

SOCIAL NETWORKING SITES USED IN THE PHILIPPINES: AN APPLICATION OF THE UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY (UTAUT)

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Abstract

New technologies, such as social networking sites, have changed the ‘face and pace’ of businesses. For instance, retailers need to (constantly and accurately) market their products and to adopt a portfolio of online tools to increase sales and market size. It is not clear, however, whether consumers’ intention to use online tools translate to actual behaviour. Given these challenges, the aim of the paper is to examine the social networking sites adoption of Filipino consumers, using a comprehensive adoption framework, the Unified Theory of Acceptance and Use of Technology (UTAUT). Consumer data from 500 Filipinos were collected and analysed using structural equations model. Findings show that consumers’ intention predicts actual use of social networking sites. Subsequently, performance expectancy, effort expectancy, subjective influence and Internet reliability affect behavioural intention of Filipinos. Age has a positive and significant correlation with performance expectancy; however, gender has no effect on all behavioural constructs. The results partially adhere to the applicability of the UTAUT, in the context of social networking sites use in the Philippines. The empirical findings also provide several significant propositions for the research and practice of social networking site development and implementation.

Keywords: Philippines, Social Networking Sites, Structural Equations Model, Unified Theory of Acceptance and Use of Technology (UTAUT)
