

**CHAPTER:4:**  
**DATA ANALYSIS**  
**&**  
**INTERPRETATIONS**  
**OF THE RESEARCH**  
**STUDY**

**CHAPTER: 4:**  
**DATA ANALYSIS & INTERPRETATIONS OF THE RESEARCH STUDY**  
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## **CHAPTER:4:**

### **DATA ANALYSIS & INTERPRETATIONS OF THE RESEARCH STUDY**

#### **EXECUTIVE SUMMARY OF CHAPTER NUMBER FOUR:**

The chapter number four entitled as “Data Analysis and Interpretations of the Research Study” provides results of the research study based on analysis and interpretation of the analysed primary data that were collected using a structured non-disguised questionnaire from amongst the selected social network users from the four selected cities of the Gujarat State. The important areas that were considered by the researcher keeping in mind the research problem and objectives of the research study which were operationalised through drafting of questions through which data and information were sought from the selected social network users in the State of Gujarat included viz., 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 of social networks viz., accessibility, extensibility, integration and time convenience, and the values generated viz., functional value, social value, emotional value, and monetary value as well as social network users’ perceived usefulness of social networks; their attitudes towards social networks; and the behavioural intention in use of the social network coupled with preparation of demographic profiles of the respondents that is social networks based on selected background variables viz., Age, Educational Qualifications, Marital Status, and an Annual Family Income etc. has been provided in it.. The researcher has also shared details about the perceived importance, perceived usefulness and the overall satisfaction for the system quality features of social networks and the values generated from use of social networks. The researcher has made use of various statistical tools viz., percentages, averages and frequency distribution supported with the graphical presentation of factual data and information gathered in this research study. The researcher had analysed primary data with by making use of excel and statistical software SPSS-21 version.

## CHAPTER:4:

### DATA ANALYSIS & INTERPRETATIONS OF THE RESEARCH STUDY

#### 4.0: INTRODUCTION:

The researcher after the collection of the primary data had attempted to analyse, classify, interpret, and report its results derived by making use of SPSS 21.0-Windows. The collected primary data were tabulated, analysed and interpreted, and results have been presented in tabular form as follows. The figures in brackets given in paras indicate percentages of social network users. The term users indicate Internet users and social media users of social networks.

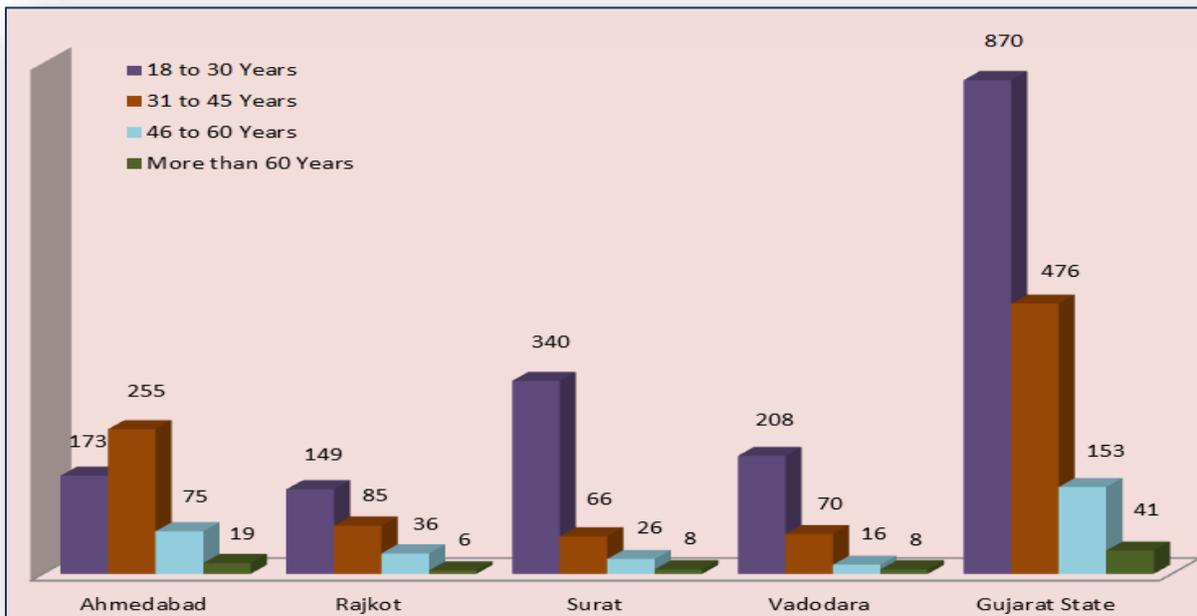
#### 4.1: PROFILE OF SELECTED SOCIAL NETWORK USERS:

The researcher had undertaken the research studies in the four selected cities viz., Baroda, Ahmedabad, Surat and Rajkot of the State of Gujarat. The researcher has provided a profile of Social Network Users (SNWs) who are using different social network considering his or her selected demographic variables viz., Age, Educational Qualifications, Marital Status, and a Monthly Income as follows.

The Profile of the selected social network users has been presented in Table Number 4.1 to 4.9 as follows.

