

CHAPTER:3:

RESEARCH

METHODOLOGY

CHAPTER:3:
RESEARCH METHODOLOGY
DETAILED CONTENTS AT A GLANCE

PARA NUMBER		PARTICULARS	PAGE NUMBER
		Executive Summary of Chapter Number Three	167
3.0		Introduction	168
3.1		Key Terms of the Research Study	168
	3.1.1	Social Technologies	168
	3.1.2	Social Networks	169
	3.1.2.1	Accessibility	169
	3.1.2.2	Extensibility	169
	3.1.2.3	Integration	169
	3.1.2.4	Perceived Time Convenience	169
	3.1.3	Perceived Usefulness	169
	3.1.4	Attitude	170
	3.1.5	Behavioural Intention	170
	3.1.6	Value	170
	3.1.6.1	Functional Value	170
	3.1.6.2	Social Value	170
	3.1.6.3	Emotional Value	170
	3.1.6.4	Monetary Value	170
	3.1.7	Value Creation	171
3.2		The Rationale of the Research Study	171
3.3		Scope and Coverage of the Research Study	171
3.4		Objectives of the Research Study	171
3.5		Research Questions of the Research Study	172
3.6		Research Design of the Research Study	173
3.7		Research Methodology	173
	3.7.1	Secondary Data (or) Sources of Information	174
	3.7.2	Collection of the Primary Data	174
	3.7.3	Research Instrument Used in the Research Study	174
	3.7.4	Sampling Decisions	174
	3.7.4.1	A Representative Sample of the Research Study	174
	3.7.4.2	Sampling Design	175
	3.7.4.3	Sampling Method	175
	3.7.4.4	A Sampling Frame of the Research Study	175
	3.7.4.5	Sample Size Determination	175
	3.7.4.6	Sampling Media	177
3.8		Hypotheses of the Research Study	177
3.9		Conceptual Model Developed and used in this Research Study	178
3.10		Drafting of the Structured Non-Disguised Questionnaire	180
	3.10.1	Reliability and Validity of the Structured Non-Disguised Questionnaire	180
	3.10.2	Assessing Normality of the Distribution of Data	184

CHAPTER:3: RESEARCH METHODOLOGY

PARA NUMBER		PARTICULARS	PAGE NUMBER
	3.10.3	Reliability Test of the Structured Non-Disguised Questionnaire	187
	3.10.4	Validity Test of the Structured Non-Disguised Questionnaire	188
4.0		Data Analysis and Interpretations of the Research Study	188
5.0		Findings and Implications of the Research Study	188
6.0		Recommendations and Suggestions of the Research Study	189
7.0		Limitations of the Research Study	189
8.0		Directions for the Future Research Study	190
9.0		Chapterisation Scheme of the Ph.D. Thesis	190
	9.0.1	Chapter Number One: Reviewing Manifestations of Social Networks	190
	9.0.2	Chapter Number Two: Review of Literature	191
	9.0.3	Chapter Number Three: Research Methodology	192
	9.0.4	Chapter Number Four: Data Analysis & Interpretations of the Research Study	192
	9.0.5	Chapter Number Five: Findings & Implications of the Research Study	192
	9.0.6	Chapter Number Six: Conclusions, Recommendations and Suggestions of the Research Study	193
		References	194

CHAPTER:3:

RESEARCH METHODOLOGY

EXECUTIVE SUMMARY OF CHAPTER NUMBER THREE:

The chapter number three provides account of details and explanation on various research methodological procedural aspects that were followed by the researcher in the conduct of this research study. It provides pertinent information about the various methodological and procedural steps and conceptual facets considering the execution and implementation of the research methodology adopted for the conduct of this research study. It has mainly included research steps such as viz., the basic terms of the research study, rationale of the research study; scope and coverage of the research study; research design of the research study; objectives of the research study; research questions of the research study; hypotheses of the research study; conceptual model developed and used in this research study; sources of secondary data; sampling design; analysis and interpretation of the primary data to offer results of the research study as well as findings and implications of the research study along with set of recommendations and suggestions including limitations of the research study with directions for future researchers to conduct researchers in near future. This chapter also provides details about the composing of the structured questionnaire including information on scale adopted, number of questions that were drafted and the use as well as support of review of literatures for drafting of the questionnaire. It has offered details on the reliability and validity of the structured questionnaire based on the primary data that were collected with the help of the pilot study that was conducted and rationale, methodology and procedure that was followed for estimation and computation of suitable sample size in this research study. It has also offered information on the normality test that was conducted to identify the distribution of the primary data that were collected in this research study. The chapter has also provided particulars about the statistical tools that were put to use for the purpose of analysis of the primary data and also offered factual information about association, linkages and relationship tested of variables selected under this research study. The researcher has also provided organization of the Ph.D. Thesis in form of Chapterisation scheme followed in submission of the Ph.D. Thesis.

CHAPTER:3:

RESEARCH METHODOLOGY

3.0: INTRODUCTION:

Indian population is continuously joining online communities and using the social platforms to share updates, to comment, to give information and to consume content on various products and services offered. Ease, speed, scale and negligible cost of the use of social technologies are among the main reasons for continuous increase in use of social platforms or social networks. With the adoption of this new source of Information Technology (IT) by the Internet users who uses social medias and social networks in his or her daily chores and life styles. One finds that companies too are using social medias and social networks as part of social technologies to create and generate value for its target customers and other diverse groups of stakeholders (Constantinides, 2002; Constantinides, et al., 2008; Amelia & Hidayatullah, 2020).^{1,2,3}

The present research study was undertaken to understand the factors that played an important role for the use of the social network by Social Network Users (SNWUs). Under this research study, the term social network users and social media users have been considered as synonymous but considering the research problem statement and chief objective of this research study, the researcher has decided to use the term Social Network Users (SNWUs). The research study was undertaken to understand, examine, and evaluate the effect of system quality selected features viz., accessibility, extensibility, integration, and time convenience on the perception of the perceived usefulness of selected Social Networks. The effect of perceived usefulness was then examined on selected values created or generated viz., functional value, social value, emotional value, and monetary value from the use of the selected social network. The effect of perceived usefulness and values created or generated was then examined on attitude, behavioural intention, and future intention to use Social Networks by selected social network users being residents of the selected four cities viz., Ahmedabad, Surat, Rajkot and Vadodara of the State of Gujarat.

3.1: KEY TERMS OF THE RESEARCH STUDY:

The basic key terms of the research study are defined in brief as follows:

Social Technologies, Social Networks, Perceived Usefulness, Attitude, Behavioural Intention, Value, Value Creation

3.1.1: Social Technologies:

Social technology includes all those applications that facilitate social interaction, make possible collaboration, and enable deliberations across stakeholders. Electronic Blogs, Audio/Video tools (YouTube), Internet Chat Rooms, Cellular and Computer Texting, and Social Networking sites were some of the applications of social technology (Bryer & Zavattaro, 2011).⁴ It is a set of actors and the set of ties representing some relationship or lack of relationship among the people, organizations and social entities (Brass et al., 1998).⁵

3.1.2: Social Networks:

The term social referred to “a characteristic of living organisms human in particular, through biologists also applied the term to populations of other animal” (Mathur, 2012).⁶ The network is understood as “a group of people who keep in contact with each other to exchange information” (Oxford Dictionary, 2015).⁷ It is a “web-based services which allow individuals to construct a public or semi-public profile within a bounded system. It helps in communication with the social network users of the system, and views the pages and details provided by other users within the system” (Boyd & Ellison, 2008).⁸

The social networks being the part of Internet consists of the similar features viz., Accessibility, Extensibility, Integration and Time Convenience that are also defined as follows

3.1.2.1: Accessibility:

