2 given below provides a summary of demographics of the target population included in this study. It is quite clear that the majority (64%) of participants in this study belonged to the age group of 21-30.

Table 2: Summary of the highest frequency and percentage of demographic information

Variables	Frequency (f)	Percentage (%)
Gender		
- Female	40	40
- Male	60	60
Age Level		
≤ 20	12	12.0
21-30	64	64.0

31-40	19	19.0
41-50	5	5.0
Occupation		
Student	12	12.0
Architect	8	8.0
Engineer	8	8.0
Web designer	8	8.0
Graphic designer	6	6.0
Fashion designer	5	5.0
Sales person	5	5.0
Officer	10	10.0
Photographer	19	19.0
Blogger	9	9.0
Business owner	10	10.0
Income		
15,001-25,000 THB	63	63.0
25,001-35,000 THB	18	18.0
35,001-45,000 THB	13	13.0
> 45,001 THB	6	6.0

Figures-2 given below shows the variance in age group of the participants included in this study. Figure-3 provides a glimpse of the gender of the participants. In the category of “Occupation” the majority belonged to Photographers followed by Students (12%) and Business Owners (10%). Data regarding the variable “Occupation” is depicted in the Figure-4.

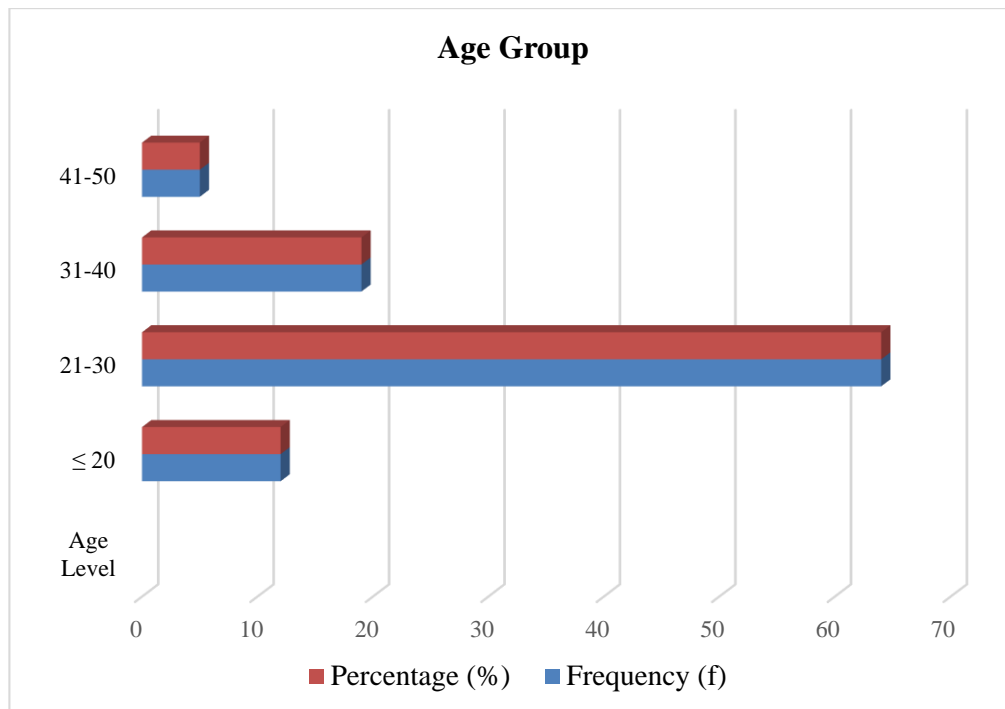


Figure- 2: Age Group of Participants

Other elements of demographics, such as, gender and income are given in Table-2.

