Investigating the Factors Influencing Adoption Intentions of Chatgpt for Sport Events

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Abstract:

In today's world, one of the most emphasized technologies in both academic and various sectoral fields is artificial intelligence, particularly ChatGPT. While there are studies on the adoption of ChatGPT in sectors such as education, healthcare, and tourism, research on its use for sporting events is notably scarce. This indicates a significant gap in the literature. The current study aims to address these gaps by exploring the adoption of ChatGPT for sport events through an integrated model combining the extended technology acceptance model (e-TAM), the theory of planned behavior (TPB), and word of mouth (WOM). To test the proposed integrated model, confirmatory factor analysis (CFA) was first conducted, followed by structural equation modeling (SEM) to examine the hypotheses. Data were collected from 344 university students using a convenience sampling method. The scales related to the constructs in the proposed model were adapted from previous studies in the literature. The internal reliabilities of all scales exceeded the recommended threshold of 0.70. The fit indices, such as RMSEA and SRMR, were either equal to or below the recommended value of 0.08. Additionally, the values for IFI, CFI, NFI, and NNFI in both CFA and SEM were above the recommended level (> 0.90). The results demonstrated that factors from both TAM and TPB positively influence individuals' intentions to use ChatGPT for seeking information on sports events ($p < 0.05$). These findings provide valuable insights for managers, enabling them to develop effective strategies for promoting ChatGPT as a tool for engaging with sports events.

Keywords:

AI, ChatGPT, Sport events, TAM, TPB