<b>Table Number: 4.1:</b>					
<b>Profile of Selected Social Network Users (As Per Age Groups in Years)</b>					
<b>(Number &amp; Percentages)</b>					
<b>Age Groups (In Years)</b>	<b>Selected Cities of the Gujarat State</b>				
	<b>Vadodara</b>	<b>Surat</b>	<b>Rajkot</b>	<b>Ahmedabad</b>	<b>Gujarat State</b>
18 to 30	208(69)	340(77)	149(54)	173(33)	870(56)
31 to 45	70(23)	66(15)	85(31)	255(49)	476(31)
46 to 60	16(5)	26(6)	36(13)	75(14)	153(10)
More than 60	08(3)	08(2)	06(2)	19(4)	41(3)
<b>Total Number of Social Network Users</b>	<b>302 (100)</b>	<b>440(100)</b>	<b>276(100)</b>	<b>522(100)</b>	<b>1540(100)</b>

**Graph Number: 4.1:**  
**Profile of Selected Social Network Users (As Per Age Groups in Years)**



From the Table and Graph Number 4.1, it can be interpreted that in case of the age group of 18 to 30 years, 56 per cent of social network users were from Gujarat State, and in the same age group the 77 per cent of them were from Surat city, 69 per cent from Vadodara city, 54 per cent from Rajkot City, and remaining 33 per cent social network users were from Ahmedabad city respectively. It was found that in case of the age group of 31 to 45 years, the social network users from Ahmedabad city were in large numbers (49 per cent) followed with 31 per cent of Rajkot city, and Vadodara city (23 Per cent) where as in case of the age group of 46 to 60 years, Ahmedabad topped the list with 4 per cent followed by 03 per cent of Vadodara city and 02 per cent social network users each from the Surat and Rajkot cities respectively.

In case of Vadodara city, 23 per cent of the social network users were in the age group of 31 to 45 years followed by the age group of 46 to 60 years which were 5 per cent, whereas only 3 per cent of social network users were belonging to the age group of more than 60 years.

In case of Surat city, 15 per cent of the social network users were in the age group 31 to 45 years followed with 6 per cent of then in the age group of 46 to 60 years, whereas 2 per cent of the total social network users were found in the age group of more than 60 years.

In case of Rajkot city, it was found that 85 per cent of social network users were in the age group 18 to 45 years whereas as 18 per cent of social network users belong to the age group of more than 60 years.

Following Table and Graph Number 4.2 reveals the classification of selected social network users based on Gender.

<b>Table Number: 4.2: Profile of Selected Social Network Users (As Per Gender) (Number &amp; Percentages)</b>					
<b>Gender</b>	<b>Selected Cities of the Gujarat State</b>				
	<b>Vadodara</b>	<b>Surat</b>	<b>Rajkot</b>	<b>Ahmedabad</b>	<b>Gujarat State</b>
Male	125(41)	294(67)	153(55)	319(61)	891(58)
Female	177(59)	146(33)	123(45)	203(39)	649(42)
<b>Total Number of Social Network Users</b>	<b>302(100)</b>	<b>440(100)</b>	<b>276(100)</b>	<b>522(100)</b>	<b>1540(100)</b>

