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Original Article

# What Drives Intention to Use Facebook:
# An Empirical Study of Vietnamese Users

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**Abstract:** This study aims to investigate users' attitude and intention to use of a social media site in the context of the Facebook platform. A questionnaire survey was conducted to collect data from 134 users of Facebook in Vietnam. Collected data were analyzed by using hierarchical regression analysis. This study points out that trustworthiness and perceived usefulness are the direct predictors of intention to use social media sites such as Facebook. Specifically, trustworthiness is found to have the greatest impact on intention to use Facebook, which is followed by perceived usefulness among Vietnamese users. These findings provide evidence about the value of trust and perceived usefulness that can be considered as direct predictors of behavioural intention to use a product or technology. Moreover, remarkable points are recommended for Facebook developers, business managers and the Vietnamese Government in integrating Facebook as well as other online social media platforms and business strategies. As a result, the study can be helpful for future researchers, managers, practitioners and educators in the area of the Vietnamese social media community.

*Keywords:* Social media, Facebook, Technology Acceptance Model (TAM), intention to use.

## 1. Introduction

The emergence of social media has proven to significantly change people's daily life and society. According to Global Digital Insights, there are over four billion people all over the world using the Internet, in which at least three billion access social media on a monthly basis. In Vietnam, there were 68.17 million internet users in January, 2020, which has increases by 6.2 million (more than 10 per cent) between 2019 and 2020 [1]. Social media has continued to change the way of doing business in many dimensions, particularly in communication methods between firms and customers [2]. Besides, companies have also changed their advertizing platform from mainstream media such radio or television to social media. In other words, the presence of millions of users on social media sites is exciting for businesses as it opens new channels for interacting with consumers, as well as other important

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stakeholders such as suppliers and employees. It is not surprising that all different kinds of organization across the world are trying to integrate social media with the various aspects of business processes and operations [3, 4]. As an effective marketing tool, social networking sites have been widely used for consumers to participate in marketing activities [4, 5].

Among the popular social media platforms in the world, Facebook is considered as one of the most trendy and widespread social medias in recent years. Approaching and using Facebook is becoming easier and more attractive, thus, this platform has increased its importance as a remarkable touchpoint for customers. In Southeast Asia, Vietnam stands the seventh among countries with the highest number of Facebook users as of July 2019, in which mostly users are between 18 and 34 years old and 52 percent of them are male [6].

To be specific, the number of Facebook users reached 45.3 million in 2019, indicating an increase from 41.7 million in 2017 [6]. This means that Vietnamese people are interested in social networks and can spend hours on

Facebook for online activities such as communications, information and purchasing. In which, most Vietnamese customers visit a Facebook page for product inquiry and product purchase (over 55 per cent), while only around 35 per cent of them connect with a Facebook page to communicate for store location or technical support (see Figure 1). Although online communication through Facebook Messenger is in every industry, the communication level among industries is still different. To be specific, retail stores have the highest percentage with 61 per cent of customer contact, followed by restaurants with 48 per cent; whereas this percentage in bank and workshop sectors are only 21 per cent and 15 per cent respectively, which means that these industries do not usually keep connecting with customers through Facebook Messenger [7].

