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**SRI LANKANS' ACCEPTANCE OF FACEBOOK IN
HEALTHCARE: A TEST OF UTAUT WITH
PERFORMANCE EXPECTANCY & PERCEIVED
CREDIBILITY IN THE CONTEXT OF PRIVATE
HOSPITALS IN COLOMBO**

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ABSTRACT

This research calculates the credibility of Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh, 2012) with independent variables Performance Expectancy and Perceived Credibility in relation to multi-specialty tertiary care hospitals in Sri Lanka. Individuals living in Sri Lanka, who visit these private healthcare establishments, for their requirements are being recognized, as the objective populace of the examination and the Conceptual Model is investigated with a sample frame of 461 respondents. A Likert Scale of a five-point survey has been used as the hardware to accumulate information. The regression examination underscored the associations isolated in the theoretical model of the investigation. Along these lines, the hypotheses are substantiated, by featuring the relationship among all constructs. The develops, which are significantly reliant to construct the affirmation level of social media, were filtered, to take management choices.

KEYWORDS: Facebook, Social Media, Healthcare, Technology Acceptance, UTAUT, Social Media Marketing

I. INTRODUCTION

Social Media marketing vary from conventional media promoting. While most conventional media is for mass utilization, Social Media is intended for one on one showcasing (Hausman, 2012). In the event of good or services being marketed for example, on a daily paper, the potential customer 'reach' must be assumed by the quantity of daily papers sold as a basic figure: advertisers would not know whether the advancement was served to the focus crowd. Be that as it may, in Social Media, reach as well as real commitment

(move made, for example, purchasing an item subsequent to seeing a commercial in a daily paper) can be minutely estimated in an intelligent and a useful route progressively. Every single Social Medium activities by a potential or a current buyer in this way can be changed over in to building a business. Social Media is tied in with connecting with its members who could be potential or existing shoppers of the brand the promoter advances (Gorden, 2015).

In an research done in May 2015, 91% out of 3700 advertisers, surrendered that utilizing Social Media for as meager as 6 hours of the week, expanded

introduction for their organizations and 66% concurred that Social Media helped their organizations in generating business. 54% of these advertisers concurred that the utilization of Social Media enhanced their internet searcher rankings and 81% concurred that it expanded movement to their sites. Out of different advantages that these advertisers said Social Media got regards to their individual organizations, having the capacity to manufacture a devoted fan base and lessening promoting costs are likewise significant (Stelzner, 2015).

As per a US customer study, around 33% of US grown-ups utilize Social Media for healthcare talks (PriceWaterhouseCoopers, 2012). Another report in 2007, records that one of every three Americans utilized some sort of Social Media for online wellbeing (Sarasohn-Khan, 2008). The 'engaged patient' in Social Media is distinguished by numerous individuals as a great part in enhancing healthcare and diminishing its costs (HP, 2013). Using Social Media, patients can be instructed, educated, form and cooperate with likeminded networks for objective setting, supporting, systems administration and furthermore to track individual advancement; effortlessly on the web.

A few doctors trust that patients with interminable or uncommon ailments, despondency, malignancy and patients who require questions replied on maternal and baby care, weight administration, wellbeing and sickness aversion can profit through Social Media (Modahl, Tompsett, and Moorhead, 2011). It is likewise trusted that Social Media made a stage of investment for the patient that stretches out past the physical hospital facility (Househ, 2013).

Established in 2004 by Harvard graduates Mark Zuckerberg and his companions, Facebook today is the world's biggest social media platform dependent on reach and aggregate dynamic clients (Mashable, 2017).

Facebook stays by a long shot the most prevalent social media site in the USA dependent on research led in September 2014. The examination likewise uncovered that the greater part of every single online grown-up of over 65 years of age, utilize Facebook and it amounts to 31% of all seniors in USA. (Social Media Update, 2014) An investigation led by the Journal of Medical Internet Research in 2012, titled "Utilization of Social Media by Western European Hospitals: A Longitudinal Study" expressed that the utilization of Facebook has expanded from 10 percent to 67 percent from 2009 to 2011. This exploration investigated 873 clinics from 12 Western European Countries of which 732 were general health facilities and 141 were college doctor's facilities. The investigation presumed that Social Media mindfulness in Western European Hospitals are developing and in addition its utilization (Belt, 2012).

Facebook is also accounted for as the fourth most prominent medium for healthcare data in the UK (Aitken, 2015).

As per insights refreshed in March 2018, Facebook is the most noteworthy utilized social media tool in Sri Lanka with 5.3 million clients in the island nation; comparable to 25% of the neighborhood populace. Relatively 3.1 million of these Facebook clients are evaluated to be situated in the Western territory and in Colombo and numerous brands are picking to advertise their items utilizing this information (Colombo Digital Marketer, 2018). Despite the fact that buyer brands, retailers and big name fan pages take the best places of Facebook most enjoyed posting in Sri Lanka, measurably none of the healthcare facilities in for the most part have huge commitment by clients through Facebook (Social pastry specialists, 2018).