**Graph Number: 4.2:  
Profile of Selected Social Network Users (As Per Gender)**

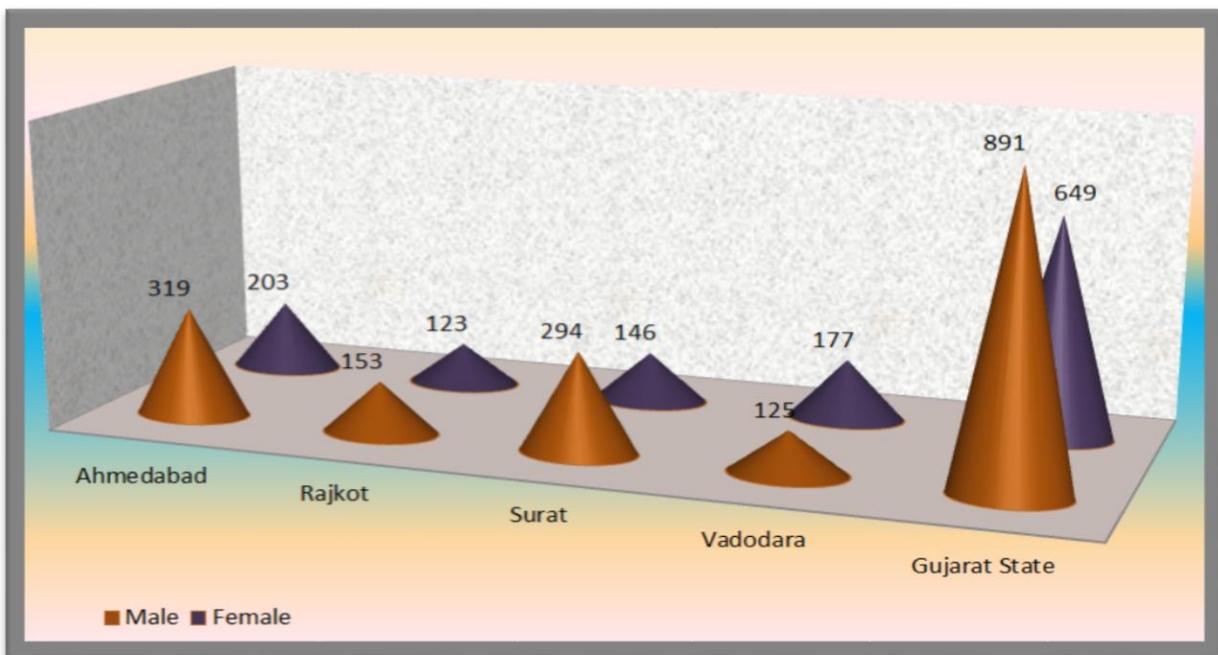
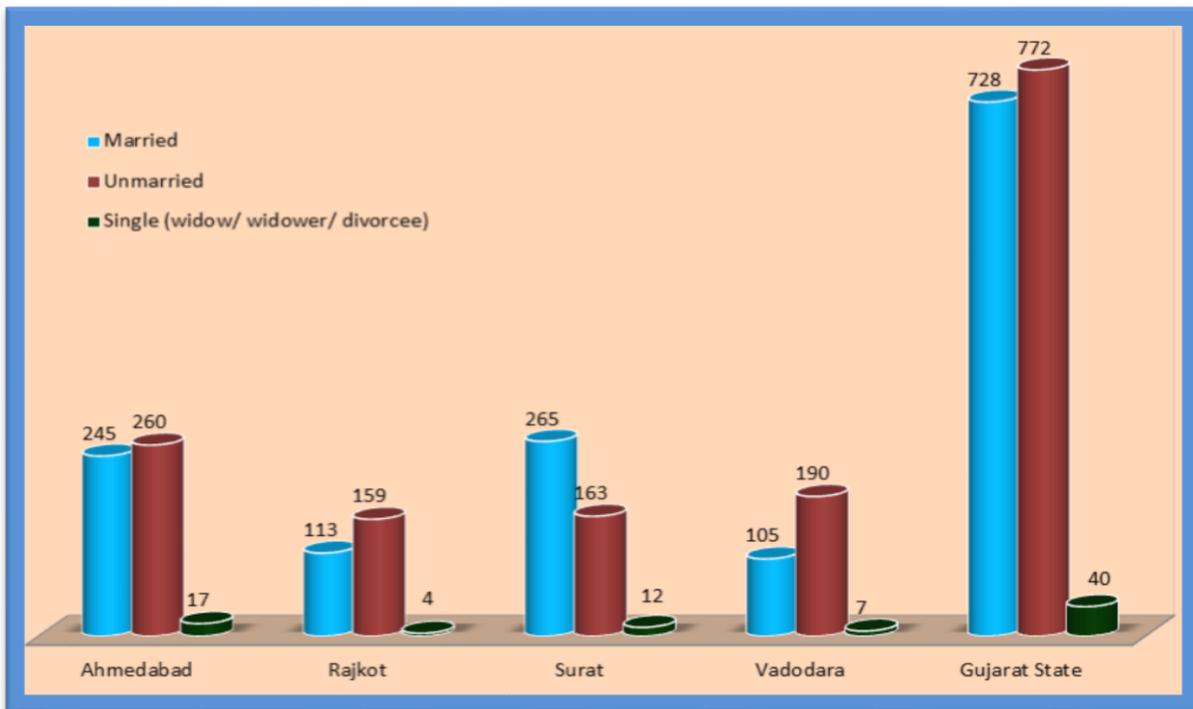


Table and Graph Number 4.2 exhibits information about the gender of the social network users. It was found that Surat city consisted 67 per cent of males and 33 per cent of females social network users, followed by 61 per cent of males and 39 per cent of females social network users in case of the Ahmedabad city. The Rajkot city revealed figure of 55 per cent males and 45 per cent females social network users, and Vadodara city showed 41 per cent males and 59 per cent of females' social network users. Overall, out of total 1540 social network users in selected cities of the Gujarat State, total number of 58 per cent males and 42 per cent females social network users were revealed in the study.

<b>Table Number: 4.3:</b>					
<b>Profile of Selected Social Network Users (As Per Marital Status)</b>					
<b>(Number &amp; Percentages)</b>					
<b>Marital Status</b>	<b>Selected Cities of the Gujarat State</b>				
	<b>Vadodara</b>	<b>Surat</b>	<b>Rajkot</b>	<b>Ahmedabad</b>	<b>Gujarat State</b>
Married	105 (35)	265 (60)	113 (41)	245 (47)	728 (47)
Unmarried	190 (63)	163 (37)	159( 58)	260 (50)	772 (50)
Single (widow/ widower/ divorcee)	7 (2)	12 (3)	4 (1)	17 (3)	40 (3)
<b>Total Number of Social Network Users</b>	<b>302(100)</b>	<b>440(100)</b>	<b>276(100)</b>	<b>522(100)</b>	<b>1540(100)</b>