Accessibility is “an access to the information, expertise, and users with the ease within the user generated content websites” (Wixom et al., 2005).⁹ “Social Accessibility” has been defined as “the ability to access social resources for the purpose of engaging” (Di Gangi, 2010).¹⁰

3.1.2.2: Extensibility:

Extensibility is “use of existing functionalities in new ways by the users” (Pralhad & Ramaswamy, 2004)¹¹. It is “creating new opportunities for the users of the applications to generate new content and co-create value due to flexibility provided by the Internet applications” (Di Gangi, 2010).¹⁰

3.1.2.3: Integration:

Integration has been defined as “using different type of sources to intermix the contents in order to reach more effectively to the other users of the network” (Wixom et al., 2005).⁹ It has been viewed as “users creating new content and generating personal meaning by combining the content from different sources” (Lessig 2005 & 2008).^{12,13}

3.1.2.4: Perceived Time Convenience:

Perceived time convenience has been defined as “users viewing technology as time convenience when, they find operating technology is convenient for them, it helps them to manage the time efficiently, allow them to save their time, and consume less time for operating different applications or features for performing operations or transactions through technology” (Kleijnen, Ruyter and Wetzels, 2007).¹⁴

3.1.3: Perceived Usefulness:

Perceived usefulness is “the consumers’ subjective perceptions about usefulness of using any particular technology” (Yang, 2006).¹⁵ It is an important factor of Technology Acceptance Model (Davis, 1989).¹⁶ It is the “degree to which the user believes the technology will increase his or her performance on the job” (Sledgianowski & Kulviwat, 2009).¹⁷

3.1.4: Attitude:

Attitude is the “overall level of favourability or un-favourability toward any external stimulus” (Fishbein, 1963).¹⁸ It is “an indicator that reflects the liking or disliking of a person regarding any object” (Ajzen and Fishbein, 1980).¹⁹

3.1.5: Behavioural Intention:

Behavioural intention is defined as “an agent's subjective probability that he or she will perform the behavior” (Fishbein and Ajzen, 1975).²⁰ “Availability of requisite opportunities and resources like time, money, skills, cooperation of others as important factors affects behavioural intention” (Ajzen, 1985).²¹

3.1.6: Value:

Value has been defined as “the sum of the perceived tangible and intangible benefits and cost to customers. It is a set of benefits offered by the companies to its customers to satisfy their needs” (Kotler et al., 2009).²²

The different types of values delivered and created by the use of social networks are explained in brief as follows:

3.1.6.1: Functional Value:

Sweeney and Soutar (2001)²³ defined functional value “as a utility derived from the perceived quality and expectation of the product and services.” Ramaswamy and Namakumari (2018)²⁴ had examined functional value as “ability of a product or services to meet a given task or need”.

3.1.6.2: Social Value:

Social value is “feeling when users’ feels connected with others by using the product or service of the organization” (Sheth, Newman and Gross, 1991).²⁵ It can be obtained by the users when “use of the product or services confers social acceptance or social desirability of the users” (Ramaswamy and Namakumari, 2018).²⁴

3.1.6.3: Emotional Value:

Emotional value is “a products and services capacity to stimulate some sentiments or memories or past association while using them” (Ramaswamy and Namakumari, 2018).²⁴ It is “meeting of the mental or psychological needs by the use of product or service” (Sweeney and Soutar, 2001).²³

3.1.6.4: Monetary Value:

Monetary values as “users’ satisfaction for cost, time or effort spent in using a product or a service of the organization” (Sweeney and Soutar, 2001).²³ It is a “price advantage or the superior profit feasibility to the users of the product or services when they compared it with the other product or mode of services” (Ramaswamy and Namakumari, 2018).²⁴

3.1.7: Value Creation:

Value creation involves “innovation that establishes or increases the customer’s valuation of the benefits of consumption that is use value. Value that the customer receives from the products is the total package of benefits derived from the core product and the product surround or the added values that enhances the basic features such as services and supports” (Payne, 2002).²⁶

3.2: THE RATIONALE OF THE RESEARCH STUDY:

Through this research study, an attempt was made by the researcher to understand the linkages between perceived usefulness and value creation or generation from use of social networks as well as behavioural intention, and attitude in use of selected social networks by selected Social Network Users (SNWUs) from amongst selected four cities of the Gujarat State viz., Vadodara, Surat, Rajkot, and Ahmedabad respectively.

The researcher has tried to study and examine attitude and behavioural intention of selected social network users as well as system quality features of social networks viz., accessibility, extensibility, integration of content and time convenience, and perceived usefulness of social network users in creating or generating of various types of value viz., functional value, social value, emotional value and monetary value from the use of social networks along with assessment of differences in use of social networks considering the demographic profiles of the selected Social Network Users (SNWUs) of four selected cities of the Gujarat State.

3.3: SCOPE AND COVERAGE OF THE RESEARCH STUDY:

The conceptual scope of this research study had focused upon to assess behavioural intention, attitude and future intention in use of the selected social networks amongst the selected social network users and also to examine the linkage between selected system quality features of social networks viz., accessibility, extensibility, integration of content and time convenience on perceived usefulness of social networks amongst selected social network users in values created or generated viz., functional value, social value, emotional value and monetary value from the use of social networks as well as measurement and evaluation of their perception and experience of social networks considering their demographic profiles.

The geographical scope considered to collect primary data and information from the selected social network users being residents of the four selected cities that is Ahmedabad, Rajkot, Surat and Vadodara of the Gujarat State.

3.4: OBJECTIVES OF THE RESEARCH STUDY:

The Key objective of the research study was to understand, examine and evaluate perceived usefulness of selected social networks in the value creation for social network users in selected cities of the Gujarat State viz., Ahmedabad, Rajkot, Surat and Vadodara respectively.

The other objectives of the research study were as follows.

- To assess expectation of selected SNWUs for accessibility, extensibility and integration of social networks vis-a-vis their experience for use of social networks;
- To study association between perceived value for time and the experience of time convenience from the use of social networks;
- To examine the relationships between accessibility, extensibility, integration and time convenience with the perception of usefulness of social networks
- To study relationships between functional value, social value, emotional value, and monetary value vis- a- vis perceived usefulness of social networks amongst selected social network users;
- To study the relationships between functional value, social value, emotional value, and monetary value vis- a- vis attitude, behavioural intention and future use intention of social network;
- To study the linkages between perceived usefulness and positive attitudes of selected social network users for social networks;
- To examine the behavioural intention of selected social network user's vis-a-vis their perceived usefulness of selected social networks;
- To assess the relationships between the selected demographic variables of selected social network users with the perceived usefulness; behavioural intention; attitude, and expectation verse experience for viz., accessibility, extensibility, integration of content, time convenience, functional value, social value, emotional value and monetary value.
- To assess the differences in the selected social network users, experience of accessibility, extensibility, integration of content, time convenience, functional value, social value, emotional value and monetary value.
- To examine the differences in perceived usefulness, behavioural intention and attitude among the selected social network users of selected cities of Gujarat State.
- To examine the preference of selected social network users' of the selected cities for the experience of system quality features and the values generated from the use of social networks.

3.5: RESEARCH QUESTIONS OF THE RESEARCH STUDY:

The researcher has tried to seek explanation on some of the following research questions considering research gaps that were identified with the help of brief review of literature that was undertaken by the researcher to help attainment of selected objectives of this research study given as below.

- What is the expectation of selected SNWUs for accessibility, extensibility and integration of social networks vis-a-vis their experience in use of social networks?
- Whether there exist an association between perceived value for time and the experience of time convenience from the use of social networks in the State of Gujarat?
- Whether there exist relationships between accessibility, extensibility, integration and time convenience with the perceived usefulness of social networks amongst selected social network users?