II. THEORETICAL BACKGROUND & RESEARCH MODEL

Unified Theory of Acceptance and Use of Technology (UTAUT) has been understood as the most effective model to carry out this quantitative study while this paper will discuss 2 independent variables in the Conceptual Model – Performance Expectancy and Perceived Credibility in discerning the individual relationships towards the dependent variable - Behavioural Intention (BI).

The Performance Expectancy variable, comprising of 3 principle measurements assessed the level of Sri Lankan patients' expectation of social media performance. It incorporated the Sri Lankan patients' apparent convenience of Facebook – According to Venkatesh (2003), this dimension is from Technology Acceptance Model (Davis, 1984), the 2nd dimension of this construct is external motivation, for example, free presents, rebates offered through healthcare Facebook pages – Venkatesh (2003) clarifies that this measurement depends on the Motivational Model (Davis et al, 1992), and the 3rd dimension is personal outcome expectations, for example, singular regard and feeling of achievement in utilizing Facebook pages made by Colombo private healthcare facilities. As indicated by Venkatesh (2003), this is derived from Social Cognitive theory (Bandura, 1986).

The variable Performance Expectancy, taken from UTAUT (Venkatesh et al., 2003) is said to have being the most important marker to Behavioral Intention for new tech acceptance (Alaiad et al., 2013) According to TAM the Perceived Usefulness estimation of Performance Expectancy is particularly associated with social objective (Davis, 1989) Smelser and Swedberg (1994) prescribed that from a monetary viewpoint, an individual is required to pick the strategy that expands utility in guaranteed and stable course of action of propensities, reinforcing Extrinsic Motivation (another estimation in the Performance Expectancy fundamental develop) prompts positive Behavioral Intention (Bock et al., 2005). The degrees to which an individual assumes that using the framework will support him or her achieve gains in work execution is portrayed as

Performance Expectancy (Chismar and Wiley-Patton, 2002 Yi et al., 2006 Yu et al., 2009)

The Perceived Credibility variable, or Trust has been the clarification behind every single human affiliation. It is an idea said as fundamental in various teachings, for example, 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 motivation driving why Trust is essential is identified with the necessities of individuals to control or, in any event feel that they can comprehend the social condition where they confer. In that sense, Trust is viewed as an assurance that the other party will satisfy duties put forth in a trade. Trust was depicted as a marker of Positive Belief about the Perceived Reliability, Dependability, and Confidence in Social Media (Fogg, 1999). Trust is genuinely not a novel form to the study, different past research thought about utilizing Trust in various ways (Armida, 2008; Cheng, 2008; Kaasinen, 2005; Foon and Fah, 2011) In the advancement affirmation condition, Trust has seemed to influence the Intention to Use or Adopt Technologies (Armida, 2008). Some Research has analyzed the Influence of Trust in standard allotment models, for example, TAM or TPB. This Study recognizes that Trust is an important parameter when patients team up with Healthcare Social Media. In the event that the patients don't trust in the healthcare Social Media, by then Social Media isn't any more appropriate paying little respect to its Usefulness, Ease of Use, and Infrastructure Support. There is little data about how Trust can impact the UTAUT model, at any rate a bit of past research has demonstrated that Trust can be related with Behavioral Intention (Wu, 2005; Pavlou, 2003).

Studies have assumed that Perceived Credibility has an immediate impact towards Behavioral Intention (McKnight et al., 2002). Here, Trust or believability relies upon the status to confer singular information to the new framework that can be implied the accept that patient's confidentiality won't be breached. Trust can in like manner suggest that the consumer confides in the new framework and he/she will release authentic and tried and true information. Reliant on this trust the client's expectation to utilize the system is increased (McKnight et al., 2002). Different research have set up that trust can direct or by suggestion associate with conduct aim of the new mechanical framework (Grazioli and Jarvenpaa, 2000; Jarvenpaa and Tractinsky, 1999).

Based on the above, the below hypotheses were tested in this research.

H1: Sri Lankan's Performance Expectancy 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 think about Performance Expectancy 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.

III. DATA COLLECTION

In this study, the sample framework was all Facebook users of Sri Lanka. Subsequently, to secure portrayal from each one of the 9 districts in the nation agreeably, simple random sampling strategy was deemed proper. As observationally and hypothetically recommended, simple random sampling method was more legitimate as identified with this examination as replicating patients are more homogeneous than heterogeneous (Sekaran and Bougie, 2014).

The information was collected utilizing a self-administered questionnaire; starting there on subjects were drawn subjectively from inside the precedent framework.

In light of the way in which that the precedent diagram incorporates in excess of 1 million respondents, and as per Krejcie and Morgan (1970), and additionally Cohen (1969), the sufficient size of the examination amounted to 384 Facebook users in Sri Lanka (Sekaran and Bougie, 2009). With a 65% respondent rate as exhibited by Crompton et al. 2016; Mansour, 2016; Witt, et al. 2016, 590 surveys were Distributed and 461 responses were received. All reactions were honest in light of the Google frame 'required' tab.

