

**Sri Lankans' Acceptance of Facebook in Healthcare: A test of UTAUT with
Social Influence & Perceived Credibility in the context of Private Hospitals in
Colombo**

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Abstract:- *This study assesses the authenticity of Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh, 2012) with independent variables Social Influence and Perceived Credibility with regards to Sri Lankan multi-specialty tertiary care hospitals. People living in Sri Lanka, who access these private healthcare institutions, for their needs are being identified, as the target population of the research and the Conceptual Model is investigated with a sample frame of 461 respondents. A Likert scale of a five- point questionnaire has been utilized as the equipment to gather data. The regression examination underscored the associations separated in the speculative model of the exploration. In this way, the hypotheses are substantiated, by highlighting the relationship among heralds and dependent variable affirmation. The constructs, which are majorly dependent to build the acknowledgment level of social media, were sifted, to take organization decisions.*

Keywords: *Technology Acceptance, UTAUT, Social Media, Healthcare, Facebook*

1. Introduction

Social Media is immensely open, with an overall achieve, connecting people with ongoing exchange and communication, and catches a functioning gathering of people. It is also far more cost effective than TV, Radio and newspapers or regular media (Social Media Defined, 2014). Social Media has been recognized as one of the better components to associate with hopeful clients for any brand (Net, 2011). There are numerous variations of Social Media stages serving diverse target gatherings of people with age, patterns, financial level and training level being considered. There are different preferences in using Social Media to propel a hospital, for instance, extended detectable quality, interest of new patients, enhanced system relations, customer advantage, laborer responsibility, crisis organization, tolerant preparing, news and information dispersal, research and learning understanding, imperative utilizing (The Change Foundation, 2011). Clinics and healthcare institutes such as hospitals in the contemporary world thus, use Social Media to advice their customers of their products and services. healthcare facilities the world over in like manner use Social Media for correspondence, displaying, preparing, philanthropy, brand building, income triggering and besides to develop consumer dependability all of which can have the ability to pass on the human services substance's vision to its present or potential patients (Herman, 2011). While this new advertising and promotional method is progressively utilized in the healthcare industry globally, Sri Lanka is apparently receiving a moderate technique in getting a handle on it (Social Media , 2013). Regardless of the way that hospitals have begun to introduce and use social media with an end goal to pull in new patients and to hold existing patients the acceptance and use of electronic social systems administration in the healthcare industry by patients isn't inquired about or investigated much.

Facebook stays by and large the most prevalent social media site in the USA dependent on research directed in September 2014. The study additionally uncovered that the greater part of every single online individual of over 65 of age and more utilize Facebook and this speaks to 31% of all seniors. In the UK, Facebook is factually demonstrated as the fourth most well-known instrument for healthcare correspondence in Britain (Aitken, 2015).

According to knowledge revived in March 2018, Facebook is the most used electronic social platform in Sri Lanka with 5.3 million dynamic users in the country; relative to 25% of the aggregate masses. Ideally around 3.1 million of these Facebook customers are assessed to be arranged in the Western zone and in Colombo and various brands are choosing to publicize their goods and services using this data (Colombo Digital Marketer, 2018). Regardless of the way that big brand names, retailers and celebrity fan pages take the best places of Facebook most appreciated social pages in Sri Lanka, factually none of the hospitals in Colombo stamps in all things considered have immense commitment by Facebook users. (Social bakers, 2018).

This examination was based especially on Facebook to decide better results and besides in light of the way that Facebook is the most utilized Social Media tool in Sri Lanka at present. (Colombo Digital Marketers, 2016). The exploration attempted the level of Sri Lankan patient's Facebook choice and its favorable circumstances, engaging Facebook page supervisors of Colombo based private hospitals, think of strategies to pull in their consumers for better business results.

2. Theoretical Background and Research Model

The Unified Theory of Acceptance and Use of Technology (UTAUT) model has been considered as the sensible foundation of this examination while this archive will analyze 2 independent variables in the Conceptual Model – Social Influence and Perceived Credibility in highlighting their relationship towards the end (dependent) variable of the model, Behavioural Intention (BI). The Social Influence variable, comprising of 3 primary dimensions assessed the level of Sri Lankan patients' view of social influence because of embracing healthcare social media. It enveloped the Sri Lankan patients' Subjective Norm, which tests the Sri Lankan patients' recognition that the vast majority who are critical to him think whether he ought to or ought to not utilize healthcare social media. Venkatesh (2003) has joined in his UTAUT model from The Theory of Reasoned Action (Fishbein and Ajzen, 1975). This variable additionally comprises of the measurement 'Social Trends' which implies the person's disguise of the current Sri Lankan patients' subjective culture, and particular relational assertions that the individual has made with others, inside the setting of healthcare in Sri Lanka. As indicated by Venkatesh (2003), This gets from The Model of PC Utilization theory (Thompson et. al, 1991). The Third measurement of the develop Social Influence is Image. As indicated by the Innovation Diffusion Theory (Rogers, 1995), this measurement will test the degree to which healthcare social media is seen to improve a Sri Lankan patient's image or status in his/her social framework (Moore and Benbasat 1991, p. 195).