- What kind of relationships exist between functional value, social value, emotional value, and monetary value with the perceived usefulness of social networks amongst selected social network users?
- Whether there exist relationships between functional value, social value, emotional value, and monetary value with the attitude, behavioural intention and future use intention of social network?
- Is there any kind of linkages between perceived usefulness and positive attitudes of selected social network users for social networks?
- Whether the behavioural intention of selected social network user's influences their perceived usefulness of selected social networks?
- What kind of relationships exist between the selected demographic variables of selected social network users with the perceived usefulness; behavioural intention; attitude, and expectations vis-a-vis their experiences for viz., accessibility, extensibility, integration of content, and time convenience in use of social networks and also in value creation such as functional value, social value, emotional value and monetary value?
- Is there any kind of differences in experiences among the selected social network users of the four selected cities for the system quality features viz., accessibility, extensibility, integration of content and time convenience; and the values created or generated viz., functional value, social value, emotional value and monetary value, from the use of social networks?
- Is there any kind of differences in perceived usefulness, behavioural intention and attitude among the selected social network users of selected cities of Gujarat State?
- What are the preferences of the social network users' for the system quality features and the values generated from the use of social networks?

3.6: RESEARCH DESIGN OF THE RESEARCH STUDY:

Research design of the research study considering its objectives, scope and coverage was exploratory and descriptive in nature.

3.7: RESEARCH METHODOLOGY:

The researcher has employed efforts to outline in brief various methodological and procedural steps and conceptual aspects concerning the research methodology which has mainly included viz., the basic terms of the research study, rationale of the research study; scope and coverage of the research study; research design of the research study; objectives of the research study; hypotheses of the research study; model used in the research study; sources of secondary data; sampling design; analysis and interpretation of the research study to offer results of the research study as well as findings and implications of the research study along with set of recommendations and suggestions including limitations of the research study with directions for future researchers in near future.

3.7.1: Secondary Data (or) Sources of Information:

An attempt was made by the researcher to undertake a comprehensive and critical review of earlier published research paper that were gathered using diverse sources of secondary data viz., Newspapers; Research Journals; as well as unpublished Reports; and visits of Websites and Search Engines was made. A suggestive list of the journals included viz; Computers in Human Behaviour, Journal of Consumer Behaviour, Journal of Interactive Marketing, Journal of Retailing, Journal of the Association for Information Science and Technology, Journal of Business Research, Journal of Computer Assisted Learning, MIS Quarterly, Procedia - Social and Behavioural Sciences and Behaviour & Information Technology. Some other Journals that were reviewed viz; Computer Networks, Decision Sciences, Industrial Marketing Management, International Journal of Electronic Commerce, Journal of Ethnic and Migration Studies, Journal of Personal Selling & Sales Management, Management Science and Computer Networks respectively. The researcher has also used different websites, and search engines available on Internet.

3.7.2: Collection of the Primary Data:

For the purpose of collection of the primary data, social network users who were using different types of social networks and residing in selected cities of Gujarat State were drawn and requested to fill structured non-disguised questionnaire either in Google Form or in physical form. The primary data were collected from the four selected cities viz., Ahmedabad, Rajkot, Surat and Vadodara of the Gujarat State.

3.7.3: Research Instrument Used in the Research Study:

The primary data were collected from selected social network users from selected four cities viz. Ahmedabad, Surat, Vadodara and Rajkot of the State of Gujarat in the year 2018. In total, 1600 structured questionnaires were duly filled out of which the total number of 1540 qualifying responses was finally considered for the purpose of data analysis and interpretation so as to test hypotheses and bring out meaningful implications and to offer recommendations of the study.

3.7.4: Sampling Decisions:

The major sampling decisions applied in this research study have been described as follows.

3.7.4.1: A Representative Sample of the Research Study:

The representative samples of this research study were active social network users who are being residents of the selected four cities of the Gujarat State viz., Ahmedabad, Surat, Vadodara and Rajkot respectively. An attempt was also made to keep the sampling fairly representative across the demographic variables by applying convenience sampling methods.

The primary data were collected from selected social network users belonging to different segments viz., students; housewives, employees and businessmen from the selected four cities of the Gujarat State viz., Vadodara, Ahmedabad, Surat and Rajkot respectively.

3.7.4.2: Sampling Design:

The researcher had used non-probability sampling design for this research study. Convenient and Snowball sampling method was followed to draw representative samples of this research study. Sampling method consisted of those social network users who are using social network and are being residents of the selected four cities of the Gujarat State viz., Vadodara, Ahmedabad, Surat and Rajkot respectively.

3.7.4.3: Sampling Method:

The researcher had made use of convenient and snowball sampling method.

3.7.4.4: A Sampling Frame of the Research Study:

Cross-section users of social networks based on the data published by Internet Mobile Association of India (IAMAI), and Telecom Regulatory Authority of India (TRAI) was considered for drawing sampling units that is users of social network that were drawn from the selected cities of the State of Gujarat.

3.7.4.5: Sample Size Determination:

For the purpose of the collection of the primary data, the sample size of total number of 1540 social network users was computed and drawn from the selected four cities of the Gujarat State viz., Vadodara, Ahmedabad, Surat and Rajkot respectively. The total number of social network users [SNWUs] who were drawn from the Vadodara city was 302; 522 SNWUs from Ahmedabad; 440 SNWUs from Surat, and 276 social network users were drawn from the Rajkot city of the Gujarat State.

The ever-increasing demand for research has created a need for an efficient method of determining the sample size needed to be representative of a given population.

The formula for determining sample size is given below.

Formula for determining Sample Size:

$$n = \pi (1 - \pi) z^2 \div D^2$$

Where

n = required sample size.

π = the estimated population proportion (based on the researcher's judgment and estimate that 50 per cent (0.50) of the target population (Internet Users) make the use of social network.

z = suppose the level of confidence is 95 per cent than associated z value is 1.96

D = the level of precision and desired precision is such that the allowable interval is set as $D = p$ (sample proportion) – π (population proportion) = + or – 0.05.

This formula was used from the book "Marketing Research – An Applied Orientation" by Malhotra and Dash (2011).²⁷

Calculation of Sample Size:

$$n = \frac{\pi (1 - \pi) z^2}{D^2}$$

$$n = \frac{0.50 (1 - 0.50) (1.96)^2}{(0.05)^2}$$

$$s = \frac{0.50 (0.27) (3.8416)}{0.0025}$$

$$s = \frac{0.9604}{0.0025} = 384.16 \text{ so sample size is } 385$$

Based on total 385 sample size, the total sample size was determined considering four selected cities as four strata, by multiplying 385 with four strata that is $385 \times 4 = 1540$.

Total Sample size for four selected cities is shown in Table Number 3.1.

As the size of population is different in all selected four cities the Stratified Random Sampling method (Proportional Allocation) is used and city wise allocation of sample is calculated as follows.

Stratified Random Sampling (Proportional Allocation): $n_i = \frac{n N_i}{N}$

$$n_1 = \frac{n N_1}{N}, n_2 = \frac{n N_2}{N}, n_3 = \frac{n N_3}{N}, n_4 = \frac{n N_4}{N}$$

Where

n = required total sample size (1540).

n_1, n_2, n_3 and n_4 = required total sample size for each group.

N_1, N_2, N_3 and N_4 = Size of population for each group (577138, 333250, 486506, & 304365).

N = Sum total of population of all four group (1701258).

