A Study on Factors Influencing the Facebook Usage By the Undergraduates of State Universities in the North and Eastern Part of Sri Lanka

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Abstract

Social networks have now become inseparable aspect of human life and it impacts every facet of human life. Users of Facebook has increased over 2 Billion by the November 2017 and the Facebook is being used by people of diverse in nature. The objective of this research paper was to test a theoretical model of Facebook usage among state universities located in the North and Eastern part of Sri Lanka using a confirmatory factor analysis with SEM. The theoretical model used in this study is analogous to the Technology Acceptance Model (Davis et al., 1989). The data were collected from 300 undergraduate students of three state universities using a structured questionnaire. The collected data were analyzed utilizing the SmartPLS 3.2.7 with consistent (PLSc).The results revealed that ease of use influenced perceived enjoyment but did not influence usage directly while usefulness influenced both perceived enjoyment and Facebook usage directly and perceived enjoyment also influenced Facebook usage directly and the research contributes to knowledge in the areas of Information Technology adoption studies and helps to understand the structure of statistical analysis using PLS – SEM.

Keywords: Facebook, TAM, Undergraduates