

## **FACTORS INFLUENCING THE BEHAVIORAL INTENTION OF DIGITAL LIBRARIES AMONG UNIVERSITY UNDERGRADUATES IN SRI LANKA**

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### **INTRODUCTION**

The emergence of Information Technology (IT) has converted individual lifestyles and technology usage subject to changes in education, particularly in university libraries. According to (Waheed et al., 2015), Innovation in IT provides the opportunity to produce unique products. Universities have embraced information and communication technology to modernize their library services, offering digital resources with traditional printed materials. A digital library offers a variety of essential materials, including databases, e-books, and journals (Sahak et al., 2014). This transformation from traditional to digital resources has altered the concept of libraries, making information more accessible regardless of geographical constraints. The activities carried out manually are being carried out effectively and smoothly with the help of information and communication technology. Khan (2016) explains that Organization, administration, and other technical operations for libraries have become more accessible, and more work may be completed in a relaxed mood.

Behavioral intention is the likelihood of engaging in behavior influenced by motivational factors. According to (Alawamreh et al., Nur Fazidah, & Elias, 2015), behavioral intention is the perceived likelihood or subjective probability of an individual engaging himself or herself with a particular behavior. Various models have been used to understand people's acceptance of digital libraries. The Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT) play a key role. The above models are a comprehensive framework for explaining user behaviors toward technology adoption.

As per Trivedi (2010), digital information is becoming increasingly in demand; therefore, universities have invested much money in upgrading library facilities and acquiring adequate library resources for the students (Hindagolla, 2017). According to Girakaduwa (2019), usage of e-libraries by university students was 62.7% in order to be aware of the information. Indirectly, it indicates that 37.3% of students did not use e-libraries to find information. Therefore, the factors affecting university students' behavioral intention on digital libraries can be found. This study seeks to address the gap by investigating factors impacting the behavioral intention of digital library usage among Sri Lankan university undergraduates.

### **METHODOLOGY**

The researcher has built up a conceptual framework for the study based on the literature of previous researchers, the TAM model, and the UTAUT model. This study used performance expectancy, effort expectancy, social influence, and facilitating conditions as independent variables. In contrast, the dependent variable was the behavioral intention to use digital libraries. This research is based on an explanatory nature, and the researcher uses the individual level of analysis. Furthermore, the current study is cross-sectional. The population of this study consists of all undergraduates in state-sector universities in Sri Lanka. The study's sample size was 200 undergraduates in state universities selected by convenient sampling. In this study, the researcher used questionnaires to obtain the primary data. Collected data were

analyzed using SPSS version 21 software to develop correlation and regression analysis for hypotheses acceptance.

## RESULTS AND DISCUSSION

The reliability values of each variable used in the study were above 0.7, where performance expectancy (0.891), effort expectancy (0.884), social influence (0.913), facilitating conditions (0.953), and behavioral intention (0.918). Validity is the measurement of the degree of validity of the research instrument. According to this research, KMO values of performance expectancy (0.891), effort expectancy (0.884), social influence (0.913), facilitating conditions (0.906), and behavioral intention (0.760). According to the findings, most respondents are female (69.2%) and male (30.8%). The researcher intended to measure the impact of performance expectancy, effort expectancy, social influence, and facilitating conditions on university undergraduates' behavioral intention to use the digital library. The correlation coefficients for performance expectancy, effort expectancy, social influence, and facilitating conditions are 0.859, 0.590, 0.729, and 0.745, respectively, under 0.000 statistical significance. The above results depicted that all the independent variables used for the study have a strong positive relationship with behavioral intention to use digital libraries. R square value of the regression model interprets 0.831 under 0.000 statistical significance, which suggests 83.1% of the variants in the Behavioral Intention were predicted from the PE, EE, SI, and FC levels.

The findings show that performance expectancy, effort expectancy, social influence, and facilitating conditions have an unstandardized coefficient of 0.485, 0.133, 0.277, and 0.203, respectively. The following regression equation can be derived from the available data for predicting behavioral intention from performance expectancy, effort expectancy, social influence, and facilitating conditions. The regression equation can be written as follows based on the above results.

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \epsilon$$

$$Y = -0.203 + 0.485(X_1) + 0.133(X_2) + 0.277(X_3) + 0.203(X_4)$$

All the independent variables are significantly correlated with behavioral intention since all the significant values are equal to 0.000. Furthermore, the regression model describes that this study's independent variables significantly impacted behavioral intention to use digital libraries. Therefore, the researcher can define performance expectancy, effort expectancy, social influence, and facilitating conditions, which significantly positively impact behavioral intention to use digital libraries.

## CONCLUSION AND IMPLICATIONS

This study investigates factors influencing the behavioral intention of digital libraries used among Sri Lankan state university undergraduates. Data was collected from 200 respondents out of the initial sample of 384 using a standard questionnaire. SPSS version 25 was used for analysis, including reliability, validity tests, descriptive statistics, correlation, and regression analysis. Findings revealed that performance expectations (B = 0.485) have a significantly more significant impact on behavioral intention. In contrast, other factors, effort expectancy (B = 0.133), social influence (B = 0.277), and facilitating conditions (B = 0.203), have significantly less impact on behavioral intention of digital libraries among university undergraduates.

**Keywords:** Effort expectancy, facilitating conditions, performance expectancy, social influence

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