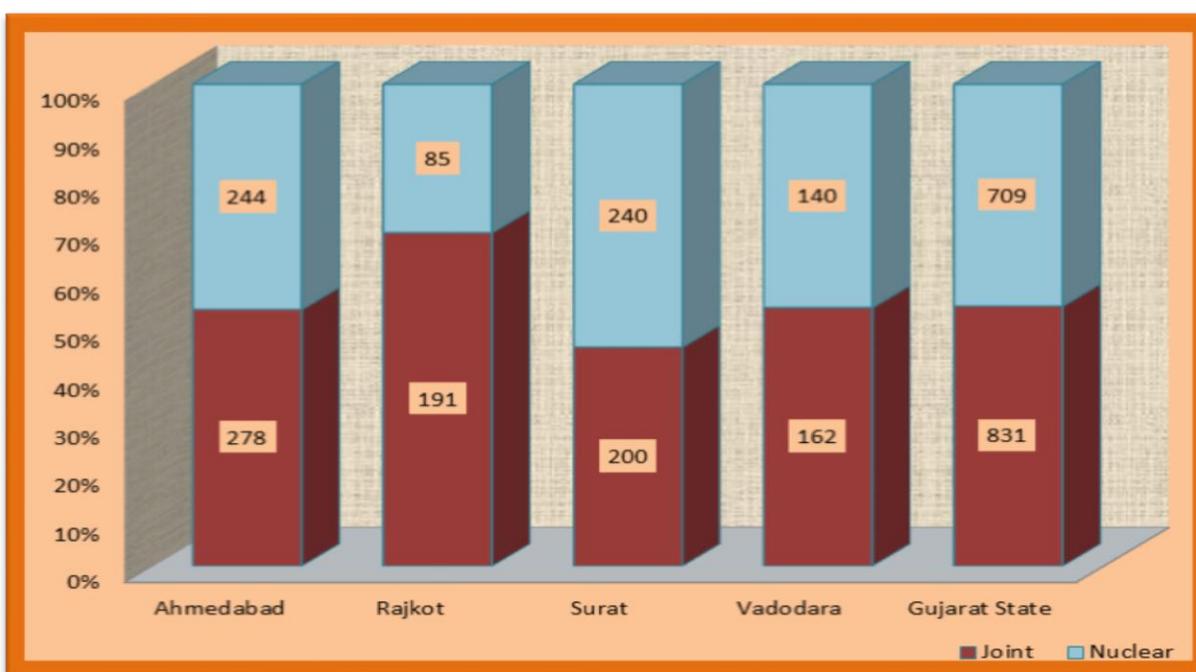
**Graph Number: 4.3:**  
**Profile of Selected Social Network Users (As Per Marital Status)**



As shown in the Table and Graph Number 4.3, the collected responses of marital status were divided into three categories viz., Married, Unmarried and Single (Widow/ Widower/ Divorcee). Considering the total number of social network users, the difference of only 3 per cent was found between married and unmarried social network users in the Gujarat State. But, when data were analysed city-wise, it was found that in case of Surat city, 60 per cent social network users were found as married which was highest where in case of unmarried category, Vadodara topped the list with 63 per cent social network users. The social network users belonging to single category (Widow/ Widower/ Divorcee) city wise showed an overall average of 2.25 per cent whereas for the State of Gujarat it was found to be 3 per cent.

<b>Table Number: 4.4: Profile of Selected Social Network Users (As Per Type of Family) (Number &amp; Percentages)</b>					
<b>Type of Family</b>	<b>Selected Cities of the Gujarat State</b>				
	<b>Vadodara</b>	<b>Surat</b>	<b>Rajkot</b>	<b>Ahmedabad</b>	<b>Gujarat State</b>
Joint	162(54)	200(45)	191(69)	278(53)	831(54)
Nuclear	140(46)	240(55)	85(31)	244(47)	709(46)
<b>Total Number of Social Network Users</b>	<b>302(100)</b>	<b>440(100)</b>	<b>276(100)</b>	<b>522(100)</b>	<b>1540(100)</b>

**Graph Number: 4.4:  
Profile of Selected Social Network Users (As Per Type of Family)**



From Table and Graph Number 4.4, it was inferred that 54 per cent social network users were belonging to a joint family against figure of 46 per cent who were from nuclear families in the State of Gujarat.

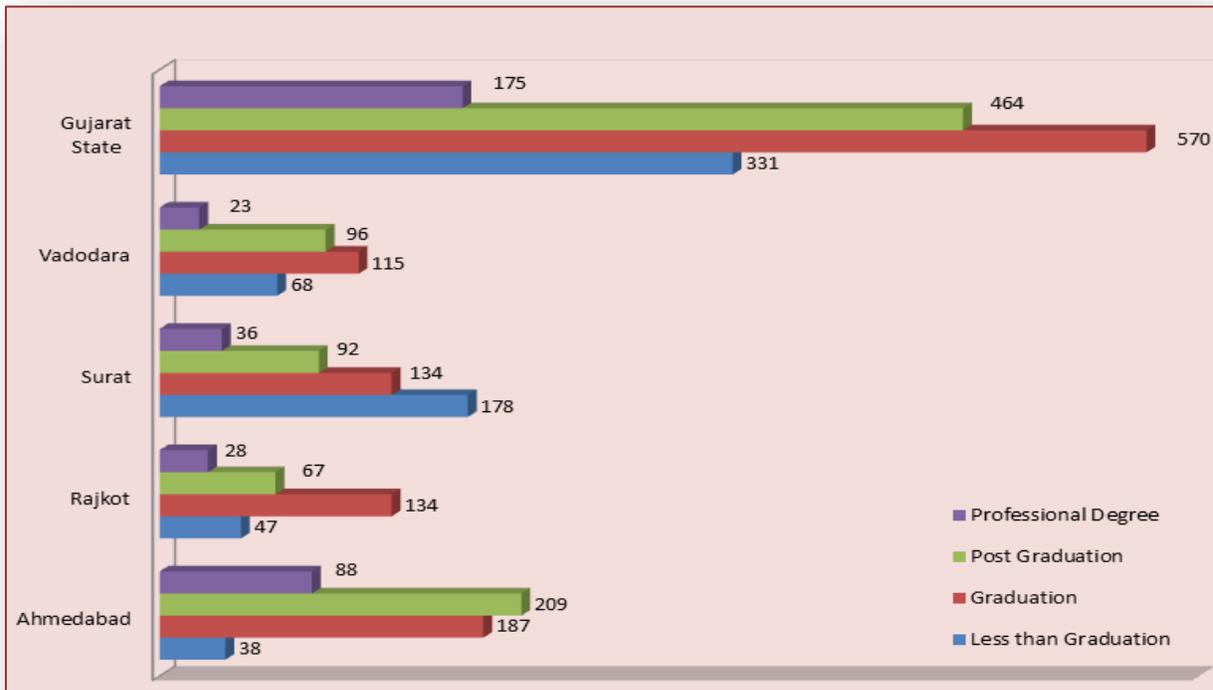
The city-wise data analysis revealed that Vadodara, Rajkot and Ahmedabad cities had a greater number of social network users who lived in a joint family which were 54 per cent, 69 per cent and 53 per cent to total responses from the respective city.