The Perceived Credibility construct, or Trust has been the explanation behind each and every human association. It is a thought said as basic in numerous educates, for instance, Communication, Leadership, Management by Objectives, Negotiation, Game Theory, Performance Appraisal, Labor Management Relations and Implementation of Self - Managed Work Teams (Johnston, 1993; Fogg, 1999). The inspiration driving why Trust is basic is related to the necessities of people to control or, in any occasion feel that they can understand the social condition where they impart. In that sense, Trust is seen as a certainty or sureness that the other party will fulfil responsibilities set forward in an exchange. Trust was described as a marker of Positive Belief about the Perceived Reliability, Dependability, and Confidence in Social Media (Fogg, 1999). Trust is certifiably not a novel build to the examination, various past research considered used Trust in different ways (Armida, 2008; Cheng, 2008; Kaasinen, 2005; Foon and Fah, 2011) In the innovation acknowledgment condition, Trust has appeared to affect the Intention to Use or Adopt Technologies (Armida, 2008). Some Research has examined the Influence of Trust in ordinary appropriation models, for instance, TAM or TPB. This Study acknowledges that Trust is a middle parameter when patients collaborate with Healthcare Social Media. If the patients don't confide in the healthcare Social Media, at that point Social Media is not any more pertinent paying little regard to its Usefulness, Ease of Use, and Infrastructure Support. There is little information about how Trust can influence the UTAUT model, anyway a portion of past research has shown that Trust can be associated with Behavioral Intention (Wu, 2005; Pavlou, 2003).

Subjective Norm is the degree to which an individual trusts people who are essential to him/her feels that he/she ought to play out the behaviour being referred to (Fishbein and Ajzen, 1975). In innovation acknowledgment, subjective norm has turned out to be a noteworthy determinant for behavioural intention (Mathieson 1991; Taylor and Todd 1995b). The subjective norm in Theory of Planned Behaviour (TPB) has been consolidated as Social Influence in UTAUT (Venkatesh et al. 2003). The importance of social factors and extended respecting others' appraisals will total up to the setting of decisions about innovation (Venkatesh et al., 2000). How much an individual sees that critical other trust he or her should use the new framework (Kijisanayotin et al., 2009 Yu et al., 2009 Wu et al., 2007).

Past research has presumed that Perceived Credibility has an immediate effect towards Behavioral Intention (McKnight et al., 2002). Here, Trust or credibility depends on the readiness to impart individual data to the new framework that can be meant the assume that patient's secrecy won't be ruptured. Trust can likewise imply that the consumer trusts the new framework will discharge genuine and dependable data with the goal that dependent on this trust the customer's intention to use the innovation is intensified (McKnight et al., 2002). Various research have set up that trust can straightforwardly or by implication connect to behavioral intention of the new mechanical framework (Grazioli and Jarvenpaa, 2000; Jarvenpaa and Tractinsky, 1999).

Along these lines the beneath hypotheses were tried in this study.

H1: Sri Lankan's Social Influence has a positive association with Behavioral Intention for healthcare Social Media

H2: Sri Lankan's Perceived Credibility has a positive association with Behavioral Intention for healthcare social media.

These hypotheses were derived from the Objectives as below.

1. To decide whether Sri Lankan Facebook users have a **Subjective Norm** when utilizing Facebook in choosing private healthcare facilities.
2. To decide whether Facebook users' **Perceived Credibility** influences patients' utilization of Facebook in choosing private healthcare facilities.

3.1 Data Collection

In this examination, the sample framework involves all Facebook users of Sri Lanka. Thus, to procure depiction from every one of the 9 districts in the country satisfactorily, simple random sampling method was regarded appropriate. As observationally and speculatively prescribed, simple random method is more proper with related to this investigation as copying patients are more homogeneous than heterogeneous (Sekaran and Bougie, 2014).

The data was assembled using a self-directed study; from that point on subjects were drawn arbitrarily from inside the example system.

