A Study of Factors Affecting Rabbit Card Usage in Bangkok, Thailand

Phonsaran Summaviriya1* and Sirion Chaipoopirutana2

1,2Graduate School of Business, Assumption University of Thailand
Corresponding author: Asst. Prof. Dr. Sirion Chaipoopirutana
E-mail: Phonsaran92@yahoo.com

Abstract

The purpose of this study was to identify influencing factors toward Rabbit card usage. In this research, the dependent variable is Rabbit card usage, while independent variables consisted of compulsive purchase tendency, perceived usefulness, perceived ease of use, perceived credibility, the amount of information on Rabbit card, and demographic factors. The researchers developed five hypotheses for this study. The data were collected through a questionnaire survey of 400 respondents in two selected BTS stations in Bangkok, namely Siam and Asok. The sampling procedure used judgment sampling, quota sampling, and convenience sampling. All of the data were analyzed by Multiple Linear Regression, Independent t-test, and Analysis of Variance (ANOVA). The result showed that perceived usefulness and the amount of information on Rabbit card had a significantly influence on Rabbit card usage. For demographic factors, age levels, education levels, and income levels had a significantly influence on Rabbit card usage.

Keywords: Rabbit card, BTS, Skytrain, Transportation, Bangkok

Introduction

Bangkok Mass Transit System (BTS) skytrain is one of the main transportation channels in Bangkok, Thailand. The skytrain system provides reliable service with affordable price. Most of BTS locations have crowds of people to lining up to use BTS transportation. Rabbit card is an e-money system in form of card which can be applied for BTS transportation and other associated stores. Rabbit card helps to facilitate payment transactions. It is very important for those associated companies to understand the impulses and tendencies leading customers to increase the usage of Rabbit card. In this study, the researchers is going to discuss about the some of the variables encouraging customers to implement the usage of Rabbit card. Amin (2007) conducted a research for mobile credit card usage intention using perceived usefulness, perceived ease of use, perceived credibility, and the amount of information as the independent variables to determine usage intention. Mobile credit card is similar to Rabbit card as they are both used to facilitate payment transactions. Consumers make compulsive purchase to relieve stress or anxiety and feel guilty after purchasing unnecessary items and suffer credit debt as consequences (Warren, 1992). Compulsive buying behavior significantly increases credit card usage, which can also be applied to Rabbit card. Perceived usefulness is the factor that helps to determine the usage of innovative technology regarding the efficiency of the product (Davis, 1989). Perceived ease of use can be applied as an antecedent of Rabbit card usage as customers tend to consume the product if they found it is easy to use (Davis, 1989). Perceived credibility helps to ensure that customers can trust on the product that it would protect their personal information (Goldsmith et al., 2000). The amount of information on Rabbit card encourages customers to be interested in the product; if they have sufficient information (Pikkarainen et al., 2004; Sathy, 1999; Howard and Moore, 1982). Other demographic factors included gender, age levels, education levels, and income levels resulted in different views toward Rabbit card usage.

Materials and Methods

Literature Review

Compulsive Purchase tendency: Warren (1992) defined compulsive buying as an abnormal shopping and spending behavior of the distressed consumer who has an overpowering, uncontrollable, chronic and repetitive urge to shop and spend as an attempt to curing negative feelings of stress and anxiety. Brougham et al. (2011) stated that compulsive buying refers to the inability to control purchasing behavior. Young consumers are more likely to make compulsive buying than older customers (Dittmar, 2005).

Perceived Usefulness: Davis (1989) stated that perceived usefulness refers to the degree of personal belief that using a specified system would increase their job performance. Luarn and Lin (2005) stated that perceived usefulness positively influences mobile banking and usage intention. Perceived usefulness and perceived ease of use are the two major predictors of technology acceptance (Davis, 1989). Cheong and Park (2005) and Chiu et al. (2005) stated that perceived usefulness has a significant effect on usage intention.

Perceived Ease of Use: perceived ease of use is the determination which users can spend less effort to