HOUSEHOLD INTERNET USAGE IN BACOOR, CAVITE

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ABSTRACT

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The purpose of this research was to describe the socioeconomic profile of the households; to determine the internet usage characteristics of the households: to compare household internet usage between groups of identified variables; to determine the relationship between household internet usage and the socioeconomic and internet-related factors; and to ascertain the effects of selected socioeconomic and internet-related factors on household internet usage.

Descriptive statistics such as mean, frequency counts, percentage, and cross tabulations were used in describing the socioeconomic profile and the internet usage characteristics of the household. Analysis of variance (ANOVA) was used to examine significant differences in household internet usage between groups of identified variables. Correlation analysis and chi-square test of independence were used to determine the relationship between household internet usage and the socioeconomic and internet-related factors. Multiple regression analysis was used to ascertain the effects of selected to internet usage and the socioeconomic and internet-related factors on household internet usage.

The average household size was 4.56 and the average age of household members was 29.91 years. The mean household income was PhP51,505.30. Most of

the households or 71.5 percent had telephone lines at home. Almost half of the total households had an experience of using the internet between 4 to 7 years with mean years of internet usage of 5.681 years. More than half or 56 percent of the total households had a DSL type of internet connection while 44 percent had a broadband type of internet connection. More than half or 69 percent of the total households had 1 to 2 Mbps of internet speed with mean internet speed of 1.41 Mbps. PLDT and Globe were the internet service providers mostly used by the households. More than half of the total households utilized 61 to 120 hours of internet per month with a mean internet usage of 94.804 hours per month. More than half of the households spent PhP501 to PhP1,000 for home internet services per month. The mean households expenditure for home internet access was PhP1,245.28.

Using correlation analysis and chi-square test of independence, the factors significantly related with household internet usage were household monthly income, household size, average age of household members, and monthly price of internet. Using analysis of variance, there were significant differences in household internet usage by groups of household monthly income, household size, and experience of using the internet. The regression analysis revealed that household monthly income, household size, average age of household members, and monthly price of internet had a significant effect on household internet usage. In conclusion, there are significant differences in household internet usage by groups of household monthly income, household size, and years of experience in using the internet. Moreover, the

factors which have a significant relationship and effect on household internet usage are household monthly income, household size, average age of household members, and monthly price of internet.

The results of the study will give information to households, internet service providers, and even the local government the strongest predictors of internet usage. Households should consider income, age, household size, and price of internet on their internet usage. The study provides awareness to households and internet service providers that households with good income are frequent internet users, younger members tend to use the internet more often than those of the old, having a small household size increases household internet usage, and relatively high price of internet corresponds with better internet speed and service which increases internet usage. The results have important implications for promoting diffusion and dissemination of internet use and access across the country and Filipino people of all income, age, and household size groups.

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