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DIGITAL MARKETING AND DIGITAL TECHNOLOGY OF UNDERGRADUATE STUDENTS' USAGE OF ENTERTAINMENT LOCATIONS IN THE COVID-19 SITUATION

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ABSTRACT
This article aims to 1) To study the factors of differentiation in undergraduate student behavior. By gender, age, education level monthly income of students 2) To study consumer behavior on entertainment places 3) To compare the influence of factors of marketing mix of entertainment places around educational establishments. The researcher conducted a study from a sample of 400 undergraduate students who visited entertainment venues. The research instruments were questionnaires, statistics used as, percentage, mean, standard deviation Chi-Square Test, Independent sample t test, One-way Analysis of Variance (ANOVA) and Factor Analysis with Kaiser-Myers-Olkin KMO statistic.
The results of the research can be concluded that consumer behavior towards entertainment places the respondents chose to use the form of entertainment place the most, which was a liquor store, followed by Restaurant & Pub By the form of travel to use the entertainment place of the respondents the most is relying on a friend's car. The results of the study, composition

and factors affecting undergraduate students'use of entertainment place behaviors. By using the sub-variables of the marketing mix to analyze the composition by considering the weight of each variable. Determine which variable is in any component, concludes that there are 4 main components as follows: 1. The service of the establishment 2. The main needs of consumers, 3. Attention in the service of the operator, and 4. The modernization of the establishment.

Keyword: Entertainment, Behavior, Factors analysis, Market mix factors, Services

INTRODUCTION

Due to the lifestyle of people nowadays that have to rush to race against the clock, including the situation of the COVID-19 [1, 2], causing stress problems and problems in living. Studying problems and the solution is to find happiness for yourself by relaxing to relieve tension with tourism and recreation activities [3]. By seeking entertainment in tourism, in addition to dining and sightseeing, the entertainment activities that people today pay attention to are night entertainment activities and entertainment venues tend to meet the needs of tourists the most.[4] . Thus, making visitors feel worth the money spent. The entertainment business is therefore an alternative that customers are willing to pay for entertainment, fun and relaxation. When it comes to entertainment venues at present, the research is another important business. Said that the current entertainment place the research is considered the center of the tourist society at night by only for teenagers which are regarded as the main customers of entertainment which many entertainment venues have sale of liquor intoxicating drinks containing alcohol. Including music performances in various genres which entertainment place Many places can meet the needs of young people and working age therefore, the research is popular that young people make an appointment to come and party together [5]. Especially on Fridays, Saturdays, Sundays and holidays [6]. For this reason, entertainment venues are a business that needs high potential for innovation in adapting to Thailand 4.0[7], where entertainment is a type of business service by service type business set up for the benefit of service to the general public at night serves drinks, food and Entertainment in many fields marketing strategies are therefore important to the entertainment business and need to develop marketing strategies to create awareness and stimulate sales gain experience to consumers and increase consumer satisfaction bringing innovative technologies and services to develop together the research will help promote the process to be faster and increase satisfaction. To consumers [8, 9]. The researcher is therefore interested in studying the marketing mix factors (7P's) which consist of important and well-known marketing tools such as product, price, place, promotion, process, physical evidence, people that may be important to students' choice of entertainment facilities[10-12]. Therefore, studying the behavior of using entertainment services of students. It can be used as an important guideline for operators of entertainment venues to plan and develop their store service strategies. To meet the needs of customers and able to cope with future competition.[13, 14]

OBJECTIVES OF THE RESEARCH

1. To study the factors affecting the entertainment behavior of undergraduate students in the situation of COVID- 19, classified by gender, age, education level. Student monthly income
2. To study the service behavior of consumers toward entertainment places. In the situation of viral disease (COVID- 19)

3. To compare the influence of marketing mix factors of entertainment places around educational institutions.

RESEARCH METHOD

This research was to study the factors affecting the student's entertainment service usage behavior. This is a study of quantitative research using survey research (Survey Research Method) by means of distributing questionnaires. Questionnaire is a tool for collecting data on the target population who have used the services of entertainment venues and analyzing the data by statistical methods as well. SPSS packaged program.