By applying formula sample size is calculated as follows:

$$n_1 (\text{Vadodara}) = \frac{1540 \times 333250}{1701258} \text{ so } n_1 \text{ is } 302 \text{ Sample size for Vadodara.}$$

$$n_2 (\text{Ahmedabad}) = \frac{1540 \times 577138}{1701258} \text{ so } n_2 \text{ is } 522 \text{ Sample size for Ahmedabad.}$$

$$n_3 (\text{Surat}) = \frac{1540 \times 486506}{1701258} \text{ so } n_3 \text{ is } 440 \text{ Sample size for Surat.}$$

$$n_4 (\text{Rajkot}) = \frac{1540 \times 304365}{1701258} \text{ so } n_4 \text{ is } 276 \text{ Sample size for Rajkot.}$$

Table Number: 3.1 City Wise Distribution and Computation of Sample Size for Calculating Total Sample Size				
Sr. No.	Name of the City in State of Gujarat	*Total Population as Per Census of India, 2011	**Social Network Users (8 per cent Penetration Rate of Total Population)	Calculated Sample Size
01	Vadodara (N ₁)	41,65,626	333250	302
02	Ahmedabad (N ₂)	72,14,225	577138	522
03	Surat (N ₃)	60,81,322	486506	440
04	Rajkot (N ₄)	38,04,558	304365	276
	Total Estimated Sample Size	212,65,731	1701258	1540
Note: * http://www.census2011.co.in , Accessed on 29/11/2014 ²⁸ , ** Kemp (2014) ²⁹ .				

3.7.4.6: Sampling Media:

The primary data were collected by two ways. First, in e-form through Goggle form and Second, through hard copy of structured non-disguised questionnaire which was circulated among the selected social network users residing in the selected four selected Cities of the Gujarat State viz., Vadodara, Ahmedabad, Surat and Rajkot respectively.

3.8: HYPOTHESES OF THE RESEARCH STUDY:

The researcher has attempted to test various hypotheses.

An illustrative list had been given as follows.

3.8.1: Hypotheses-1

Greater the Accessibility, Extensibility, Degree of Integration in the content of Social Networks, more positive social network users' experience would be in using social networks (Di Gangi, 2010).¹⁰

3.8.2: Hypotheses-2

Greater Perceived Time Convenience is associated with the greater Perceived Value in use of selected social networks (Kleijnen, De Ruyter & Wetzels, 2007).¹⁴

3.8.3: Hypotheses-3

Greater the experience of social network users for Accessibility, Extensibility, Integration and Time Convenience features of social networks, more favourable would be their Perceived Usefulness of social networks.

3.8.4: Hypotheses-4

Greater the Perceived Usefulness more will be the Functional Value, Social Value, Emotional Value and Monetary Values generated from use of social network.

3.8.5: Hypotheses-5

Greater the Perceived Usefulness, more positive Attitudes and stronger the Behavioural Intention shall be for use of selected social networks by selected social network users (Yang, 2006; Ernst, Pfeiffer & Rothlauf, 2013).^{15,30}

3.8.6: Hypotheses-6

There is no significant effect of Experience for Functional, Social, Emotional and Monetary value generated from the use of social network on the Attitude, Behavioural Intention and Future Use Intention of social network (Leung, 2009; Dolan et al., 2016).^{31,32}

3.8.7: Hypotheses-7

There is no significant relationship between the selected social network users' selected Demographic Variables viz., Age Groups, Gender, Marital Status, Type of Family, Educational Qualifications, Occupation and Income of Family vis-a-vis selected social network users' experience for Accessibility, Extensibility, Integration of Content, Time Convenience, as well as values generated viz., Functional Value, Social Value, Emotional Value and Monetary Value and their Perception of Usefulness (Perceived Usefulness); Attitude; and Behavioural Intention in use of social networks'.

3.8.8: Hypotheses-8

There is no significant difference in the experience of Accessibility, Extensibility, Integration and Time Convenience; as well as values created viz., Functional Value, Social Value, Emotional Value and Monetary Value of selected social network users' of four selected cities of the Gujarat State (Yang, 2006).¹⁵

3.8.9: Hypotheses-9

There is no significant difference in Perceived Usefulness, Attitude; and Behavioural Intention of selected social network users' of four selected cities of the Gujarat State (Yang, 2006).¹⁵

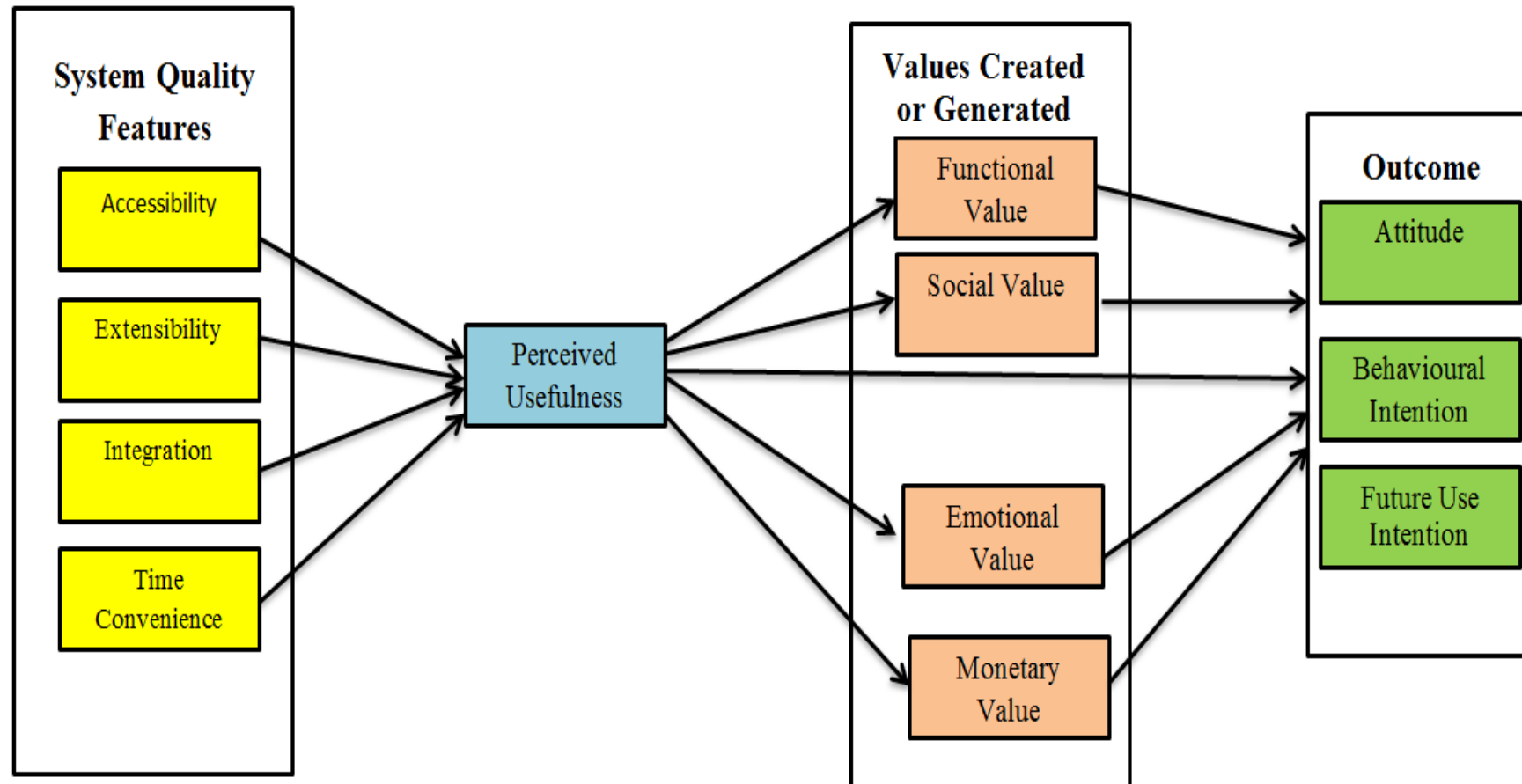
3.8.10: Hypotheses-10

There is no difference in the mean ranks for experience of the selected social network users' of Vadodara, Surat, Rajkot and Ahmedabad Cities of the Gujarat State about their experience for selected system quality features and the values generated from the use of social networks.