The examination considered all measurements of each one of the six constructs of the approved conceptual model and considered elements from past research to build up the instrument for this examination.

Segment 1 questions were proposed to isolate the measurement purposes of enthusiasm of the subjects while Part 2 amassed in testing the hypothetical structure. Each one of the constructs that have a place with Part II have been assessed on a five-point Likert scale.

IV. DATA ANALYSIS

As indicated by the Descriptive Analysis of Demographic factors, a major size of the respondents were found as living in Colombo (60.3%). This finding is critical with respect to the usage of Facebook too since a vital offer of clients are living in Colombo. And a considerable measure of 97.2% of respondents have visited Colombo Private medical facilities for their healthcare needs. Just 28.7% of these respondents have enjoyed Facebook pages kept up by these Colombo Private healthcare entities. Moreover, simply 25.3% (this number could include the respondents who have enjoyed the FB pages) consider the posts, posted on these hospital Facebook pages, useful. For all intents and purposes 60% of the

respondents (the lion's offer) are male. Respondents of 35 years and below was 46.2% and whatever was left of the respondents were over 35 years old. 89.4% of the respondents were either employed or self-employed. 88.3% of respondents were above Diploma Level of education. Greater part are Bachelors and Masters holders while the minority is PhD hopefuls with 1.7%. An undeniable great number of the respondents utilizes Facebook in English dialect.

As per the Regression analysis, the P values of Performance Expectancy and Perceived Credibility were under 0.05 and consequently, were viewed as critical indicators of the reliant dependent Behavioural Intention.

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

$$BI = -0.11 + 0.337 (PC) + 0.190 (PE)$$

As shown by this equation, the stable value is -0.11. indicating that at any given time moment if there is no other variable active, the score of Behavioral Intention will remain 0.11.

The condition likewise showed that one unit change of Perceived Credibility builds 0.337 of Behavioral Intention which additionally denoted the most elevated coefficient value of the last condition with different constructs coming in. Moreover, one unit change of Performance Expectancy, increments Behavioral Intention by 0.190 as indicated by the coefficient stepwise regression condition.

In light of the regression coefficient yield, the independent variables Perceived Credibility and Performance Expectancy checked P-values under 0.05. Along these lines, both go as huge impacts of Facebook behavioral intention (BI)

The inter connection among the 2 independent variables in the regression model, both these autonomous variables demonstrated a variance inflation factor (VIF) figure higher than 5 thus exhibited no huge concern of multicollinearity.

As indicated by the results of regression investigation, the R Squared value was 670. This characterizes free independent constructs including Perceived Credibility and Performance Expectancy propose 67% of the variance in the dependent variable.

We have implemented an automatic text detection technique from an image for Inpainting. Our algorithm successfully detects the text region from the image which consists of mixed text-picture-graphic regions. We have applied our algorithm on many images and found that it successfully detect the text region.

V. CONCLUSIONS

This study relied upon a conceptual framework induced fundamentally by UTAUT model with independent variables Perceived Credibility and Performance Expectancy to portray Sri Lankans behavioral intention with regards to the affirmation of

Facebook, concerning Colombo Private healthcare facilities.

Specifically, the conceptual model of the examination elucidated that all the independent variables caused 67% of contrast in the dependent variable Facebook behavioral intention (BI) by people living in Sri Lanka. Both Perceived Credibility and Performance Expectancy go as basic indicators of BI. According to the regression output, Perceived Credibility (PC) was considered as the most significant independent variable, recording 0.337 change in Behavioral Intention. In like way, the less multicollinearity appeared with lesser VIF respects displayed that the model indicators are not forebodingly related with each other. In this way, it is conceivable to pronounce that the ascertained framework was valid.

In this way if hospital management could instigate the levels of Facebook performance, that could upgrade the level of reactions from clients. Consequently, the relevant elements that has a place with Performance Expectancy can be financed adequately by the hospital management.

These highlights are identified with high quality content, supporting frameworks, Facebook trained staff, moderating platforms for patients and tracking and reviewing stages for doctors and administration, refreshed customer data and so forth.

Administration could set aside spending budgets for CSR exercises brought out through Facebook to fabricate better image building of the hospital. To relate with the Perceived Credibility indicator which was turned out to be valuable in deciding Sri Lankans behavioral Intention of Facebook utilization in private healthcare, spending plans can be allotted for more staff who could be set to deal with customer feedback, potential and existing customer data entry through Facebook pages and having devoted staff to deal with confidential information bases of patients. More assets can likewise be designated for research on new patterns in Facebook, how to attract business through Facebook, and so on. Consultant medical practitioners ought to be trained on handling patient inquiries through hospital Facebook pages in Sri Lanka to manufacture trust among Sri Lankans on the Facebook pages. This should be possible through sharing Blogs and articles by the Consultant doctors on FB pages and expanding intelligence among patients and Consultants on the FB pages.

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