While a greater number of social network users belonging to nuclear family were found in Surat city which was 55 per cent from total responses received in the Surat city which was 10 per cent more than social network users belonging to the joint family.

Table Number 4.5 shows the classification of social network users based on the educational qualifications which were divided into four categories viz., Less Than Graduation, Graduation, Post-Graduation and a Professional Degree respectively.

<b>Table Number: 4.5:</b>					
<b>Profile of Selected Social Network Users (As Per Educational Qualifications)</b>					
<b>(Number &amp; Percentages)</b>					
<b>Educational Qualifications</b>	<b>Selected Cities of the Gujarat State</b>				
	<b>Vadodara</b>	<b>Surat</b>	<b>Rajkot</b>	<b>Ahmedabad</b>	<b>Gujarat State</b>
Less than Graduation	68(23)	178(40)	47(17)	38(7)	331(21)
Graduation	115(38)	134(30)	134(49)	187(36)	570(37)
Post-Graduation	96(32)	92(21)	67(24)	209(40)	464(30)
Professional Degree	23(8)	36(8)	28(10)	88(17)	175(11)
<b>Total Number of Social Network Users</b>	<b>302(100)</b>	<b>440(100)</b>	<b>276(100)</b>	<b>522(100)</b>	<b>1540(100)</b>

**Graph Number: 4.5:**  
**Profile of Selected Social Network Users (As Per Educational Qualifications)**



As becomes evident in Table and Graph Number 4.5 from the responses that were grouped considering the educational qualifications of social network users from the Gujarat State, 37 per cent of them were having Graduation degree, followed by 30 per cent were post-Graduates, 21 per cent of them were less than Graduation and 11 per cent social network users were found as Professionals.

When responses were analysed based on the selected cities, it was found that 76 per cent, 73 per cent, 70 per cent, and 51 per cent of social network users were having Graduate and a Post-Graduate degree in Ahmedabad, Rajkot, Vadodara, and Surat cities respectively.

While, 40 per cent of them were found as less than Graduate in Surat city, followed by 23 per cent in Vadodara city, 17 per cent in Rajkot city, and 07 per cent in Ahmedabad city.

Table 4.6 shows division of social network users based on their occupation which was divided into five categories viz., Homemaker, and Businessman/Woman, Self-Employed, Service and Professionals respectively.

<b>Table Number: 4.6: Profile of Selected Social Network Users (As Per Occupation) (Number &amp; Percentages)</b>					
<b>Occupation</b>	<b>Selected Cities of the Gujarat State</b>				
	<b>Vadodara</b>	<b>Surat</b>	<b>Rajkot</b>	<b>Ahmedabad</b>	<b>Gujarat State</b>
Home Maker	48(16)	36(8)	34(12)	41(8)	159(10)
Businessman/Woman	31(10)	56(13)	40(14)	46(9)	173(11)
Self-Employed	88(29)	185(42)	68(25)	85(16)	426(28)
Service	80(26)	68(15)	82(30)	304(58)	534(35)
Professional	55(18)	95(22)	52(19)	46(9)	248(16)
<b>Total Number of Social Network Users</b>	<b>302(100)</b>	<b>440(100)</b>	<b>276(100)</b>	<b>522(100)</b>	<b>1540(100)</b>

**Graph Number: 4.6:  
Profile of Selected Social Network Users (As Per Occupation)**



From the Table and Graph Number 4.6, it was found that social network users in the Gujarat State with 35 per cent were belonging to the occupation of service category which was more than the social network users doing other occupation viz., Self-Employed, Professional, Businessman/Women and Homemaker which were accounted as 28 per cent, 16 per cent, 11 per cent, and 10 per cent respectively.

When the city-wise data were analysed the varied results were found. In case of Vadodara city, 29 per cent of social network users were found in the occupation of self-employment, followed by 26 per cent in service, 18 per cent in a professional occupation, 16 per cent were in homemaker category, and 10 per cent were Businessman/Women.

In Surat city, self-employed social network users were 42 per cent, followed by 22 per cent in a professional occupation, 15 per cent in service, 13 per cent in businessman/women and 8 per cent as a homemaker.