Nevertheless, according to a research of Asia Plus with 300 Vietnamese customers about Facebook support, 57% of them are not happy with Facebook chat support because they hardly get response or contact and waiting in vain [7].
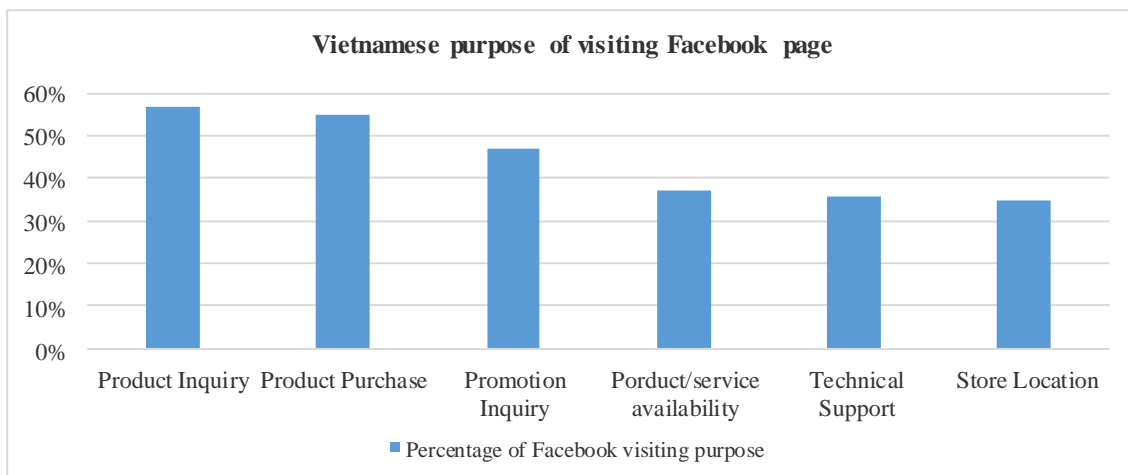


Figure 1. Vietnamese people's purpose to visit a Facebook page.
*Source:* Asia Plus, 2019.

Nevertheless, according to a research of Asia Plus with 300 Vietnamese customers about Facebook support, 57 per cent of them are not happy with Facebook chat support because they hardly get a response or contact

and are often waiting in vain [7]. However, social media or online platforms are emerging as a notable industry in Vietnam. At present, many companies have transferred from traditional offline platforms to an online

platform. This action creates obvious benefits for these companies. As social media usage continuously develops, customer acceptance is increasingly impacted by many dimensions.

With the view to benefiting professionals in developing the best practices related to social media in Vietnam, this study revisits and extends TAM (Davis, 1989) to explain individual social media usage behaviour [9]. To empirically investigate the new dimensions for a social media user, this study is based on a review of existing studies and proposes some dimensions from related literature on social media sites.

## 2. Literature Review and Hypothesis Development

The TAM model proposed by Davis (1989) was first developed with an original emphasis on the design of system characteristics in organizations and has been widely accepted as a theory on the actual usage behaviour of a new technology [9]. Nevertheless, TAM fails to take into account some salient characteristics of social media. Research progresses, and thus needs to be re-revaluated to give a proper context and understanding of the widespread popularity of social media among Vietnamese users. Initially, TAM assumes that information systems in organizations are set to improve the efficiency of workers and that excludes the fact usage of an information system can bring "entertainment" for users [25]. Such that, perceived playfulness should be well thought to prove its impact on social media behaviour. Further, TAM theory does not address the roles of other users in influencing an individual's attitude towards social media. This is problematic since numerous psychological researches have proven that individual behaviour is influenced by other people's behaviour surrounding them, especially in a social media context [25]. Therefore, the mass of users connects to a user and become a factor to explain the social media usage behaviour of the user. Nevertheless, trustworthiness always plays a significant role in the TAM model in a specific social media context. Consequently, this study examines individual adoption behaviour of the most popular social networking site Facebook,

based on perceived usefulness, perceived ease of use, perceived playfulness, the user's critical mass, and trustworthiness.

### 2.1. Technology Acceptance Model (TAM)

In an online retail context, customer acceptance is mostly closely relevant to technology changes [8]. With the help of technology, customer-based campaigns of retail companies become more efficient in their development efforts, and can recognize ways to improve competitiveness and profitability. Through research and theories, TAM has been recognized as the most suitable model to explore the drivers of new technology adoption by individual customers in online environments [9 - 11]. It also plays an important role in determining the acceptance or willingness of customers to adopt new technology. However, in other words, TAM does not capture all e-retailing dimensions specifically, but only for a generic information system [12].

