The impact of Performance Expectancy & Effort Expectancy on the usage of Social Media with Special Reference to Sri Lankan multi-specialty Tertiary care Hospitals

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ABSTRACT

This research evaluates the legitimacy of Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh, 2012) with independent variables Performance Expectancy and Effort Expectancy in the context of the Sri Lankan multi-specialty tertiary care hospitals. Sri Lankans, who obtain the services and purchase products from these hospitals, have been considered, as the target population of the study and the Conceptual Model has been tested with a sample frame of 461 respondents. The instrument; a 5-point Likert scale questionnaire has been utilized to gather data. The regression analysis underscored the connections differentiated in the hypothetical model of the research. Thus, the theories are substantiated, by featuring the relationship between forerunners and dependent variable acknowledgment. The constructs, which are hugely subjective to increase the acceptance level of social media, were filtered, so as to take administration choices.

Key Words: Technology Acceptance, UTAUT, Social Media, Healthcare, Facebook

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1. INTRODUCTION

Social Media is enormously accessible, with a world wide reach, engaged real time dialogue and interaction, and captures an active audience. It is also cheaper than traditional media (Social Media Defined, 2014). Social Media has been identified as one of the better mechanisms to connect with hoepful customers for any brand (Net, 2011). There are many variants of Social Media platforms serving different target audiences with age, trends, economic level and education level being considered. There are various advantages in utilizing Social Media to advance a hospital facility, for example, expanded perceivability, fascination of new patients, improved network relations, client benefit, worker commitment, emergency administration, tolerant training, news and data dispersal, research and learning interpretation, vital employing (The Change Foundation, 2011). Hospitals and healthcare facilities in the contemporary world subsequently, utilize Social Media to educate their clients of their services and administrations. Doctor's facilities the world over likewise utilize Social Media for correspondence, showcasing, training, altruism, brand building, revenue generation and furthermore to construct consumer loyalty all of which can have the capacity to pass on the healthcare entity's vision to its present or potential patients (Herman, 2011). While this new marketing facility is dynamically used in the hospital industry globally, Sri Lanka is by all accounts adopting a moderate strategy in grasping it (Social Media , 2013). In spite of the fact that healthcare entities have started to present and utilize social media in an effort to pull in new patients and to hold existing patients the reception and utilization of web-based social networking in medicinal services by patients is not researched or explored much.

Facebook stays by a wide margin the most famous platform in the USA in view of research led in September 2014. The investigation likewise uncovered that more than 50% of online adults of 65 years and above used this social media tool and this speaks to 31% of all seniors in USA. (Social Media Update, 2014) A research done by the Journal of Medical Internet Research in 2012, titled "Use of Social Media by Western European Hospitals: A Longitudinal Study" describes that the utilization of Facebook has hiked from 10% to 67% during 3 time periods starting 2009 to 2011. The study was carried out in 873 hospitals from a dozen Western European Countries. 732 base hospitals and 141 teaching hospitals were employed in this research. It came

out with the result that Social Media know-how and its usage in Western European Hospitals are accelerating (Belt, 2012). In the United Kingdom, Facebook is statistically proven as the 4th most popular mechanism for health correspondence in Great Britain (Aitken, 2015.

As per insights refreshed in March 2018, Facebook is the most utilized web-based social networking site in Sri Lanka with 5.3 million active users in Sri Lanka; proportional to 25% of the total populace. Right around 3.1 million of these Facebook clients are evaluated to be situated in the Western area and in Colombo and numerous brands are selecting to advertise their items utilizing this information (Colombo Digital Marketer, 2018). Despite the fact that buyer brands, retailers and VIP fan pages take the best places of Facebook most enjoyed posting in Sri Lanka, factually none of the medicinal services marks in by and large have huge engagement Facebook users. (Social bakers, 2018).

