Factors Affecting the Check-in Behavioral Intentions on Facebook

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ABSTRACT

The age of Web 2.0 has arrived, and the sharing concept of social networking society has widely spread. The combination of location-based services and social networking websites may bring marketers more opportunities. Recently, Facebook has become the most popular social networking website. After the check-in service was launched in Taiwan, many brands started to propose creative marketing activities through such a novelty function. The motivation of this research is to find out the factors that influence users'preference for this new information technology. Hence, this study investigated the elements affecting individuals' check-in behaviors on Facebook using social impact, user involvement, and privacy protection as external variables based on technology acceptance model. This work adopted the on-line questionnaire method. Participants are those who have check-in experience on Facebook with 499 valid questionnaires collected. The research results are verified by structural equation modeling and listed as follows. First of all, external variables social impact and user involvement reveal positive influences on perceived usefulness and perceived ease of use.Secondly, social impact, user involvement, perceived usefulness and perceived ease of use all have notable positive effects on behavioral intentions; user involvement has the greatest influence, followed by perceived usefulness. Finally, privacy protection makes little influence on perceived usefulness, perceived ease of use, and behavioral intentions.

Keywords: social impact user involvement, privacy protection technology acceptance model check-in behavioral intention

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