The TAM is adopted from another popular theory called the theory of reasoned action (TRA) from the field of social psychology, which explains a person's behavior through their intentions [13]. Intention in turn is determined by two constructs: individual attitudes toward the behaviour, as well as social norms or the belief that specific individuals or a specific group will approve or disapprove of one's behaviour. While TRA is theorized to explain general human behavior, TAM specifically explains the determinants of computer acceptance that are general and is capable of explaining user behavior across a broad range of end-user computing technologies and the user population [9]. TAM has been revised in many studies to fit a particular context of investigated technology. One important and well-received revision of TAM has been the inclusion of social influence processes in predicting the usage behavior of a new technology by users [13]. In this study, the authors build upon previous studies of TAM models to explain the voluntary usage behavior of social media sites by end users in the Vietnamese market:
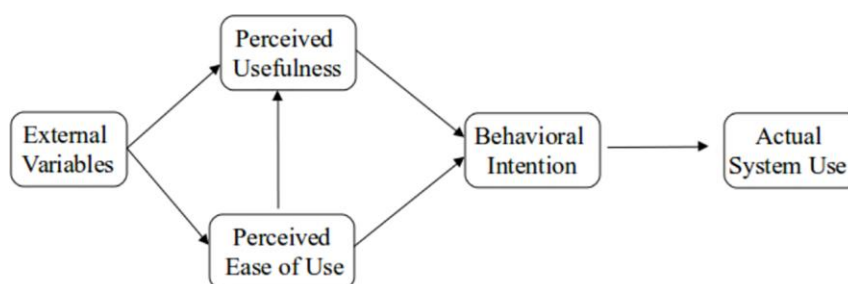
i) Perceived Usefulness

Technology has gradually changed business [14]. From passive business (waiting for customers to come), technology arises and business can switch to active customer finding [15]. In other words, technology also creates perceived usefulness, which is defined as the degree to which a person believes that using a particular system will enhance his or her job performance. Perceived usefulness is an important part of the Technology Acceptance model (TAM) [9, 17]. Moreover, in the TAM framework, perceived usefulness becomes the direct predictor of behavioural intention to use a product or technology [15]. Using TAM, researchers can predict customer behaviour and forecast further steps in customer acceptance. Therefore, under a TAM framework, perceiver usefulness paves the way for studying customer acceptance [9]. Besides, Kashada et al. (2020) confirmed the relationship between perceived usefulness and successful technology change. This can facilitate decision makers to avoid failure of information systems in developing countries [16]. Therefore, hypothesis 1 is proposed as below:

*Hypothesis 1 (H1): Perceived usefulness is related positively with intention to use a social media site;*

ii) Perceived ease of use

In accordance with perceived usefulness, perceived ease of use participates in the TAM framework as a main determinant [17]. Perceived ease of use is rationally considered as how much difficultly there is when a customer uses a particular system, or how much effort they need to spend on a particular system [9].

Davis (1989) also proves that if the technology is easy to use, customers will not build a barrier; but if it is complicated, they will tend to have negative attitudes towards this service [9]. Modern researchers consider perceived ease of use is the leading factor to attitude toward behavioural intention to use [18, 19]. Moreover, technology is considered as the base of e-retailing research and can be split into two kinds: disruptive technologies and incumbent technologies [20], which bring different affecting levels on customer acceptance. Volkle and Planing (2019) extended the TAM framework into deeper research and came up with a new model, in which the perceived usefulness and ease of use are influenced by different kinds of technology and they have effects on attitude before getting to customer acceptance [21]. Therefore, in researching for customer acceptance, next is hypothesis 2:

*Hypothesis 2 (H2): Perceived ease of use is related positively with intention to use social media site*

### 2.2. Perceived Playfulness

Extending the definition provided by Davis et al. (1989), the perceived playfulness of social media is perceived to be fun and enjoyable apart from any performance consequences that may be anticipated [9]. Davis et al. (1989) finds that beyond perceived usefulness, enjoyment and fun are major determinants when using social media [9]. Several studies have also supported the importance of perceived playfulness on technology usage behavior and it has been conceptualized as the hedonic value of a technology [22, 23]. To be specific, these

pleasure oriented experiences and consumption or the hedonic value of a technology is expected to be motivated by the desire for pleasure, fantasy and fun by the users.