3.9: CONCEPTUAL MODEL DEVELOPED AND USED IN THIS RESEARCH STUDY:

In order to attain the objectives of this research study, concise review of the available literature was undertaken by the researcher, and subsequently, a theoretical structural model was developed as shown in Figure Number 3.1. The model had incorporated concepts from the subject domain of perceived usefulness and value creation for social network users. Perceived usefulness was found from the point of view of system quality features viz., accessibility, extensibility, integration and time convenience offered by the use of selected social networks. Different types of value generated by the use of social network viz., functional value, social value, emotional value and monetary value are also studied based on the perception of usefulness of social networks. Further, effect of perceived usefulness and values created have been examined on the attitude, behavioural intention and future use intention of selected social networks from amongst the selected social network users' who were conveniently drawn from the four selected cities of the Gujarat State in this research study.

Figure Number: 3.1:
Conceptual Model Developed and Used for Measurement of Perceived Usefulness of
Social Networks in Value Creation or Generation for Social Network Users



In order to achieve the objectives of this research study, concise review of the available literature was undertaken by the researcher, and subsequently, a theoretical structural model was developed as shown in the above given figure that has incorporated concepts from the subject domain of perceived usefulness and value creation for social network users. Perceived usefulness was observed from the point of view of accessibility, extensibility, integration and time convenience offered by the use of social networks. Different types of value generated by the use of social network viz., functional value, social value, emotional value and monetary value, are also studied based on the perception of usefulness of social media networks. Further, how perception of usefulness affects the attitude and behavioural intention of social media users are also examined in the present research study.

3.10: DRAFTING OF THE STRUCTURED NON-DISGUISED QUESTIONNAIRE:

The structured questionnaire was constructed considering the main objective of the research study and the research objectives with the help of identifying the gaps in the review of literature available in the chosen field of study. The structured questionnaire consists of neutrally worded questions and the selected social network users were asked to rate his/her perception for factors affecting usefulness, behavioural intention, attitude and the values created using Likert scale. The demographic background variables of the selected social network users covered in this research study included viz., age, gender, marital status, family type, educational qualification, occupation, annual income. The researcher had drafted the structured non-disguised questionnaire based on the review of available literature as given in the Table Number 3.4.

[Please Refer the Annexure 2, pp. 403 for the questionnaire].

The structured questionnaire was pre-tested with the help of pilot study. The Reliability of the structured non-disguised questionnaire has been presented in Table Number 3.2 and Validity of the structured non-disguised questionnaire has been presented in the Table Number 3.3. A pre-test was performed for the selected social network users whose feedback was incorporated to improve and finalize the draft of the structured non-disguised questionnaire.

3.10.1: Reliability and Validity of the Structured Non-Disguised Questionnaire:

To test the reliability and validity of various constructs of the questionnaire, the Cronbach's Coefficient Alpha equivalent to the average of all the split half correlation coefficients was used by the researcher. As given in the Table Number 3.2, the Cronbach's Alpha score (Cronbach, 1951)³³ showed that the value of opinion of selected factors of social networks which led to the perceived usefulness of social networks and the different values generated through the use of social networks was found ranging from 0.742 to 0.955 that showed internal reliability of the scale, and reflected the degree of cohesiveness amongst the selected items/statements (Malhotra, 2007 and Nunnally, 1981).^{34,35}

Table Number: 3.2: Reliability of Opinion of Selected Social Network Users on Selected Criteria for the Study		
Sr. No.	Selected Criteria	Cronbach's Alpha Co-efficient
01	Accessibility	0.878
02	Extensibility	0.803
03	Integration	0.735
04	Time Convenience	0.746
05	Perceived Usefulness	0.957
06	Functional Value	0.846
07	Emotional Value	0.937
08	Social Value	0.937
09	Monetary Value	0.919
10	Behavioural Intention of Selected Social Network Users	0.918
11	Attitudes of Selected Social Network Users	0.776
Overall Reliability of all Criteria		0.983

The researcher had measured validity by comparing mean scores of scales with other measures of the same construct. The results of the validity are revealed in the Table Number 3.3. Mean of the same construct were measured and less variation was found in the given question categories and average satisfaction score. Majority of the social network users' experiences were found between Highly Satisfied to Neutral. Thus, different construct of the questions fulfils the condition of validity.

Table Number: 3.3: Comparison of Mean Scores of Experience/Satisfaction from Social Networks				
Social Network Users Opinion with respect to Criteria. Rating Scale 1 [Very Poor] to 5 [Excellent]		Social Network Users Opinion with respect to Criteria. Rating Scale 1 [Highly Dissatisfied] to 5 [Highly Satisfied]		Difference in Mean Count [Column B - Column D]
Average Score	Mean Score	Average Score	Mean Score	Mean Score
(Q-5 -1 to 31)	(Rank)	(Q-8 -1 to 9)	(Rank)	(Rank)
A	B	C	D	B-D
Accessibility	4.20	Accessibility	4.21	-0.01
Extensibility	4.15	Extensibility	4.06	0.10
Integration	4.05	Integration	4.01	0.04
Time Convenience	3.99	Time Convenience	4.04	-0.05
Perceived Usefulness	3.26	Perceived Usefulness	4.11	-0.85
Functional Value	4.09	Functional Value	3.98	0.11
Emotional Value	3.92	Emotional Value	3.76	0.16
Social Value	3.81	Social Value	3.90	-0.09
Monetary Value	3.87	Monetary Value	3.77	0.10
Overall Average	3.93	Overall Average	3.98	-0.06

The structured Questionnaire was drafted considering key objective of research this study and considering research objectives that were determined after identifying gaps based on concise review of literature as available in the body of knowledge. The structured non-disguised Questionnaires consisted of neutrally worded questions and the social network users were asked to rate his/her perception for factors affecting perceived usefulness, behavioural intention, attitude and the values that were created using Likert scale. Selected demographic background variables that were covered in the research study includes viz., Age, Gender, Marital Status, Family Type, Educational Qualifications, Occupation, Annual Income, Number of Dependent Family Member and Number of Earning Family Member. The researcher has drafted the structured non-disguised questionnaire based on the brief review of literature as presented in the Table Number 3.4.

Table Number: 3.4: List of Selected References of Selected Criteria Used in Drafting of Structured Questionnaire			
Name of Author and Research Papers	Conduct of the Time Period of Research Study	Number of Criteria used in the Questionnaire	Total Number of Criteria Items
General information regarding use of Social Networks, Frequency of Use, Average time spent and Awareness about different Social Networks [Q-1 To Q-4]			
Dwyer ³⁷	2007	1	05
Neelamalar and Chitra ³⁸	2009	2	
Shukla ³⁹	2017	2	
Statements that reflect Expectation and Experience from Social Networking Site [Q-5]			
Criteria No. 01 to 05 : Accessibility of Social Networks			
Di Gangi ¹⁰	2010		08
Patil ⁴⁰	2014		
Criteria No. 06 & 07 : Extensibility of Social Networks			
Di Gangi ¹⁰	2010		04
Criteria No. 8 : Integration of Social Networks			
Di Gangi ¹⁰	2010		02
Criteria No. 9 : Time Convenience of Social Networks			
Kleijnen, De Ruyter & Wetzels ¹⁴	2007		02
Criteria No. 12 to 14 : Functional Value of Social Networks			
Leung ⁴¹	2013		06
Neelamalar and Chitra ³⁸	2009		
Harvey, Stewart and Ewing ⁴²	2011		
Criteria No. 10, 15 to 21 : Emotional Value from Social Networks			
Yang ¹⁵	2006		10
Ariff, Shan, Zakuan, Ishak and Wahi ⁴³	2014		
Frison and Eggermont ⁴⁴	2015		
Criteria No. 22 to 27 : Social Value from Social Networks			
Yang ¹⁵	2006		10
Leung ⁴¹	2013		
Neelamalar and Chitra ³⁸	2009		
Criteria No. 11, 28 to 31 : Monetary Value from Social Networks			
Neelamalar and Chitra ³⁸	2009		06
Yang ¹⁵	2006		
Perceived Usefulness of Social Networks [Q-6 except No. 13 & 28;& Criteria No. 1-5 from Q-7]			
Di Gangi ¹⁰	2010	7	27
Patil ⁴⁰	2014	1	
Yang ¹⁵	2006	7	
Sledgianowski & Kulviwat ¹⁷	2009	1	
Neelamalar and Chitra ³⁸	2009	5	
Harvey, Stewart and Ewing ⁴²	2011	1	
Leung ⁴¹	2013	4	
Hughes, Rowe, Batey & Lee ⁴⁵	2012	3	
Lin & Yu ⁴⁶	2006	1	