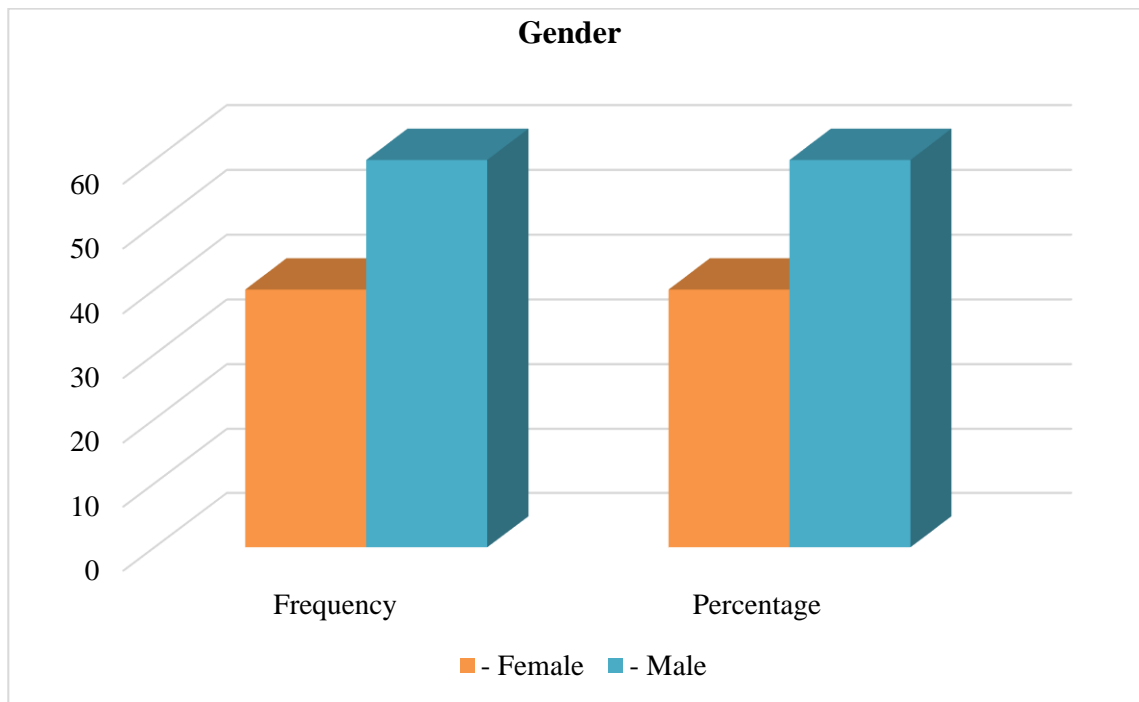


Figure- 3: Age Group of Participants

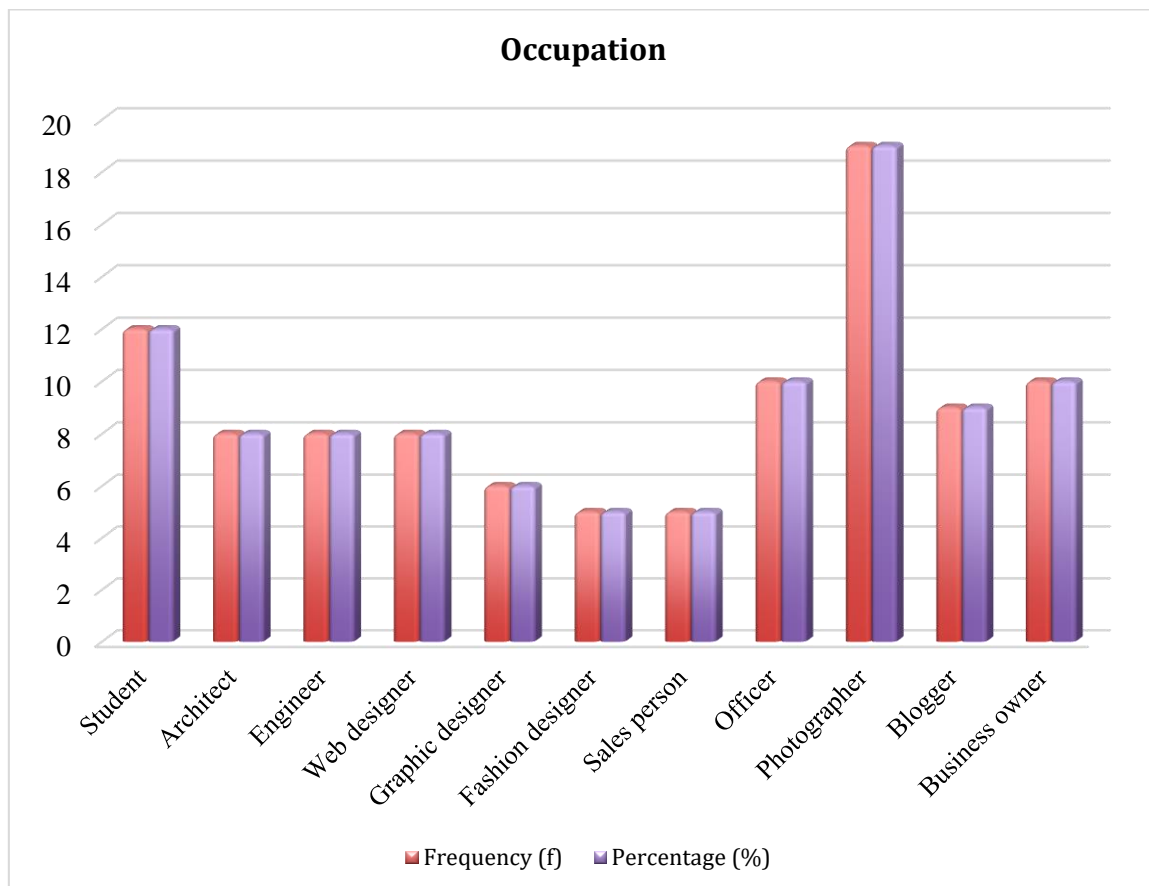


Figure- 4: Occupation of Participants

5. CONCLUSION

It was found that H1-H4 and H6-H10 were supported. H5 or customer value and trust was not supported which implies that even if the customers feel that this service is a new alternative, but there is no safety and privacy for the file transfer they might not use this service. Also, if they feel comfortable using the service, it does not mean that they trust the service. The customers may think that it is a good alternative but the determinants, which motivate customers to trust might be other things such as the reputation or the usefulness. For H11, the influences of independent antecedents, including Usefulness, Communication, Customer Value, Satisfaction, Reputation, Trust, and Commitment were evaluated on the Intention to use and to recommend an online file transfer to other users in Thailand. The consequence shows that the R square is equal to 0.550 or 55% of variance on the intention of users influenced by usefulness and communication. However, only usefulness was significant to the customer value. It can be described that this online file transfer can serve the customer needs at some specific points to make them feel like to use and recommend to others. This file transfer helps users to manage their tasks easily and effectively. Customers who know how to use the service feel that interactions with the service are useful and helpful in the points related to the management of their files. The users like to manage and control their activities anywhere and anytime. For this kind of customer, technology is regarded positively both operationally and emotionally. The service provider's ability to provide trustworthy, timely, and good quality of service helps to create and support perceived customer value. Service value delivery is recognized as a major factor in the organizational quest to achieve competitive advantage as well as its survival capacity.

For H12, the influences of independent antecedents, including Satisfaction, Reputation, Trust, and Commitment were evaluated on the Intention to use and to recommend an online file transfer to other users in Thailand. The consequence shows that the R square is equal to 0.675 or 67.5% of variance on the intention of users influenced by all indicated independent variables. To be more specific, Satisfaction and Trust were found to be influential on dependent factor. It can be described that this online file transfer can serve the customer needs at some specific points to make them feel like to use and recommend to others. This file transfer helps users to manage their tasks easily and effectively. Moreover, it is trustworthy and secure enough to use for normal or confidential files.

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