In light of the manner in which that the example outline includes more than 1 million example segments, and according to Krejcie and Morgan (1970), and moreover Cohen (1969), the example size of the examination is somewhere around 384 Facebook users in Sri Lanka (Sekaran and Bougie, 2009). With a 65% respondent rate as demonstrated by Crompton et al. 2016; Mansour, 2016; Witt, et al. 2016, 590 polls were Distributed and 461 reactions were gotten. All responses were genuine in light of the Google frame 'required' tab.

The examination considered all dimensions of every one of the six constructs of the final conceptual model and considered the inquiries from past research to develop the instrument for this investigation.

Section 1 questions were intended to separate the statistic points of interest of the subjects while Part 2 amassed in testing the theoretical structure. Every one of the constructs that have a place with Part II have been estimated on a five-point Likert-type scale.

4. Data Analysis

According to the Descriptive Analysis of Demographic factors, a large portion of the respondents were archived as living in Colombo (60.3%). This finding is extremely important with respect to the utilization of Facebook too since a noteworthy offer of users are living in Colombo. An a lot of 97.2% of respondents have visited Colombo Private hospitals for their healthcare needs. Only 28.7% of these respondents have liked Facebook pages kept up by these Colombo Private healthcare offices. Furthermore, just 25.3% (this number could involve the respondents who have liked the FB pages) think about the posts, posted on these hospital Facebook pages. Practically 60% of the respondents (the lion's offer) are male. The level of 35 and below age arrangement is 46.2% and whatever is left of the respondents are more than 35 years of age. 89.4% of the respondents are either employed or are entrepreneurs. 88.3% of respondents are above Diploma Level of education. Bigger part are Bachelors and Masters holders while the minority is PhD hopefuls with 1.7%. An unquestionable a lot of the respondents uses Facebook in English language.

According to the Regression output, Social Influence & Perceived Credibility resulted in with P values less than 0.05. Hence, were considered significant predictors of the dependent variable Behavioral Intention.

According to the Coefficient Stepwise regression, the regression equation for Perceived Credibility and Social Influence is discussed below:

$$BI = -0.11 + 0.337 (PC) + 0.200 (SI)$$

Indicated by this summary, the constant value is -0.11. defining that at any given time moment if there is no other variable at play, the level of Behavioral Intention will stay at 0.11.

The equation also indicated that one unit change of Perceived Credibility increases 0.337 of Behavioral Intention which also marked the highest co-efficient value of the final equation with other constructs coming in. Likewise, one unit change of Social Influence, increases Behavioral Intention by 0.200 according to the coefficient stepwise regression equation.

Based on the regression coefficient output, the independent constructs Perceived Credibility and Social Influence marked P-values less than 0.05 (.546). Therefore, both passed as significant influences of Facebook usage intention (BI)

The inter-correlations amongst the 2 independent variables in the regression model, both these independent variables showed a variance inflation factor (VIF) figure higher than 5 therefore presented no significant concern of multicollinearity.

According to the outcomes of regression analysis, the R Squared value was 670. This defines that independent variables including Perceived Credibility and Social Influence suggest 67% of the variation in the dependent variable.

5. Conclusions

This examination depended on an conceptual framework work inferred basically by UTAUT model with independent variables Perceived Credibility and Social Influence to depict Sri Lankans behavioral intentions as to the acknowledgment of Facebook, with regards to Colombo Private hospitals.

In particular, the conceptual model of the examination clarified that all the independent variables caused 67% of difference in the dependent variable Facebook use behavioral intention by Sri Lankans. Both Perceived Credibility and Social Influence go as critical predictors of behavioral intention. As per the regression output, Perceived Credibility (PC) was considered as the most persuasive independent variable, recording 0.337 change in Behavioral Intention. In like manner, the less multicollinearity showed up with lesser VIF regards exhibited that the model predictors are not ominously related with one another. In this manner, it is possible to declare that the calculated system was supported.

In this way, Colombo hospitals was prescribed to incite the levels of Facebook execution, that could enhance the level of responses from customers through making customers know about the system through different mediums, for example, notices, flyers and notification inside and remotely of the healthcare premises.

The examination prescribed that the Facebook URL of every clinic to be incorporated into all marketing and promotional elements and in all doctor's facility correspondence with customers, and by encouraging free wellbeing check/bundle giveaways on the framework to empower the use of the social media platform that is Facebook. It was additionally prescribed that hospitals create trust among Sri Lankans that Facebook is trustworthy.

Hospital Managers were additionally given the suggestion to lift the levels of Facebook usage, through enhancing the level of commitment from customers through growing server space, moreover, exhibiting configuration highlight for their Facebook pages.

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