Name of Author and Research Article	Conduct of the Time Period of Research Study	Number of Criteria used in the Questionnaire.	Total Number of Criteria Items
Criteria for mapping Behavioural Intention of Users of Networks [Criteria No 13 from Q-6; 6 to 8 & 11 to 16 from Q-7]			
Subramanian ⁴⁷	1994	1	08
Macaulay, Keeling, McGoldrick, Dafoulas, Kalaitzakis and Keeling ⁴⁸	2007	3	
Neelamalar and Chitra ³⁸	2009	1	
Harvey, Stewart and Ewing ⁴²	2011	2	
Leung ⁴¹	2013	1	
Yang ¹⁵	2006	4	
Criteria for Mapping Attitude of Users towards Social Networks [Criteria No 28 from Q-6; 9 & 10 from Q-7]			
Chen, Sharma and Rao ⁴⁹	2016	1	03
Yang ¹⁵	2006	1	
Ariff, Shan, Zakuan, Ishak and Wahi ⁴³	2014	1	
Overall Perceived Importance and Satisfaction of Users of Social Networks [Q-08]			
Shukla ³⁹	2017	2	02
Demographic Criteria[At the End of the Questionnaire]:			
Vyas and Thakar ⁵⁰	2005	03	07
Amichai-Hamburger and Vinitzky ⁵¹	2010	04	
Chen, Sharma and Rao ⁴⁹	2016	01	

3.10.2 Assessing Normality of the Distribution of Data:

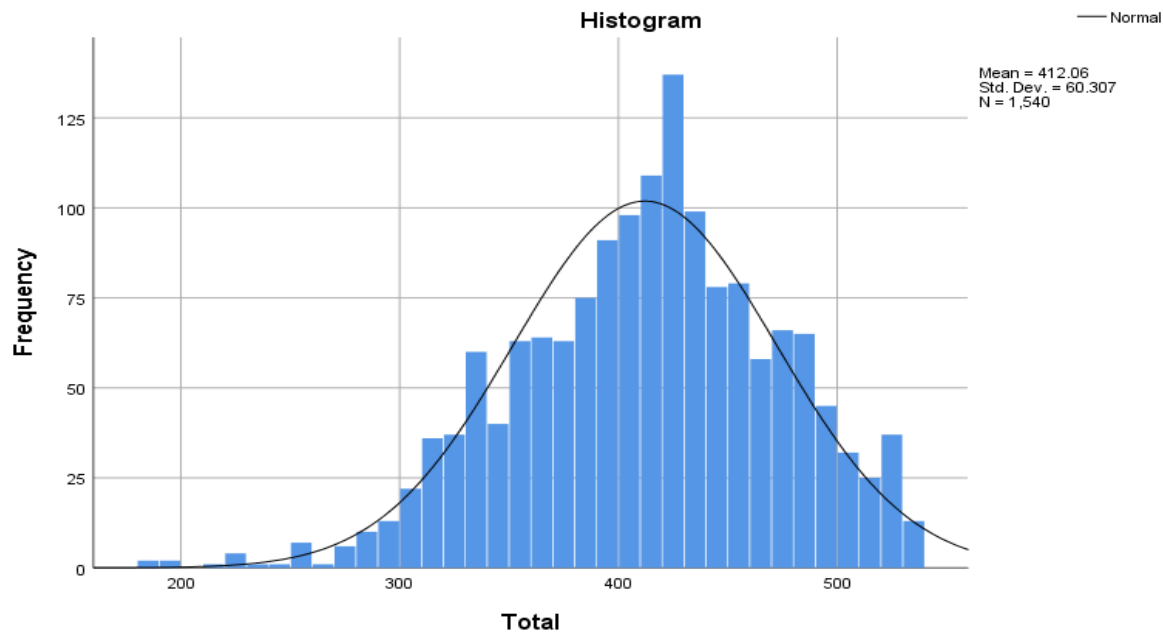
An attempt was made to test Normality of data that was collected from the selected cities of the Gujarat State viz., Vadodara, Surat, Rajkot and Ahmedabad respectively from 1540 social network users. As the sample size was more than 100 normality of the data was tested applying Kolmogorov-Smirnov test. The results of the test are shown in Table Number 3.5, and results were found to be significant at 5 per cent level of significance. It meant that the primary data were not normally distributed.

Table Number: 3.5:
Kolmogorov-Smirnov Test of Normality

Sr. No.	Factors	Statistic	df	P-Value
01	Experience of Accessibility	0.141	1540	.000 ^c
02	Experience of Extensibility	0.197	1540	.000 ^c
03	Experience of Integration	0.274	1540	.000 ^c
04	Experience of Time Convenience	0.258	1540	.000 ^c
05	Experience of Functional Value	0.166	1540	.000 ^c
06	Experience of Emotional Value	0.102	1540	.000 ^c
07	Experience of Social Value	0.132	1540	.000 ^c
08	Experience of Monetary Value	0.139	1540	.000 ^c
09	Importance for Accessibility	0.163	1540	.000 ^c
10	Importance for Extensibility	0.216	1540	.000 ^c
11	Importance for Integration	0.284	1540	.000 ^c
12	Importance for Time Convenience	0.254	1540	.000 ^c
13	Perceived Usefulness	0.088	1540	.000 ^c
14	Attitude	0.194	1540	.000 ^c
15	Behavioural Intention	0.114	1540	.000 ^c
Note: c. Lilliefors Significance Correction.				

Below given is Histogram of social network users. Values on vertical axis indicates frequency of cases and values of Horizontal axis are mid points of value ranges that were total score as given by social network users for attributes. From the histogram (Graph Number 3.1) it can be inferred that data were negatively skewed. From the table of descriptive statistics and graph of Q-Q Plot (Graph Number 3.2) it was found that primary data that were collected are very much near to the normal distribution.