A social media user is likely to find a service more useful if he or she enjoys it. Using Facebook to share a picture, video or post a hilarious comment or caption can be useful and fun for a user. Childers et al. (2001) argued that the degree of interactivity that a website offers is a strong factor in establishing the relationship between site visitors and the website [24]. One of the greatest benefits of using social media is interactive activities among people while communicating with each other. Such interactivity and features added to fun and enjoyment can further enhance the tangible benefits of the social media site. Therefore, the next hypothesis is presented as below:

*Hypothesis 3 (H3): Perceived playfulness is related positively with intention to use a social media site*

### 2.3. Critical Mass

Social media user's network are labeled as: "Friends", "Contacts", "Fans", "Followers", etc. The critical mass of social media users are defined as the number of people accessing an user's social media network [25]. Several communication theorists have defined the relationship of the number of friends on an online network (composed of critical mass) and its relationships to the value or power of such networks [25]. Besides, Lou et al. (2000) also revealed that perceived critical mass is a key variable for technology usage [26]. Numerous researchers also prove that individual behavior can influence or be influenced by other people's behavior surrounding them. The mass of users in social media connected to a user can be a critical component to explain social media usage behaviour [27, 28]. In fact, social media users frequently communicate online with those people who are already a part of their existing social networks offline. Therefore, critical mass can define user intention as well as attitude toward social media sites. The next hypothesis is:

*Hypothesis 4 (H4): Critical Mass of a social media user is related positively with intention to use a social media site*

### 2.4. Trustworthiness

Popular news media have regularly emphasized potential security and privacy concerns of social media users, especially for younger users [25, 27]. Trustworthiness of a social media site reflects the extent to which a social media user feels there is security for their profile information, shared text and graphics, and other social media site-related activities. Among social media sites, Facebook users express a greater trust and willingness to share information on this site [27]. However, in the present competitive market, these social media sites should prevent third parties withdrawing or seeing personal information without proper knowledge and consent by users, which can help to build credibility of the social media site and build trustworthy relationships with the users. In fact, the trustworthiness of the site will influence future intention to use because when social media users create and share their information, they must feel their privacy is intact and trust the social media site with their related activities. Therefore, hypothesis 5 can be proposed as below:

*Hypothesis 5 (H5): Trustworthiness of social media is related positively with intention to use a social media site*

### 2.5. Intention to Use

Intention to use social media is the voluntary and cognitive representation of the user's readiness to actually use the social media, which presents through some specific activities like uploading pictures, posts, notes or tagging people, commenting and chatting online with others [22]. Intention to use social media is determined by the user's perceived benefit from social media. It is suggested that the more favorable the attitude toward a behavior, the stronger the person's intention to perform a behavior [25]. Moreover, intention to use or interact, from a technical point of view, is the fundamental capability of interpersonal

practices with a new specific product or technology [22]. Intention to use is understood as a basic requirement in getting along with new product or service, regardless of whether this product or service occurs in any circumstances. Hence, an intention appears to play a crucial role

in understanding the effects of actual behaviour or usage of end users [26, 27].