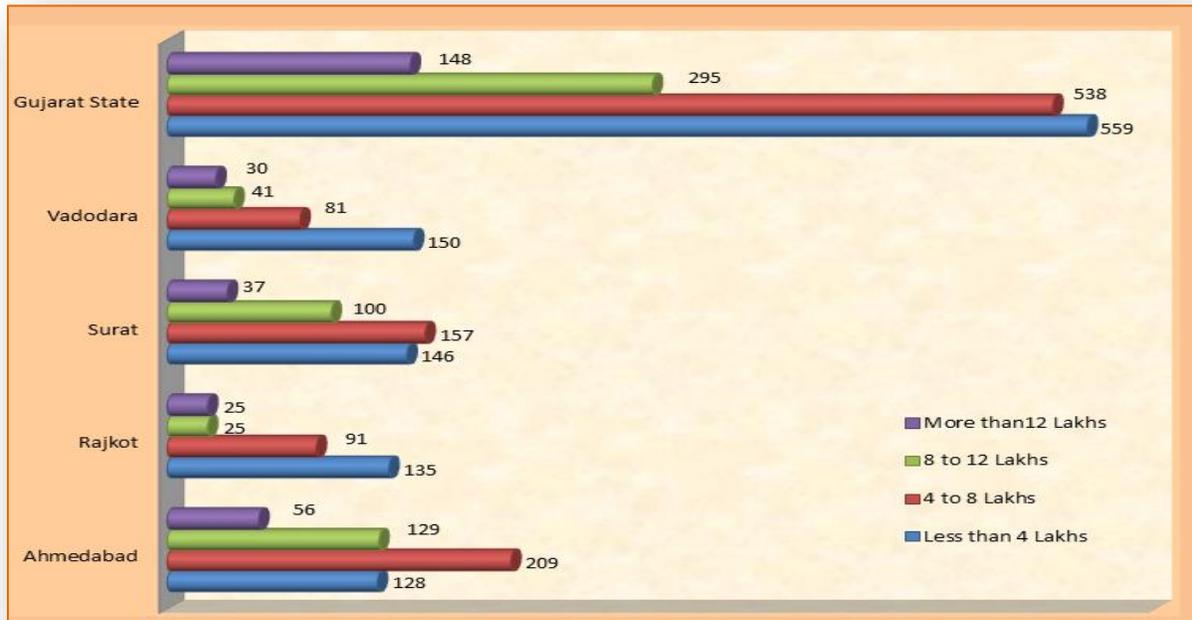
In Rajkot city, 30 per cent were found in service, followed by 25 per cent in Self-Employment, and 19 per cent social network users were having Professional occupation, 14 per cent social network users were Businessman/Women and 12 per cent as Homemaker.

While in case of the Ahmedabad city, 58 per cent of social network users were found in occupation of service followed by 16 per cent in self-employment, 9 per cent each in a professional occupation and as businessman/women, and 8 per cent social network users as homemakers.

The Table Number 4.7 shows the classification from the table based on the annual family income of social network users viz., annual family income less than Rs 4 Lakhs, Rs 4 to 8 Lakhs, Rs 8 to 12 Lakhs and more than Rs 12 Lakhs respectively.

<b>Table Number: 4.7:</b>					
<b>Profile of Selected Social Network Users (As Per Annual Family Income)</b>					
<b>(Number &amp; Percentages)</b>					
<b>Annual Family Income (In Rupees)</b>	<b>Selected Cities of the Gujarat State</b>				
	<b>Vadodara</b>	<b>Surat</b>	<b>Rajkot</b>	<b>Ahmedabad</b>	<b>Gujarat State</b>
Less than 4 Lakhs	150(50)	146(33)	135(49)	128 (25)	559 (36)
4 to 8 Lakhs	81(27)	157(36)	91(33)	209 (40)	538 (35)
8 to 12 Lakhs	41(14)	100(23)	25(9)	129 (25)	295 (19)
More than 12 Lakhs	30(10)	37(8)	25(9)	56 (11)	148 (10)
<b>Total Number of Social Network Users</b>	<b>302 (100)</b>	<b>440 (100)</b>	<b>276 (100)</b>	<b>522 (100)</b>	<b>1540 (100)</b>

**Graph Number: 4.7:**  
**Profile of Selected Social Network Users (As Per Annual Family Income)**



From the Table and Graph Number 4.7, it becomes clear that the annual family income of the 71 per cent of social network users of Gujarat State was up to Rs. 8 Lakhs, followed by 19 per cent who were belonging to the income group of Rs.8 to 12 lakhs, and 10 per cent were belonging to the income group of more than Rs.12 lakhs. Considering income up to Rs.8 lakhs, 82 per cent of social network users were from Rajkot city, followed by 77 per cent from Vadodara city, 69 per cent from Surat city, and 65 per cent social network users were from Ahmedabad city respectively.

In Ahmedabad city, 36 per cent of social network users were in the category of income group more than Rs. 12 lakhs annual income, followed by 31 per cent from Surat city, 24 per cent from Vadodara city and 18 per cent were from Rajkot city of the Gujarat State respectively.

Table 4.8 exhibits bifurcation of social network users based on a number of dependent family member which were divided into five categories viz., single, 1 to 2 dependent members, 3 to 5 dependent members, more than 5 dependent members and no dependent member.