Graph Number: 3.1:
Histogram Showing Distribution of Data

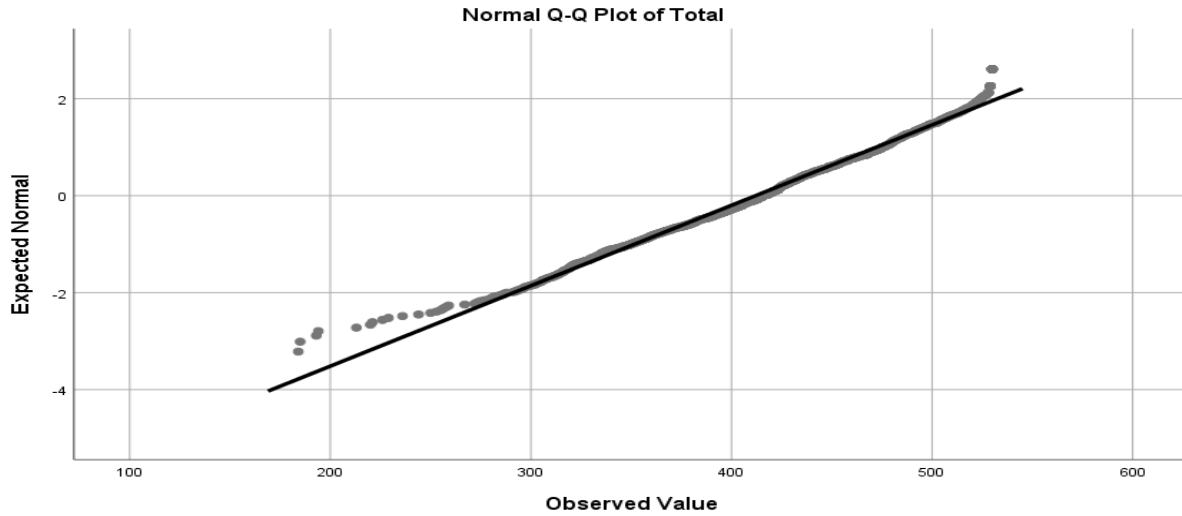


Skewness for the collected primary data were found to be -0.339 with 0.060 kurtosis. Values for skewness and kurtosis are shown in Table Number 3.6. The values for skewness and kurtosis are zero if the observed distribution was exactly normal. Positive values of skewness indicated a positive skew while the positive value for kurtosis indicates a distribution that was peaked. A negative value of skewness indicated negative skew while negative values of kurtosis indicated a distribution that is flatter. The above distribution tends not to be normally distributed with -0.339 with negative skewness and the distribution is flatter with .060 as the kurtosis value.

Table Number: 3.6:
Descriptive Values for Normality Test of Social Network Users

Particulars		Statistic	Std. Error
Mean		412.06	1.537
95% Confidence Interval for Mean	Lower Bound	409.04	
	Upper Bound	415.07	
5% Trimmed Mean		413.24	
Median		416.00	
Variance		3636.875	
Std. Deviation		60.307	
Minimum		184	
Maximum		530	
Range		346	
Interquartile Range		83	
Skewness		-0.339	0.062
Kurtosis		0.060	0.125

Graph Number: 3.2:
Q-Q Plot of the Normality of the Distribution of Data of Social Network Users



3.10.3: Reliability Test of the Structured Non-Disguised Questionnaire:

The reliability of a scale as measured by coefficient alpha reflects the degree of cohesiveness among the scale items (Malhotra, 2007; Nunnally, 1981),^{34,35} and validity (Malhotra, 2007; Parasuraman, Berry & Zeithaml., 1991)^{34,36} of the structured questionnaire. In this research study, reliability tests were run and composite score was computed to determine the strength of variable under study viz., Accessibility, Extensibility, Integration, Time Convenience, Perceived Usefulness and the different type of selected Values generated viz., Functional Value, Social Value, Emotional Value and Monetary Value respectively that were related to one another.

Table Number: 3.7:
Reliability of Responses of Social Network Users

Variables	Number of Statements	Cronbach's Alpha				
		Ahmedabad	Rajkot	Surat	Vadodara	Total
Accessibility	12	0.881	0.833	0.896	0.878	0.880
Extensibility	06	0.744	0.662	0.757	0.803	0.748
Integration	04	0.634	0.591	0.66	0.735	0.656
Time Convenience	04	0.742	0.64	0.714	0.746	0.722
Perceived Usefulness	33	0.958	0.95	0.96	0.957	0.958
Functional Value	8	0.819	0.766	0.818	0.846	0.817
Emotional Value	18	0.902	0.896	0.916	0.937	0.912
Social Value	14	0.895	0.896	0.913	0.937	0.909
Monetary Value	12	0.873	0.856	0.901	0.919	0.889
Behavioural Intentions of Social Network Users	10	0.902	0.871	0.917	0.918	0.905
Attitudes of Social Network Users	03	0.693	0.566	0.706	0.776	0.690
Total	124	0.982	0.979	0.986	0.986	0.983

All dimensions of structured questionnaire related with measuring variables under study were tested and the Cronbach's alpha ranged from 0.690 to 0.958 which revealed internal reliability of the scale. The summary of Cronbach's Alpha score for all 11 groups of criteria city wise classification of responses of social network users is given in the Table Number 3.7 (Cronbach, 1951).³³

3.10.4: Validity Test of the Structured Non-Disguised Questionnaire:

The researcher had also measured convergent validity by comparing mean scores of scales with other measures of the same construct which are given in **Annexure - 4, pp. 426 - 427**. It was found that the means of same construct were measured and less variation was found in the given question categories and average satisfaction score was found to be similar. Majority of expectation and experience of social network users were found as placed between Strongly Agree (SA) to Agree (A) that fulfills the condition of convergent validity.

4.0: DATA ANALYSIS AND INTERPRETATION:

The various statistical tools were applied to draw inferences of this research study. The researcher had made use of viz., Frequency Analysis; Computation of Mean; Correlation Test, application of Factor Analysis and Structural Equation Modeling. The Correlation Test, Chi-Square Test, T-Test and Kruskal-Wallis Test are also applied to test the significance of the formulated statistical hypotheses to offer findings and implications of this research study.

Data analysis was used to offer the demographic profiles of the selected social network users in the selected four cities of the Gujarat State viz., Vadodara, Ahmedabad, Surat and Rajkot respectively.

The data analysis has offered results on selected criteria viz., frequency of use; awareness of different Social Networks, perception and experience of the selected system quality features and value created, attitude, behavioural intention and future use intention of social network respectively.

5.0: FINDINGS AND IMPLICATIONS OF THE RESEARCH STUDY:

The researcher has attempted to offer findings of applications of various statistical tools and techniques that were put to use to infer findings and to bring out meaningful strategic business, economic and managerial applications of this research study. The use and application of correlation has revealed the relationship between the experience and expectation of selected social network users regarding the system quality features of social networks. The relationships between perceived usefulness and the system quality features, values created, attitude, and behavioural intention of selected social network users were also examined through the correlation test.

The researcher has also applied the Chi-Square Test to evaluate the association of the selected background variables of selected social network users and their responses for the expectation versus experiences of system quality features viz., accessibility, extensibility, integration of content and time convenience, and values created viz., functional value, social value, emotional value, and monetary value; attitude and behavioural intention of social network users.

The findings of the research study are also based on application of Kruskal-Wallis Test that was used to identify the differences in the city wise responses of selected social network users in the State of Gujarat. The factor analysis was applied on perceived usefulness to reduce the dimension of the statements, and Structural Equation Model (SEM) using PLS-SEM was performed to predict the relationships among the variables. The researcher had also attempted to present overall implications based on the results and findings of this research study.

6.0: RECOMMENDATIONS AND SUGGESTIONS OF THE RESEARCH STUDY:

Based on the data analysis of the collected primary data, testing of hypotheses and by developing the Structural Equation Modeling (SEM), the researcher recommends that social networks developers should properly understand the requirement of the social network users considering differences in their age-groups, gender, educational qualifications, occupation to develop and offer innovative features in social networks. It calls for regular feedback and periodical surveys of the social network users by the developers of social networks. This research study had measured the direct relationships between the constructs. This research study had also found 58.6 per cent of variance explained in the attitude, behavioural intention and future use intention of social network in the perceived usefulness and the selected values created and or generated from the use of social networks.

The effect of perceived usefulness amongst selected social network users was found to be much greater than the values created and or generated from the use of selected social networks by them.