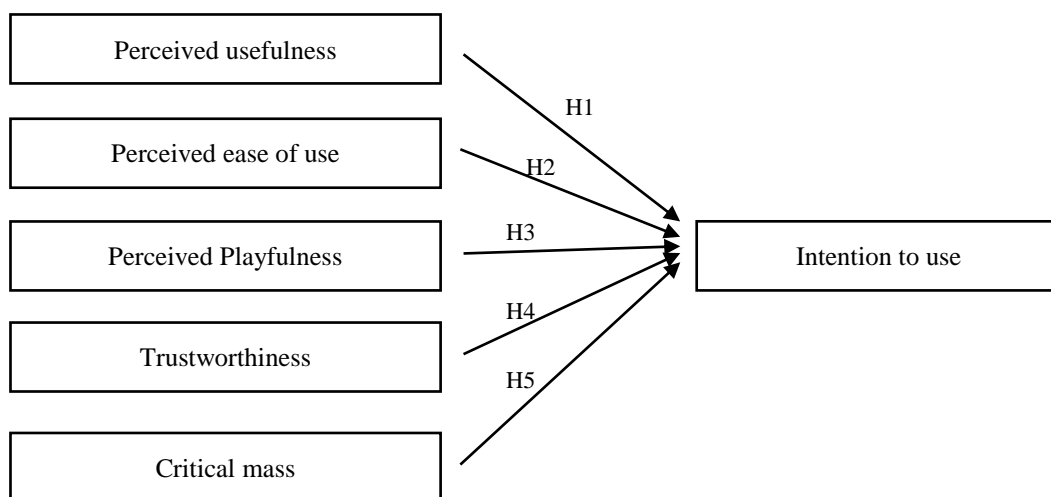From all this information mentioned above, an analytical framework is proposed as below:



Figure 2. Analytical framework.

## 3. Methodology

Quantitative methods were used to test the hypotheses. For quantitative analysis, the sample size will depend on a number of variables. According to Hair et al. (2013), the number of observations is required to be at least 5 times higher than the number of variables. In this study, the number of variables included in the factor analysis is 23, so the minimum required sample size is 23 x 5 = 115 observations. To ensure the reliability of the research results, the questionnaire was distributed to 200 customers who have Facebook accounts (April - June, 2020). The total number of responses collected was 134 which was 67.0 percent of the number distributed. This number of samples meets the required sample size according to Hair et al. (2013); therefore, it could be used for quantitative analysis [28].

The data collection tool was a structured questionnaire using a 5-point Likert scale. The

sample was selected based on some convenient methods and personal relationships as well as taking into account the balance of gender, age, number of friends on Facebook and number of following pages or groups on Facebook. Due to the context of the Covid-19 pandemic, the authors used the method of an online survey questionnaire sent through Google Drive to customers. Valid data were analyzed through the following steps: i) Descriptive statistics; ii) Reliability and validity test; iii) Exploratory factor analysis, and iv) Multiple regression analysis.

## 4. Research Result

### 4.1. Demographic Analysis

The statistical results described in Table 1 show:

67.2 % of survey participants are female, which is understandable because women often spend free time on social medias. Besides, most

of them belong to the group less than 20 years old (accounting for 53.7%).

Regarding the number of friends and followed pages in Facebook, nearly half of the participants (38.1%) have over 500 Facebook friends and 86.6% of them follow over 15 Facebook pages or groups.

Reliability and validity test:

Table 1. Demographic profiles of respondents

| | Frequency | Percent % | | Frequency | Percent % |
|---|---|---|---|---|---|
| Gender | | | Age | | |
| Male | 38 | 28.4 | Under 20 years old | 72 | 53.7 |
| Female | 90 | 67.2 | 21 - 30 years old | 58 | 43.3 |
| Others | 6 | 4.5 | Over 30 years old | 4 | 3.0 |
| Number of friends on Facebook | | | Number of followed pages of groups | | |
| 0 - 149 | 35 | 26.1 | 0-5 | | |
| 150 - 300 | 20 | 14.9 | 6 - 10 | 9 | 6.7 |
| 301 - 500 | 28 | 20.9 | 11 - 14 | 9 | 6.7 |