Population

Undergraduate students who use entertainment venues.

Selecting a sample group, the researcher used a method to select a sample group by using a specific target group selection method (Purposive Sampling). Since the certainty of the population is unknown, the formula Cochran by specifying a confidence level of 95 percent and a level of error of 5 percent and from the formula calculation, the research was found that the suitable samples that can be referred to represent the population of all target groups equal to 384 samples. The researcher therefore prepared an additional questionnaire by 4 %, with a total sample size of 400 samples.

Research tools

This research is Quantitative Research uses survey research. The tool used to collect data is a questionnaire which is divided into 4 parts as follows:

Part 1: the research is a questionnaire as a check-list (Check-List) about personal factors, including gender, age, monthly income. Housing Education Level there are 5 items.

Part 2: the questionnaire about students' behavior of using entertainment services. The nature of the question will be a multiple-choice question (Multiple Choice Question), consisting of questions about the environment, frequency of access to the service. Traveling to use entertainment venues. There are 7 periods of use of entertainment venues.

Part 3: The questionnaire about the marketing mix factor (7Ps) in choosing the entertainment service of the students consisted of the product, price, place, promotion, process, physical evidence, people with a closed-ended question. The questionnaire is a checklist type with 26 items, each question has 5 levels of answers to choose from. The nature of the questions is a 5-level estimation scale (Rating scale). There are 5 levels of evaluation criteria according to the Likert Scales method.

The average score 4.50-5.00 means this item is at the highest level.

The average score 3.50-4.49 means this item is very important.

The average score 2.50-3.39 means this item is moderately important.

The average score 1.50-2.49 means this item is important at a low level.

The average score 1.00-1.49 means this item is at the least important level.

Part 4 Open-ended Questionnaire for the respondents to give useful suggestions.

Data collection method

The study of factors affecting the behavior of using entertainment venues of undergraduate students in the situation of COVID- 19 was randomly sampled among 400 people by using an online questionnaire via Google Forms as a data collection tool. Because the research is the

easiest way for the sample to access the questionnaire. The researcher has disseminated the questionnaire via social networks, including Line, Facebook Messenger, and E-mail.

Data analysis

1. Descriptive Statistics

Describe the distribution of data, namely gender, age, monthly income, occupation, education level by presenting a model Frequency Distribution Table, Percentage, Mean, and Standard Deviation.

2. Analyze the weight of the components (Factor Analysis).

The factors of the 7 p's of the marketing mix to find weight and composition. main and sub-components By using the following methods.

2.1 KMO and Bartlett's test to see the consistency of the data.

2.2 Eigen Value to see that the group was organized to be reliable

2.3 Factor loading to see the weight in question (variable) per group (component).

3. Analyze the data to test for differences between mean scores. The statistics were t-test Independent Sample formula.

4. Analyze the data to test the difference in mean scores of samples more than 2 groups. One-way analysis of variance was used by formula One-way Analysis of Variance / (ANOVA) / Chi-square test.

RESEARCH RESULTS

1. Results of data analysis on the status of respondents. The research consists of demographic information of the respondents, including sex, age, income, education level, residence.

1. In terms of sex, the research was found that most of the respondents were female. Number of 260 people, representing 64.68 percent and 142 males, representing 35.32 percent . Most of them were aged between 21 - 22 years old, 174 people, representing 43.28 percent in terms of education. The research was found that respondents Most of them are in the 3rd year of 137 people, representing 34.08 percent Monthly Income the research was found that respondents Most of them earn 10,001 – 15,000 baht. Number 163 people, representing 40.55 percent housing the research was found that respondents Most of them live at off-campus dormitories Number 171 people, equivalent to 42.54 percent