7.0: LIMITATIONS OF THE RESEARCH STUDY:

- The research study involved the collection of primary data through filling up the structured-non-disguised questionnaire, though all efforts were made to check, reduce and minimize ambiguous responses as provided by the selected SNWUs. The responses collected might lead to distorted and incorrect data information, analysis and findings of the research study.
- As this empirical study was mainly undertaken based on the collection of primary data and information mainly from the urban population, it would be inappropriate to generalize it as fit and representative for the entire population of the Gujarat State.
- The research study was mainly carried out only in the four selected cities viz., Vadodara, Surat, Rajkot, and Ahmedabad of the Gujarat State. This research work does not aim to cover the total picture of all urban social network users.

- The findings of the research study are suffering from limitations of restricted sampling size, sampling design that is convenience sampling method as followed by the researcher in the conduct and drawing of representative sampling units under this research study.
- The empirical evidence of this study is collected within Gujarat State and the results may not be generalized as the conduct of this research study was restricted to only four selected cities of Gujarat, i.e., Surat, Baroda, Ahmedabad and Rajkot.
- It was difficult to get the factual information of social networks users being dynamic and continuously keep on fluctuating with the passage of time, which made it extremely difficult for the researcher to know the exact size of population which in turn also affects decision of determination the actual appropriate sample size.
- The research study had limited time duration, and monetary resources, so the results would also get relatively influence to some extent.
- The hurdles of “Don’t know”, “Undecided” and “Neutral” response categories from the surveying samples. That was biased opinion of social network users might not reveal the true and real facts.
- The research study is based upon only representative samples that were conveniently drawn in it.
- There are different methods to measure attitude, behavioural intention and future use intention for social network, and there are number of models and assessment techniques developed for the same. In this regards, views of experts may differ from one another.

8.0: DIRECTIONS FOR THE FUTURE RESEARCHES:

Further research can be undertaken on the organizational users so that the attitude, behavioural intention, and future use of the social network of the organizational users can also be identified. Future research can also be undertaken for checking the mediating effect of the values created or perceived usefulness on attitude, behavioural intention and future use intention of social networks.

9.0: CHAPTERISATION SCHEME OF THE Ph.D. THESIS:

9.0.1: Chapter Number One: Reviewing Manifestations of Social Networks:

The chapter number one entitled as “Manifestations of Social Networks in India” has presented a brief review of selected social networks, perceived usefulness, and behavioural intention of selected social network users. It has covered selected areas viz., conceptual definitions of social networks; history and evolution of social networks; different applications of social networks; illustrative list of social networks; importance of social networks and features of social networks respectively. It has also provided a dialogue on the concept of perceived usefulness and value creation.

The major area of perceived usefulness too has covered different areas viz., the concept of perceived value; attitude; behavioural intention as well as system quality of selected features accessibility; extensibility; integration, and perceived time convenience respectively. The key area of value creation has also covered different topics/areas viz., the concept of value for customers; discussion on selected models of value for customers; social networks and value creation for social network users, and discussion on selected values created/generated viz. functional value; social value; emotional value and monetary value respectively. It has also provided a brief overview of social networks in India and worldwide. It covered the conceptual area viz., the conceptual definitions of social technologies and social networks; history and evolution of the Internet, World Wide Web and social technologies; details on applications of social technology; growth of the Internet and social technologies in the world; growth of e-Commerce, m-Commerce and social networks in the world; growth and use of the Internet and social networks in India. The chapter has also provided details regarding social networking applications viz., the most popular selected social networks, the importance of social networks, features of social networks, and system quality features of social networks. It offers a discussion on Technology Acceptance Model (TAM) and the construct perceived usefulness, attitude, and behavioural intention in context to the adoption of social networks by the social network users worldwide. It has dealt with the concept of value, value delivery process, models on value for the customer, value creation and role of social networks in creating value for its customers as well as different types of values created/generated by the use of social networks.

9.0.2: Chapter Number Two: Review of Literature:

The chapter number two of the Ph.D. Thesis has attempted to offer a concise review of literature on the selected areas viz., social networks, perceived usefulness, and value creation, models on acceptance of technology, the typology offering a conceptual model developed and used in this research study. The researcher had also considered to review diverse areas viz., factors affecting perceived usefulness of social networks, values created through the use of social networks, and the conceptual framework for factors affecting adoption of technology by social network users.

An attempt has been made by the researcher to conceptualize the model of the research study through browsing, classifying, compiling, and critically reviewing earlier Ph.D. Theses; Dissertations as well as research articles; research papers; empirical studies; research reports, and also results of empirical field surveys that were conducted by other researchers' in India and Worldwide. The researcher has made use of Reference Books and publication of the proceedings of the seminars, conferences, and workshops relating to the chosen area of the research study. Thus, the researcher had put efforts to identify the gaps with the help of an in-depth review of the literature to identify and select the objectives of this research study.

9.0.3: Chapter Number Three: Research Methodology:

The chapter number three of this research study has provided details and explanation on various procedural aspects followed in the conduct of this research study. The researcher has employed efforts to outline in brief various methodological and procedural steps and conceptual aspects concerning the research methodology which has mainly included viz., the basic terms of the research study, rationale of the research study; scope and coverage of the research study; research design of the research study; objectives of the research study; hypotheses of the research study; model used in the research study; sources of secondary data; sampling decisions. It has offered explanation methods of data collection and statistical tools and techniques applied for data analysis and interpretation.

9.0.4: Chapter Number Four: Data Analysis & Interpretation of the Research Study:

The chapter number four entitled as “Data Analysis and Interpretation of the Research Study” has provided results of the research study based on analysis and interpretation of the collected primary data that were collected using a structured non-disguised questionnaire from amongst the selected social network users from the selected four selected cities of the Gujarat State.

It has provided factual data and its analysis on selected areas viz., the profile of selected social network users; the ratio of awareness and use of selected different social networking applications; frequency of use of social networks; expectation and experiences of the selected social network users for the system quality features viz., accessibility, extensibility, integration and time convenience, and the values generated viz., functional value, social value, emotional value, and monetary value; perceived usefulness of social networks; attitude towards social networks; and the behavioural intention of social network users for the use of the social network.

The results of data analysis have been presented in percentages, averages and frequency distribution supported with its graphical presentation. The researcher had carried out analysis of data with the help of excel and statistical software SPSS-21 version.

9.0.5: Chapter Number Five: Findings & Implications of the Research Study:

The chapter number five called as “Findings and Implications of the Research Study” has presented results of Tests of Significance (or) Testing of Hypotheses with the help of use of different statistical tools and techniques to bring out business and managerial strategic implications of this research study.

The researcher had offered the findings and implications of the research study considering the inferences made based on the data analysis using Correlation; Chi-Square; T-Test; Kruskal-Wallis Test; Factor Analysis and Structural Equation Modeling (SEM) respectively.

9.0.6: Chapter Number Six: Conclusions, Recommendations and Suggestions of the Research Study:

The chapter number six offers an abridged form of the PhD Thesis. It has provided the recommendations, suggestions, limitations of the research study, and future directions of the research study. It contains researcher's own annotations expressed in the form of conclusions, recommendations and suggestions. The researcher had also put forward her concluding remarks based on the results and findings from the primary data that were collected from total number of 1540 social network users who were conveniently drawn from the four selected cities of the Gujarat State viz., Vadodara, Ahmedabad, Surat and Rajkot respectively.

An attempt is also being made to suggest some significant areas where improvement is expected by social network developers in terms of offering various system quality features of its social networks. Based on researcher's learning, insight and empirical evidences systematically inferred through this research study has been offered as a set of recommendations supported with some invaluable suggestions that have emerged during the conduct of this research study.

The diverse sources of secondary sources of data and information put to use in the conduct of this research study has been enlisted in the section of the "Selected References" given at the end, and finally, the "Appendix" offers supporting annexure.

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