Sport Consumers’ Adoption of Digital Ticketing: The Moderating Effect of Technology Readiness

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Marketing - Consumer Behavior (Other)  
Poster  
Session: Poster Session 2

Despite the benefits of digital ticketing as a means for ticket purchasing and stadium entry, sport consumers’ perceptions toward digital ticketing has not been thoroughly investigated (Marquez et al., 2020). To address this gap in research, we identified the determinants of digital ticketing adoption based on the unified theory of acceptance and use of technology 2 (UTAUT2; Venkatesh et al., 2012). Using this framework, we examined users’ post-technology adoption experiences in the context of collegiate sport.

Determinants of UTAUT2 was adopted as dimensions influencing behavioral intention to adopt digital ticketing. In particular, drawing on self-determination theory (Deci & Ryan, 1985), two types of motivation—intrinsc and extrinsic motivations—were incorporated with UTAUT2 to understand underlying motives behind behavioral intention (i.e., effort expectancy, hedonic motivation, and habit as intrinsic motivation; and performance expectancy, social influence, facilitating conditions, and price value as extrinsic motivation). We also integrated the concept of service satisfaction (Oliver, 1980) into UTAUT2 as a mediator between the two types of motivation and behavioral intention. Lastly, the Technology Readiness (TR) construct was included as a personality variable moderating users’ experiences and intentions (Parasuraman & Colby, 2015).

At a time where a large public university in the Southeast region recently adopted a digital ticketing approach, football fans were recruited using the university bulk email system and from an independent fan website of the athletics program. After screening the questionnaires, 295 out of 607 were deemed usable. The items were derived from previous research: (1) UTAUT2 (Venkatesh et al., 2012) including the seven predictors and outcome variable (i.e., behavioral intention), (2) service satisfaction (Voss et al., 1998), and (3) TR (Parasuraman & Colby, 2015). Using SmartPLS version 3, partial least squares structural equation modeling was used to examine the research model. A multigroup analysis was performed to investigate the differences between sport consumers with high TR and low TR. Validity and reliability of the measurement were satisfactory within the suggested criteria.

The findings indicated that both consumers’ intrinsic and extrinsic motivations significantly influenced their levels of service satisfaction resulting in digital ticketing adoption. In particular, intrinsic motivation had more effect on behavioral intention via service satisfaction than extrinsic motivation, indicating the critical role of intrinsic motivation in promoting consumers’ digital ticketing adoption. Regarding the results of the multigroup analysis, no significant difference between the two groups was evident for the proposed relationships except for social influence. A significant group difference was found regarding the social influence construct of intrinsic motivation. This can be explained that consumers low in TR may be more affected by others’ opinions than those high in TR in digital ticketing adoption.

The findings of this study highlight how motivational factors influence service satisfaction and behavioral intention in sport consumers' digital ticketing adoption. In addition, several practical implications are suggested as we found that different motivations trigger adoption behaviors in different ways. The detailed contributions and implications will be discussed in the presentation.