Behavioral Intention of Using Social Networking Site: A Comparative Study of Taiwanese and Thai Facebook Users

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ABSTRACT

Although major contributions are being made by Social Networking Sites (SNS) in communications and e-commerce, very little attention has been given to its implementation. This study contributes to technology and human interaction domain by (1) extending the technology acceptance model (TAM), personality trait and telepresence in developing a comparative mode based on the behavioral intention, (2) testing the model with Partial Least Square (PLS) using Facebook user’s data; and (3) comparing result across a developed (Taiwan) and an emerging (Thailand) economy. Results indicate TAM was to fit to test the behavioral intention model in these two economies. The findings support for the telepresence, perceived usefulness, and perceived ease of use, attitude and behavioral intention; however, the effect levels are different in these two countries (Taiwan vs. Thailand). In addition, only extraversion, conscientiousness, agreeableness, and neuroticism of the big-five personality have been discussed.

KEYWORDS
Behavioral Intention, Big-Five Personality Trait, Facebook, Technology Acceptance Model (TAM), Telepresence

INTRODUCTION

Recent years have witnessed the development of the Internet-based technology makes the dissemination of information faster and wider (Wu, 2015). Remarkably, information via social networking sites (SNSs) becomes the enormously popular forces to both individuals and businesses. For example, Li, Liu, & Li (2014) findings, SNS’s users perceived that online communication tools are convenient and useful, they would consider paying money for value-added services. For the business sector, over one-third of marketers consider Facebook important for their business, and significantly 67% of B2C and 41% of B2B companies have successfully acquired new customers through the Facebook (Ku, Chen, & Zhang, 2013). This indicates that SNS is essential aspect and increasing important in providing value creation for both individuals and businesses.

Despite the growing importance of SNS, research on understanding the behavioral intention to participate in online communication (e.g. Facebook) still remains in nascent. In addition, comparative research of SNS between developed and emerging economies is lacking. This is an important gap because these economies differ both culturally and in overall business systems (Thakur & Hale, 61).
Therefore, the purpose of this study is to examine the behavioral intention of college students in using the SNS, taking Facebook as an example. In the domain of comparison, researchers selected two nations: (1) Taiwan represents a developed economy whereas (2) Thailand is a rapidly developing economy in the Southeast Asian market. In order to follow these purposes, researchers adopted the technology acceptance model (TAM) in examining factors that impact behavioral intention on social networking technology. First, the study develops external variables for TAM, of which personality and telepresence in predicting user perspectives on Facebook adoption. Then, to measure personality variable, the big-five personality and theory of technology acceptance are adopted to test a new model that explain better the acceptance of using Facebook. Next, telepresence is an appropriated measure of usefulness and ease of use on Facebook usage, as a moderated place would be very associated with social networking that bring people over.

THEORETICAL BACKGROUND AND HYPOTHESIS

Facebook in Subjected Territories

Facebook, meanwhile, intends to be a world player in social networking by committing to the internationalization, and it is fast becoming one of the leading social networks in Asian region. Facebook are increasing its users in Taiwan and Thailand, and being ranked as the top social network site in these two territories. Specifically, Taiwan is mainly influenced by Chinese and Japanese culture and it is a developed economy leading in technology use. According to Dong, Cheng, and Wu (2014), Taiwan has 55.1 percent of the population using related Facebook services. More importantly, Facebook is a foundation for many key industries in Taiwan such as e-commerce, telecommunications, tourism and finance. Thailand is witnessing an increase in social networking site adoption and the growth of social business models. For example, the Thai population uses Facebook for various purposes such as friendship, sharing, and advertising and selling (Waiyahong, 2014). Thus, Facebook is considered as a key social marketing in Thai market.

Technology Acceptance Model (TAM)

TAM has been widely used to predict customer’s behavior intention and for demonstration in helping researcher and practitioner identify whether information technology is accepted, it consists of perceived usefulness (PU) and perceived ease of use (PEOU) (Davis, 1989) which measure the efficacy of individual’s intention to use particular IT. PU is referred to as the degree to which a user believes that a system or technology improve job performance while PEOU is defined as the degree to which a user believes that using a particular system would be free from effort (Davis, 1989). They appear to affect individual’s attitude in using new information system; a negative attitude means that PEOU is low, whereas a positive attitude implies users more likely to adopt new technology when it is regarded to be useful or effective. Because TAM is considered as powerful and parsimonious trait to predict individual intention toward online communities, it has been integrated in diverse contexts of e-shopping (Ha & Stoel, 2009; Vijayasarathy, 2004), internet banking (Lai & Li, 2005), mobile commerce (Bruner Ii & Kumar, 2005; J.-H. Wu & Wang, 2005), website (van der Heijden, 2003), or social networks (Hossain & de Silva, 2009).

Recent studies have proposed that the initial adoption criteria for IT would be the same as continuous information technology usage behavior (Al-Qeisi, Dennis, Alamanos, & Jayawardhena, 2014; Hong, Thong, & Tam, 2006; Shaikh & Karjaluoto, 2015). They proposed that TAM is a model primarily either created to examine users’ behavior at the initial adoption stage and also be used to understand users’ continued IT usage intention. The study of Hong et al. (2006), which investigated the comparison of expectation-confirmation model in IT domain (ECM-IT), TAM, and a hybrid model integrating TAM and ECM-IT in understanding the continued IT usage behavior discovered
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