2. The results of the analysis of information about the behavior of using entertainment venues of undergraduate students in the situation of COVID- 19. The research consists of data on the behavior of using the entertainment service of the respondents, including the most frequently used entertainment venues. Traveling to use entertainment venues service date time of using the service each time spent using entertainment venues frequency of using entertainment venues expenses for entering and using entertainment venues entertainment venues that use the service most often the research was found that the respondents chose the form of entertainment the most, which was a liquor store, numbering 211 people, representing 52.49 percent of 187 people, representing 46.52 percent on the date of use of the service the research was found that respondents. The most used service is Friday -Saturday of 270 people, representing 67.16 percent of the time in using the service each time found that the respondents used the service most is 2-3 hours of 240 people, representing 59.70 percent of the time spent using entertainment venues found that the respondents used the service. The most is between 21.00-22.00 of 191 people, representing 47.51 percent of the frequency of using entertainment venues

found that the respondents used the service most is 1-2 times a month of 239 people, representing 59.45 percent of the cost of accessing entertainment venues the research was found that respondents Spending the most is 401 – 500 baht / time. 122 people, representing 30.35 percent

3. The results of data analysis on the importance of elements affecting behavior of using entertainment places of undergraduate students in the COVID- 19 complete able to summarize the mean and standard deviation of the level of importance of the marketing mix that affects the student's behavior of using entertainment services by using the criteria for analyzing Likert Scales and interpreted the data according to these 7 factors.

Table 1 Mean and Standard Deviation of Overall Marketing Mix

Marketing mix	$\bar{x}$	SD	priority
1. Price	4.13	0.72	very important
2. Product	4.23	0.65	very important
3. Place	4.17	0.67	very important
4. Promotion	4.22	0.67	very important
5. Personal	4.24	0.65	very important
6. Process	4.27	0.62	very important
7. Physical environment	4.27	0.63	very important
Total (Average)	4.21	0.65	very important

The research was found that the mean and deviation of the overall marketing mix were significant mean as follows: Process ($\bar{x} = 4.27$) and Physical environment ($\bar{x} = 4.27$), followed by Personal ($\bar{x} = 4.24$). Product ($\bar{x} = 4.23$). Promotion ($\bar{x} = 4.22$). Place ($\bar{x} = 4.17$) and Price ($\bar{x} = 4.13$)

2. Results of the study of components That affects the behavior of students using the entertainment service in the marketing mix

Analysis of elements by factor analysis aims to find important elements of students' entertainment service usage behavior. The results of the component analysis are as follows:

4.1 Analysis of the composition of the variables of the marketing mix 7 p's

The relationship between all 26 variables with Kaiser- Meyer-Olkin Measura of Sampling Adequacy KMO values, KMO = 0.946 (KMO values should not be low than 0.50), indicating that the obtained KMO values are suitable for this group of variables to be analyzed for constituents when the aforementioned variables were taken for component analysis, the constituents were extracted by Principle Component Analysis by using Varimax Rotation method with Eigen Value from 1.0 upwards.

The extraction of components by the factor analysis method of the variable group of marketing mix factors 7P by rotating the axis by the Varimax method, the research was found that all 4 elements were obtained with the Eigen range of 9.92-0.28 and the cumulative variance of 53.74 %.

The considering the weight of each variable in each component to determine which variables are in which elements. By using the principle of considering the weight of the components of each variable. Which has the highest value in any element the research is considered to be in the variable of that element the research was found that there were 4 main elements in the number of elements. The research was used to create the factor and input the factor loading, the names were synthesized according to the elements.

Table 2 : All 4 major components and sub-components

Main component	Sub element
Main component 1	Process 6.1 Process 6.3 People 5.1 People 5.3 People5.4 Physical 7.1 Physical 7.5 Promotion 4.1
Main component 2	Price 1.1 Price 1.2 Product 2.3 Product 2.5 Place 3.1 Promotion 4.3 Promotion 4.5
Main component 3	Physical 7.2 Place 3.2 People 5.2 Product 2.2 Process 6.2 Promotion 4.2 Price 1.2
Main component 4	Product 2.1 Product 2.4

The results of the analysis of all 4 components main component When used to define a group and rename it according to its sub-elements.