<b>Table Number: 4.8:</b>					
<b>Profile of Selected Social Network Users</b>					
<b>(As Per Number of Dependent Family Member)</b>					
<b>(Number &amp; Percentages)</b>					
<b>Number of Dependent Family Member</b>	<b>Selected Cities of the Gujarat State</b>				
	<b>Vadodara</b>	<b>Surat</b>	<b>Rajkot</b>	<b>Ahmedabad</b>	<b>Gujarat State</b>
Single	31(10)	60(14)	58(21)	97(19)	246(16)
1 to 2	96(32)	145(33)	92(33)	189(36)	522(34)
3 to 5	116(38)	157(36)	92(33)	179(34)	544(35)
More than 5	28(9)	34(8)	25(9)	34(7)	121(8)
None	31(10)	44(10)	9(3)	23(4)	107(7)
<b>Total Number of Social Network Users</b>	<b>302(100)</b>	<b>440(100)</b>	<b>276(100)</b>	<b>522(100)</b>	<b>1540(100)</b>

From the Table Number 4.8, it becomes clear that in Gujarat State, 69 per cent of social network users were belonging to the category of 1 to 5 dependent family members that indicate the presence of joint family in the Gujarat state.

In Vadodara and Ahmedabad cities, 70 per cent of the social network users, 69 per cent in Surat, and 66 per cent in Rajkot were belonging to the category of 1 to 5 dependent family members. 10 per cent of them were found in the category of single and no dependent in the family in Vadodara city, around 24 per cent were found in Surat, Rajkot and Ahmedabad cities respectively.

Table 4.9 shows the classification of social network users based on earning family members that were divided into three categories viz., single, you & your spouse and more than two earning family members.

<b>Table Number: 4.9:</b>					
<b>Number of Earning Family Member of Selected Social Network Users</b>					
<b>(Number &amp; Percentages)</b>					
<b>Number of Earning Family Member</b>	<b>Selected Cities of the Gujarat State</b>				
	<b>Vadodara</b>	<b>Surat</b>	<b>Rajkot</b>	<b>Ahmedabad</b>	<b>Gujarat State</b>
Single	153(51)	256(58)	138(50)	214(41)	761(49)
You & your Spouse	42(14)	37(8)	59(21)	117(22)	255(17)
More than two	107(35)	147(33)	79(29)	191(37)	524(34)
<b>Total Number of Social Network Users</b>	<b>302(100)</b>	<b>440(100)</b>	<b>276(100)</b>	<b>522(100)</b>	<b>1540(100)</b>

From the Table Number 4.9, it was found that in the Gujarat State, 49 per cent of social network users were having a single earning member in a family, and 51 per cent of them were having two and more than two earning family members. Similar trends were found in Vadodara, Surat, Rajkot, and Ahmedabad cities respectively.

#### **4.2: AWARENESS, ACTUAL USE AND UNAWARENESS OF SELECTED SOCIAL NETWORKS:**

The researcher in this section has provided facts about awareness, actual use and unawareness of different social networks amongst selected social network users from the different cities of the State of Gujarat.

For conducting the research, a total of 31 numbers of most popular social networks of the world were identified by the researcher. The researcher had undertaken survey in the four selected cities viz., Vadodara, Ahmedabad, Surat and Rajkot in the State of Gujarat.

The city-wise details about awareness, actual use and unawareness of different social networks have been presented from Table Number 4.10 to 4.13 as follows.

<b>Table Number: 4.10: Selected Social Network Users' Awareness, Actual Use and Unawareness of Selected Social Networks (Vadodara City) (Number &amp; Percentages)</b>				
<b>Sr. No.</b>	<b>Selected Social Networks</b>	<b>Awareness</b>	<b>Actual Use</b>	<b>Unawareness</b>
01	Facebook	68(22.52)	<b>227(75.17)<sup>3</sup></b>	7(2.32)
02	Pinterest	88(29.14)	65(21.52)	149(49.34)
03	Twitter	<b>206(68.21)<sup>1</sup></b>	44(14.57)	52(17.22)
04	Instagram	91(30.12)	188(62.25)	23(7.62)
05	WhatsApp	27(8.94)	<b>271(89.74)<sup>1</sup></b>	4(1.32)
06	WeChat	<b>158(52.32)<sup>2</sup></b>	23(7.62)	121(40.07)
07	Tumblr	82(27.15)	11(3.64)	209(69.21)
08	Google+	118(39.07)	148(49.01)	36(11.92)
09	Skype	<b>154(50.99)<sup>3</sup></b>	79(26.16)	69(22.85)
10	Viber	142(47.02)	27(8.94)	133(44.04)
11	LINE	130(43.05)	18(5.96)	154(50.99)
12	Snapchat	133(44.04)	93(30.79)	76(25.17)
13	Telegram	118(39.07)	43(14.24)	141(46.69)
14	YouTube	31(10.26)	<b>263(87.09)<sup>2</sup></b>	8(2.65)
15	Xing	55(18.21)	11(3.64)	236(78.15)
16	Vine	41(13.58)	6(1.99)	255(84.44)
17	Classmates	40(13.25)	9(6.29)	243(80.46)
18	Foursquare (Swarm)	24(7.95)	9(2.98)	269(89.07)
19	Tagged	45(14.90)	13(4.30)	244(80.79)
20	Myspace	44(14.57)	10(3.31)	248(82.12)
21	The Dots	27(8.94)	9(2.98)	266(88.08)
22	Snapfish	30(9.93)	6(1.99)	266(88.08)
23	QZone	29(9.60)	7(2.32)	266(88.08)
24	Baidu Tieba (Postbar)	20(6.62)	7(2.32)	275(91.06)
25	QQ	20(6.62)	7(2.32)	275(91.06)
26	ReverbNation	19(6.29)	6(1.99)	<b>277(91.72)<sup>1</sup></b>
27	Care2	20(6.62)	8(2.65)	<b>274(90.73)<sup>2</sup></b>
28	MyHeritage	38(12.58)	8(2.65)	256(84.77)
29	Buzznet	41(13.58)	11(3.64)	250(82.78)
30	DeviantArt	28(9.27)	4(1.32)	<b>270(89.40)<sup>3</sup></b>
31	Flickr	83(27.48)	12(3.97)	207(68.54)