This research was centered particularly around Facebook to determine better outcomes and furthermore in light of the fact that Facebook is the most used Social Media apparatus in Sri Lanka at present (Colombo Digital Marketers, 2016). The research tried the level of Sri Lankan patient's Facebook selection and its advantages, empowering Facebook page managers of Colombo based private hospitals, come up with methodologies to pull in their crowds 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 reasonable establishment of this investigation while this document will dissect 2 independent variables in the Conceptual Model - Performance Expectancy and Effort Expectancy in explaining their relationship towards Behavioral Intention (BI) – the dependent variable of the model. Performance Expectancy (PE) characterizes how much the people trust that the utilization of the innovation will results in execution gains. The Effort Expectancy (EE) depicts the level of simplicity related with the utilization of the innovation. Acceptance or Behavioral Intention (BI) expresses the level of intention in utilizing the innovation or the system in place. (Venkatesh et al. 2012). The two Hypotheses for these variables are derived based on **Venkatesh et al. (2012).**

The Performance Expectancy constructs, formed with three principal dimensions evaluated the extent of Sri Lankans' expectation of social media performance. It involved the Sri Lankan Facebook users' Perceived Usefulness of the system. This stems from Technology Acceptance Model or TAM (Davis, 1984), external motivations such as giveaways, price slashes on procedures and medical products through hospital Facebook pages –Venkatesh (2003) discusses that this construct is based on the Motivational Model (Davis et al, 1992), and personal outcome expectations such as individual accomplishment in using Facebook pages created by Colombo healthcare providers stems from Social Cognitive theory (Bandura, 1986).

The variable Performance Expectancy, extricated from UTAUT (Venkatesh et al., 2003) is said to have ended up being the most grounded marker to Behavioral expectation for IT (Alaiad et al., 2013) According to TAM the Perceived Usefulness measurement of Performance Expectancy is specifically connected to social goal (Davis, 1989) Smelser and Swedberg (1994) recommended that from a financial perspective, an individual is required to pick the course of action that increases utility in ensured and stable game plan of tendencies, strengthening Extrinsic Motivation (another measurement in the Performance Expectancy main construct) leads to positive Behavioral Intention (Bock et al., 2005). The degrees to which an individual trust that utilizing the framework will encourage him or her accomplish gains in work execution is characterized as Performance Expectancy (Chismar and Wiley-Patton, 2002 Yi et al., 2006 Yu et al., 2009)

The Effort Expectancy construct, built up of 1 primary dimension is also stemming out from Technology Acceptance Model (Davis, 1984), This brought out the level of Sri Lankan Facebook users' perceptive level of effort to use Facebook for healthcare services. This variable tested the Sri Lankans' perceived ease of use of Facebook for healthcare.

Perceived Ease of Use at the end of the day is the "user-amicability" of the social media channel. On the off chance that patients encounter bother in getting to healthcare social media as opposed to appreciating the advantages of this opportune, intuitive medium, at that point the patient will incline toward instructing him/herself of the hospital administrations and items through ordinary channels. Subsequently it is contended in TAM, (Davies, 1989), perceived ease of use prompts behavioral intention (Ramayah, 2012) for a novel medium, for example, social media. The level of ease related with the use of the framework is characterized as Effort Expectancy (Wu et al.,2007 Yi et al., 2006).

Thus the below hypotheses were tested in this research.

H1: Performance Expectancy has a positive relationship towards behavioral intention to use hospital Facebook pages.

H2: Effort Expectancy has a positive relationship towards behavioral intention to use hospital Facebook pages.

These hypotheses were derived from the Objectives

1. To examine how Sri Lankan Facebook users perceive that Facebook **Performs to their expected level** in deciding on private hospital products and services.

2. To analyse how Sri Lankan Facebook users perceive Facebook **Easy to Use** in deciding on private hospital products and services.

3. DATA COLLECTION

In this investigation, the sample framework comprises all Facebook users of Sri Lanka. Consequently, to acquire portrayal from each of the 9 districts in the nation satisfactorily, simple random sampling technique was esteemed proper. As observationally and hypothetically recommended, simple random sampling is more appropriate with identified with this exploration as duplicating patients are more homogeneous than heterogeneous (Sekaran and Bougie, 2014).
The information was gathered utilizing a self- administered survey; from there on subjects were drawn randomly from inside the sample framework.

In light of the way that the sample frame comprises of in excess of 1 million sample components, and as per Krejcie and Morgan (1970), and additionally Cohen (1969), the sample size of the investigation is at least 384 Facebook users in Sri Lanka (Sekaran and Bougie, 2009). With a 65% respondent rate as indicated by Crompton et al. 2016; Mansour, 2016; Witt, et al. 2016, 590 questionnaires were Distributed and 461 responses were obtained. All reactions were legitimate in light of the Google form 'required' tab.