Table 2. Reliability and validity test

| Items | Min | Max | Mean | Cronbach's Alpha |
|---|---|---|---|---|
| Perceived ease of use (PEU) | 2.25 | 5 | 3.92 | 0.78 |
| PEU1 - Facebook interaction is very flexible | 2 | 5 | 3.94 | 0.56 |
| PEU2 - It is simple for me to use Facebook for what I need | 2 | 5 | 3.81 | 0.55 |
| PEU3 - Overall, using Facebook is very easy | 2 | 5 | 4.13 | 0.65 |
| PEU4 - Facebook interface is very friendly for users | 2 | 5 | 3.80 | 0.58 |
| Critical Mass (CM) | 2.67 | 5 | 4.18 | 0.83 |
| CM1 - CM1 – Facebook is popular with everyone | 2 | 5 | 4.03 | 0.67 |
| CM2 - Most of my friends have a Facebook account | 3 | 5 | 4.32 | 0.72 |
| CM3 - All of my circles of friend use Facebook | 1 | 5 | 4.18 | 0.68 |
| Perceived Playfulness (PP) | 1.67 | 5 | 3.79 | 0.84 |
| PP1 - It is extremely delightful to use Facebook | 2 | 5 | 3.86 | 0.76 |
| PP2 - It is extremely exciting to use Facebook | 1 | 5 | 3.66 | 0.83 |
| PP3 - It is extremely fun to use Facebook | 1 | 5 | 3.85 | 0.77 |
| Perceived usefulness (PU) | 2 | 5 | 3.55 | 0.87 |
| PU1 - Facebook helps me to re-connect with important people | 2 | 5 | 3.68 | 0.65 |
| PU2 - Facebook is very useful in my personal life | 2 | 5 | 3.38 | 0.67 |
| PU3 - Facebook makes it easy for me to stay in touch with others | 1 | 5 | 3.58 | 0.70 |
| PU4 - Facebook makes it easier to stay informed with my friends and family | 1 | 5 | 3.82 | 0.63 |
| PU5 - Facebook is an interesting entertainment facility | 1 | 5 | 3.60 | 0.66 |
| PU6 - Facebook is an effective business facility | 2 | 5 | 4.12 | 0.60 |
| PU7 - Facebook is an effective media channel | 1 | 5 | 3.84 | 0.67 |
| Trustworthiness (TR) | 2 | 5 | 3.74 | 0.76 |
| TR1 - I trust Facebook with my information on my profile | 1 | 5 | 3.66 | 0.55 |
| TR2 - Facebook provides security for my postings | 1 | 5 | 3.67 | 0.62 |
| TR3 - I feel safe in my postings with Facebook | 2 | 5 | 3.91 | 0.60 |
| Intention to use (IU) | 1 | 5 | 2.92 | 0.90 |
| IU1 - I intend to use Facebook for communicating with others | 1 | 5 | 2.85 | 0.84 |
| IU2 - I intend to use Facebook for re-connecting with important people | 1 | 5 | 3.03 | 0.83 |
| IU3 - I will continue to use Facebook for social networking | 1 | 5 | 2.89 | 0.78 |

The results shown in Table 2 indicate that the mean for most constructs of Facebook acceptance framework is equal to or lower than 4. This gave an indication that in general users do not feel very satisfied with Facebook technology usage [29]. However, all items in Critical Mass have a mean score over 4, especially item CM2 - Most of my friends have a Facebook account. Hence, users tend to agree with all statements about positive correlation between critical mass and intention to use. On the other hand, the means of Intention to use are all lower than 3, indicating that respondents tend to perceive a high level of disagreement. This result seems to express the attitude of respondents that they do not have the intention to use Facebook to communicate with or reconnect with others.

Regarding Cronbach's Alpha, it can be ensured that all six variables are mostly reliable and suitable for the next analyses because of the high coefficient of item-to- total correlation (around 0.5 - 0.7) and a high Cronbach's alpha (around 0.8 - 0.9). This suggests the high correlation of the items of these factors as well confirm the consistency of the measurement variables.