Table 3 Principal Component 1 Sub-component and new element name

	Sub element	Details sub-elements	Factor loading	New element name
	People5.1	Employees in entertainment venues have good service resulting in choosing to use the service.	0.71	Service of the establishment
	People5.3	Staff are friendly in service.	0.64	
	People5.4	Employees have the ability to communicate thoroughly with consumers.	0.56	
	Process6.1	Good hospitality results in choosing a service place.	0.71	
1	Process6.3	The service is fast and accurate.	0.57	

Sub element	Details sub-elements	Factor loading	New element name
Physical7.1	There is a counter serving drinks seats are appropriate.	0.66	Service of the establishment
Physical7.5	The atmosphere of the entertainment place affects access to the service.	0.52	

Table 4 Principal Components 2 Sub-components and new element name

	Sub element	Details sub-elements	Factor loading	New element name
2	Price1.2	Price of food and beverages Contribute to making you come to use the service	0.51	The main needs of consumers
	Product2.3	The taste of the cocktail plays an important role in choosing the service.	0.60	
	Product2.5	The brand of the beverage affects the choice of service such as Leo Beer, Chang Beer.	0.64	
	Place3.1	venues that use the service have sufficient parking spaces.	0.59	
	Promotion4.3	Use the presenter as an incentive to enter the service. (a well-known band or singer)	0.56	
	Promotion4.5	public relations such as organizing mini concerts at various entertainment venues of music / television programs contributes to encouraging you to use the service	0.58	

Table 5 Principal Components 3 Sub-components and new element name

	Sub element	Details sub-elements	Factor loading	New element name
	Product2.2	A band or a singer playing beautiful music makes the part you choose to use the service.	0.62	
	Place 3.2	Entertainment venues that use the service are convenient to travel.	0.66	

	Sub element	Details sub-elements	Factor loading	New element name
3	Promotion4.2	Promotions organized by entertainment venues are interesting and incentivize them to use the service .	0.56	The attention to service of entrepreneurs
	People5.2	Employees have the same standard of service every time.	0.66	
	Process6.2	Payment of entertainment venues that use the service are modern, such as QR code.	0.60	
	Physical7.2	The cleanliness of the bathroom affects the choice of service.	0.66	

Table 6 Principal Components 4 Sub-components and new element name

	Sub element	Details sub-elements	Factor loading	New element name
4	Product2.1	The design and decoration of the store plays a part in making you choose to use the service.	0.62	The modern aspect of the establishment
	Product2.4	The reputation of the place of service is known.	0.66	

Four main components were made, the factors affecting the behavior of using entertainment venues of undergraduate students in the situation of the COVID- 19 in terms of the marketing mix.
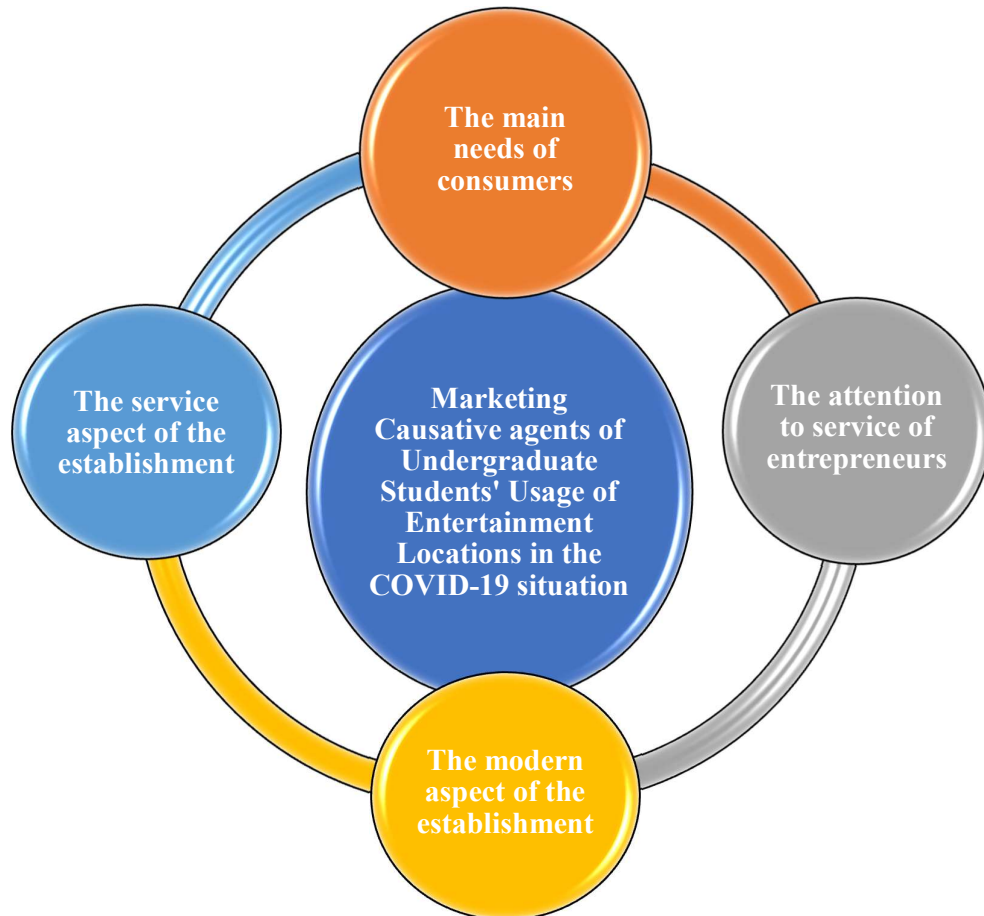
Figure 1. The 4 main components of the factors affecting the use of entertainment venues behavior of undergraduate students in the COVID- 19