The investigation considered all dimensions of each of the six constructs of the final conceptual model and received and adjusted the questions from past research to build up the instrument for this exploration.
Part 2). Part 1 questions were meant to extract the demographic details of the subjects while Part 2 concentrated in testing the conceptual framework. All the constructs that belong to Part II have been measured on a five-point Likert-type scale.

4. DATA ANALYSIS

As per the Descriptive Analysis of Demographic factors, most of the respondents were documented as living in Colombo (60.3%). This finding is very relative to the utilization of Facebook too since a major share of users are living in Colombo. A lion's share of 97.2% of respondents have visited Colombo Private hospitals for their health needs. Just 28.7% of these respondents have preferred Facebook pages kept up by these Colombo Private healthcare facilities. What's more, only 25.3% (this number could comprise of the respondents who have preferred the FB pages) know about the posts, posted on these hospital Facebook pages. Very nearly 60% of the respondents (the lion's share) are male. The level of 35 and beneath age classification is 46.2% and whatever is left of the respondents are over 35 years old. 89.4% of the respondents are either employed or independently employed. 88.3% of respondents are above Diploma Level of education. Larger part are Bachelors and Masters holders while the minority is PhD hopefuls with 1.7%. An unmistakable lion's share of the respondents uses Facebook in English lingo.

According to the Regression output, Performance Expectancy and Effort Expectancy variables came out with P values lesser than 0.05. Hence, they were deemed significant predictors of Behavioral Intention.
According to the Coefficient Stepwise regression, the regression equation for Performance Expectancy and Effort Expectancy is explained as:

BI = -0.11 + 0.190 (PE) + 0.237 (EE)

As per the equation, the constant value is -0.11. explaining that any given time where there is no other variable affect, the level of Behavioral Intention is 0.190.

The equation also indicated that one unit change of Performance Expectancy increases 0.190 of Behavioral Intention which also marked the lowest co-efficient value of the full equation with other constructs coming in. Likewise, one unit change of Effort Expectancy, increases Behavioral Intention 0.237 according to the coefficient stepwise regression equation.

According to the regression coefficient output, the independent variables Performance Expectancy and Effort Expectancy recorded P-values less than 0.05 (.546). Therefore, they both passed as significant predictors of Facebook usage intention (BI)

When considering the inter-correlations amongst the 2 independent variables in the regression model, both constructs represented a variance inflation factor (VIF) figure higher than five Henceforth, there presented no major concern of multicollinearity.

According to the outcomes of regression analysis, the R Squared value was reported as .670. explaining that independent variables including Performance Expectancy & Effort Expectancy explained 67% of the variation in the dependent variable.

5. CONCLUSIONS

This study was based on a conceptual frame work derived primarily by UTAUT model with independent variables Performance Expectancy to delineate Sri Lankans behavioral intentions with regard to the acceptance of Facebook, in the context of Colombo Private hospitals. Most importantly, the conceptual model of the research explained that all the independent variables caused 67% of variance in the dependent variable Facebook usage behavioral intention by Sri Lankans. Both Performance Expectancy and Effort Expectancy passed as significant predictors of behavioral intention. According to the regression output, Performance Expectancy (PE) was considered as the least influential independent variable, recording 0.190 change in Behavioral Intention. Likewise, the less multicollinearity appeared with lesser VIF esteems demonstrated that the model predictors are not unfavorably related with each other. Thus, it is conceivable to assert that the conceptual framework was justified. Subsequently, hospital management was recommended to prompt the levels of Facebook execution, that could improve the level of reactions from customers through making customers know of the mechanism through other mediums such as posters, flyers and notices internally and externally of the healthcare premises.

The research recommended that the Facebook URL of each hospital to be included in all branding and advertising collateral and in all hospital correspondence with clients, and by facilitating free health check/ package giveaways on the system to encourage the use of the system. It was also recommended that hospital management to develop trust among Sri Lankans that Facebook is Easy To Use.

Hospital Managers were also given the recommendation to elevate the levels of Facebook usage, through improving the level of engagement from clients through expanding server space, furthermore, presenting configuration highlights for their Facebook pages.

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