*Exploratory factor analysis (EFA)*

As we can see in Table 3, KMO equals 0.890 revealing the appropriateness of factor analysis and the significance of the Bartlett Test of Sphericity is 0.000% (lower than 0.05); therefore, all of the items are correlated in the sample population. Likewise, the percentage of variance is 72.538, which is suitable for further research.

Table 3. KMO and Bartlett's Test

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | | 0.890 |
|---|---|---|
| Bartlett's Test of Sphericity | Approx. Chi-Square | 1887.379 |
| | Df | 253 |
| | Sig. | 0.000 |
| | % Variance | 72.538 |

After running an initial step of factor analysis with the use of varimax rotation in the rotated solution, 23 items in the analytical framework were summarised to six underlying factors. However, in this step, item PU4, PU5, PU6 and PU7 had a factor loading below 0.5, meaning that these variables should be removed from the table. When running another factor analysis, 19 items were finally summarized to six underlying factors and all items strongly loaded on particular factors, meeting the requirements of convergent and discriminant validity [30]. The rotated component matrix for factor analysis at the final step is shown in Table 4.

Table 5 presents the result of regression analysis, in which the R value is 0.568, indicating a medium degree of correlation. The adjusted R square value presents how much of dependent variable can be explained by the independent variables.

Table 4. Results of factor analysis

| | Component | | | | | |
|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| PEU1 | 0.760 | | | | | |
| PEU2 | 0.753 | | | | | |
| PEU3 | 0.829 | | | | | |
| PEU4 | 0.775 | | | | | |
| CM1 | | | 0.852 | | | |
| CM2 | | | 0.881 | | | |
| CM3 | | | 0.862 | | | |
| PU1 | | | | 0.768 | | |
| PU2 | | | | 0.832 | | |
| PU3 | | | | 0.765 | | |
| TR1 | | | | | | 0.795 |
| TR2 | | | | | | 0.844 |
| TR3 | | | | | | 0.829 |
| PP1 | | | | | 0.899 | |
| PP2 | | | | | 0.850 | |
| PP3 | | | | | 0.886 | |
| IU1 | | 0.931 | | | | |
| IU2 | | 0.927 | | | | |
| IU3 | | 0.900 | | | | |

Table 5. Regression analysis

|  | Standardized Coefficients Beta | t | Sig. | VIF |
|---|---|---|---|---|
| Perceived Ease of use | 0.033 | 0.345 | 0.731 | 1.704 |
| Critical Mass | 0.007 | 0.080 | 0.936 | 1.565 |
| Perceived Usefulness | 0.244 | 2.576 | 0.011 | 1.690 |
| Trustworthiness | 0.217 | 2.252 | 0.026 | 1.759 |
| Perceived Playfulness | 0.193 | 1.846 | 0.067 | 2.061 |
| R | 0.568 | | | |
| R square | 0.322 | | | |
| Adjusted R square | 0.296 | | | |

The value of adjusted $R^2$ in this model is about 0.296; therefore, it can be concluded that intention to use Facebook in Vietnam can only be explained by 29.6% of perceived ease of use, critical mass, perceived usefulness, trustworthiness and perceived playfulness. However, only two dimensions (perceived usefulness and trustworthiness) have significance at p-values lower than 0.05, at 0.011 and 0.026 respectively. As a result, *hypothesis H1* and *hypothesis H4* are supported; on the other hand, *hypothesis H2, H3 and H5* are rejected.

## 5. Discussion and Implications

This section aims at presenting and This section aims at presenting and discussing the main results of this study. It also gives some suggestions for enhancing the intention to use Facebook in Vietnam. The regression results demonstrated that perceived usefulness and trustworthiness are related positively with intention to use social media sites, so that improving Vietnamese perceived usefulness and trustworthiness can increase intention to use Facebook.