3. Results of the analysis of consumer service behavior toward entertainment venues
Testing the relationship of gender and consumer behavior towards entertainment venues
Student gender factor there was a relationship with the frequency of using entertainment services because the Sig. value was equal to 0.000 and found that the gender of the students the research is related to the cost of accessing entertainment venues because the Sig. value is 0.004, which is less than 0.05, which means the gender factor of students was correlated with frequency of using entertainment venues, including expenses for accessing entertainment venues. There was a significant correlation at the 0.05 level.

Testing the relationship of age and consumer behavior towards entertainment venues.

Student age factor there was a correlation with the behavior of traveling to use the entertainment service because the Sig. value was 0.030 and found that the age factor of the students. There was a relationship with the time spent using entertainment venues because the Sig. value was 0.026 and found that the age factor of the students. There was a relationship with the frequency of using entertainment venues. Because the Sig. value is 0.037 which is less than 0.05, which means student age factor have a relationship with Behavior of traveling to use

entertainment venues Period of using entertainment venues and frequency of using entertainment venues. There was a significant correlation at the 0.05 level.

Testing the relationship of grade level and consumer service behavior towards entertainment places

The factor of year level of students was related to the time of using entertainment facilities. Since the Sig. value is 0.022, which is less than 0.05, which means the factor of year level of students correlated with the time of using the entertainment service. There was a significant correlation at the 0.05 level.

Testing the relationship of housing and consumer behavior towards entertainment places

The housing factor of the students was related to the behavior of traveling to use the entertainment service. Because the Sig. value is 0.000 and found that the housing factor of students there was a relationship with the time spent using entertainment venues because the Sig. value is 0.000 and found that the housing factor of students. There was a relationship with the frequency of using entertainment venues. Because the Sig. value is 0.001 and found that the housing factor of students the research is related to the cost of accessing entertainment venues because the Sig. value is 0.019, which is less than 0.05, which means student housing factors have a relationship with behavior of traveling to use entertainment venues time to use entertainment venues frequency of using entertainment venues Expenses for accessing entertainment venues there was a significant correlation at the 0.05 level.

Testing the relationship of monthly income and consumer behavior toward entertainment venues.

The factor of monthly income of students was related to the behavior of choosing types of entertainment venues because the Sig. value is 0.032 And the research was found that the factor of monthly income of students was related to the time spent using entertainment venues. Since the Sig. value is 0.0 01 And the research was found that the factor of monthly income of students was related to the time of using entertainment venues. Since the Sig. value is 0.0 00 And the research was found that the factor of monthly income of students was related to the frequency of using entertainment venues. Since the Sig. value is 0.0 00 and found that the factor of monthly income of students the research is related to the cost of accessing entertainment venues because the Sig. value is 0.000, which is less than 0.05, which means Student monthly income factor. There was a correlation with the behavior of choosing the type of entertainment place. Time to use entertainment venues Period of use of entertainment venues Frequency of using entertainment venues Expenses for accessing entertainment venues. There was a significant correlation at the 0.05 level.

SUMMARY/DISCUSSION

The research results concluded that respondent mostly female Most of them are in the age range of 21-22 years, with a year level, most of them are in the third year, with a monthly income range of between 10,001 - 15,000 baht and most of the residences are dormitories outside the university. In terms of the behavior of the use of entertainment services of the respondents, the respondents chose the form of entertainment the most, which is a liquor store. Forms of travel to use entertainment venues of the respondents. The most is living in a friend's car. The most

visited days of respondents were Friday-Saturday time of using the service each time of respondents most is 2-3 hours. The time when using the entertainment venues of the respondents. The most is 21.00-22.00 Frequency of using entertainment venues of respondents most is 1-2 times a month Expenses for entering and using entertainment venues of respondents. The most is 401 – 500 baht / time and results of the analysis of consumer service behavior towards entertainment places 1. Testing the relationship of sex and consumer service use behavior toward entertainment places have a relationship with frequency of using entertainment venues, including expenses for accessing entertainment venues 2. Testing the relationship of age and consumer behavior towards entertainment venues have a relationship with Behavior of traveling to use entertainment venues Period of use of entertainment venues and the frequency of using entertainment venues 3. The relationship test of the age level and the consumer's service use behavior towards the entertainment place. There was a relationship with the time of using the entertainment service. 4. Testing the relationship of housing and consumer behavior toward entertainment places have a relationship with Behavior of traveling to use entertainment venues Time to use entertainment venues Frequency of using entertainment venues Expenses for accessing entertainment venues 5. Testing the relationship of monthly income and consumer behavior toward entertainment venues. There was a correlation with the behavior of choosing the type of entertainment place. Time to use entertainment venues Period of use of entertainment venues Frequency of using entertainment venues expenses for accessing entertainment venues. As for the results of the study of factors affecting the student's behavior of using entertainment services in the marketing mix. In summary, the research consists of 4 main components as follows: namely 1) the service aspect of the establishment Corresponding with Holzmann, Breitenecker [15] who studied factors affecting the choice of food truck restaurants (Food Truck) of consumers in Bangkok found that factors affecting service use most is Attentiveness and enthusiasm for the service of the staff. 2) Main needs of consumers This is in line with the research results of Bai, Quayson [3], [16] who stated that the quality of good service is that employees have empathy for customers. Fast service shows respect for customers. Customers service is provided with willingness. There are expressions that enhance the image of service providers and organizations with polite, gentle, well-mannered expressions and have enthusiasm for service provide more services than customers expect. 3) Service attention of operators. The research is consistent with the theory of Parasuraman, Sea Tam, and Number. By the quality of service, attention the research involves the attentiveness of employees to customers. Employees are willing to provide service can understand the needs of different customers employees can resolve customer problems willingly. If customers recognize the quality of service in terms of safety pay more attention will have a greater influence on the intention to use the service as well 4) The modern aspect of the establishment Consistent with Aydiner, Tatoglu [9] research on the quality of service delivery product quality Company reputation. The competitiveness of a particular company also has a positive influence on customer loyalty. Because customers can recognize the stability of the company.

SUGGESTION

1. In the next research, the researcher should expand the scope of the study by studying other than Undergraduate students due to entertainment business start expanding more business This

is to know behavior and decision-making patterns. Use the services of student entertainment venues and be beneficial to the establishments that will bring consumer demand to further increase their turnover.

2. This research uses a data collection tool using a questionnaire only. In the next research, the researcher should choose to collect different data for a greater variety of samples

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