To start with, trustworthiness has the greatest effect on Facebook intention to use with a Beta value of 0.217, which is in line with previous studies such as Liao et al. (2011) and Rehman et al. (2019) [31, 32]. Prior studies have pointed out the importance of trust when comparing the interaction among people in both offline and online environment [31]. In other words, trust also refers to the degree to which a

person believes technologies or processes in the online context [33, 34]. From this result, it is important for Facebook developers to pay attention to customer perception of trustworthiness. A sense of safe and secure environment is an important predictor for late activities on Facebook platforms such as communicating, purchasing or working. Furthermore, Vietnamese users also need to consider reports and news related to privacy and concerns of security before posting on Facebook.

In addition, perceived usefulness also is relatively positive in intention to use Facebook in Vietnam, which is consistent with the findings of Rauniar et al. (2014) [25]. According to Rauniar et al. (2014), Facebook designers and developers should focus on how to create value for social media users that helps users to achieve specific objectives or experiences [25]. Once these benefits are experienced, it will bring a positive attitude and intention to revisit the site in the future. From the perspective of social media managers (such as page or group administrators), they need to keep in mind that a useful experience plays a significant part for a long-term relationship and engagement with social media users. In fact, although almost all Vietnamese people currently prefer to use social media sites, they still consider whether or not it represents remarkable value for their purpose before deciding to engage with such sites. For example, a Vietnamese social media advertising campaign for a commercial product should ensure that the advertisement is considered to

be valuable enough for the targeted social media Vietnamese participants in order to ensure positive intent to continue coming in the future or to create a buzz of new users. Hence, managers should take advantage of perceived usefulness to make Facebook become a helpful marketing tool for their business.

Last but not least, using Facebook or social media in business can have several benefits if online platform operators can enhance the perceived usefulness value, increase trust among customers and implement two-way social engagement opportunities, which can be created from consumer feedback, new product development co-creation or personal support and etc. [25]. These activities help companies to collect spontaneous and valuable information coming directly from the people regarding products, services and business conducted. Nevertheless, in order to implement an effective social media strategy, except for immense opportunities, managers should also be aware of potential risks generated from the online community as well as online tools. Cyber-security is becoming a remarkably popular issue in the modern age, which refers to the practice of defending computers, servers, mobile devices, electronic systems, networks, and data from malicious attacks. Particularly, this means data like sensitive information, financial data, personal information, or other types of data through which unauthorized access or exposure makes them easily stolen through online platforms. However, cyber-criminals vary day-by-day, thus, the online environment is always under threat. In order to maintain cyber-security, there must be an integrated legal framework from the Government, powerful technological experts from developers, and comprehensive administration from business managers in order to build a safer platform for social media. Therefore, in business, these findings should be referenced and integrated by different departments such as managers, practitioners, researchers and educators of social media sites.

## 6. Conclusion

This study proposes a reviewed TAM framework for enhancing Vietnamese understanding of social media user's attitudes toward usage. After revising the TAM model and surveying 134 participants, the findings suggest that perceived usefulness and trustworthiness of a social media site are meaningful determinants of Vietnamese intention to use. Further, the study also explores discussion and implications for Facebook developers, business managers and the Government in Vietnam towards the context of understanding intention and acceptance of social media. In other words, the findings also demonstrate benefits and remind managers of the implications when implementing social media sites in their business strategies.

However, the current study has a few limitations that need to be recognized. First, since the survey was conducted among a group of students from the University of Economics and Business, the results might be biased and should be interpreted with caution, particularly with respect to research finding generalizations of social media users as a whole. Next, the research total survey sample was 134 participants, which still represents a very tiny fraction of the millions of Facebook users. However, this result is definitely affected by the serious situation of the Covid-19 pandemic. Future research needs to focus on a larger cross-section of Facebook users and a more diversified random sample to verify the findings of the current study. In addition, another limitation is the theoretical variables in the analysis framework. Beside TAM, there are many other variables in behavioral theories that need to be investigated to improve the prediction of social media acceptance and usage behavior. Future studies can help in determining other factors and extending the research model such as social media site capability or customer perceived attitude.

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