Note: <sup>1</sup> First Rank, <sup>2</sup> Second Rank and <sup>3</sup>Third Rank

Table Number 4.10 reveals the responses for awareness, use and unawareness of selected social networks amongst selected social network users of the Vadodara city. From the table, it becomes clear that Twitter, WeChat, and Skype were the topper in a lot of social networks from amongst social network users of Vadodara city and they were found aware but were not using it.

The percentage responses for awareness of Twitter was 68.21 per cent, WeChat was 52.32 per cent and Skype was 50.99 per cent respectively. Social network users of Vadodara city were found using WhatsApp, YouTube and Facebook the most compared to other social networks.

The percentage responses for use of WhatsApp was 89.74 per cent, for YouTube, it was 87.09 per cent and that for Facebook was 75.17 per cent respectively.

Social network users of Vadodara city were found to be unaware of the social networks viz., ReverbNation, Care2 and Deviant Art. The percentages of unawareness about the existence of ReverbNation was 91.72 per cent, that of Care2 was 90.73 per cent, and of Deviant Art was 89.40 per cent respectively.

**Table Number: 4.11:  
Selected Social Network Users' Awareness, Actual Use and Unawareness of Selected Social Networks  
(Surat City) (Number & Percentages)**

Sr. No.	Selected Social Networks	Awareness	Actual Use	Unawareness
01	Facebook	92(20.91)	<b>345(78.41)<sup>3</sup></b>	3(0.68)
02	Pinterest	161(36.59)	139(31.59)	140(31.82)
03	Twitter	<b>246(55.91)<sup>1</sup></b>	167(37.95)	27(6.14)
04	Instagram	109(24.77)	320(72.73)	11(2.50)
05	WhatsApp	25(5.68)	<b>411(93.41)<sup>1</sup></b>	4(0.91)
06	WeChat	<b>225(51.14)<sup>2</sup></b>	79(17.95)	136(30.91)
07	Tumblr	179(40.68)	45(10.23)	216(49.09)
08	Google+	182(41.36)	232(52.73)	26(5.91)
09	Skype	221(50.23)	173(39.32)	46(10.45)
10	Viber	<b>225(51.14)<sup>2</sup></b>	43(9.77)	172(39.09)
11	LINE	189(42.95)	49(11.14)	202(45.91)
12	Snapchat	184(41.82)	177(40.23)	79(17.95)
13	Telegram	192(43.64)	118(26.82)	130(29.55)
14	YouTube	26(5.91)	<b>404(91.82)<sup>2</sup></b>	10(2.27)
15	Xing	90(20.45)	28(6.36)	322(73.18)
16	Vine	94(21.36)	16(3.64)	330(75.00)
17	Classmates	80(18.18)	27(6.14)	333(75.68)
18	Foursquare (Swarm)	58(13.18)	12(2.73)	370(84.09)
19	Tagged	56(12.73)	25(5.68)	359(81.59)
20	Myspace	98(22.27)	28(6.36)	314(71.36)
21	The Dots	49(11.14)	20(4.55)	371(84.32)
22	Snapfish	64(14.55)	33(7.50)	343(77.95)
23	QZone	40(9.09)	22(5.00)	378(85.91)
24	Baidu Tieba (Postbar)	48(10.91)	14(3.18)	378(85.91)
25	QQ	40(9.09)	20(4.55)	<b>380(86.36)<sup>3</sup></b>
26	ReverbNation	46(10.45)	13(2.95)	<b>381(86.59)<sup>2</sup></b>
27	Care2	37(8.41)	15(3.41)	<b>388(88.18)<sup>1</sup></b>
28	MyHeritage	44(10.00)	19(4.32)	377(85.68)
29	Buzznet	75(17.05)	27(6.14)	338(76.82)
30	DeviantArt	51(11.59)	22(5.00)	367(83.41)
31	Flickr	180(40.91)	35(7.95)	225(51.14)

Note: <sup>1</sup> First Rank, <sup>2</sup> Second Rank and <sup>3</sup> Third Rank

Table Number 4.11 shows the responses for awareness, use and unawareness for selected social networks amongst selected social network users of Surat city.

It was found that Twitter, WeChat and Viber, were found as the top three social networks in terms of awareness but social network users were not using it. The percentage response for awareness of Twitter was 55.91 per cent and WeChat and Viber was 51.14 per cent respectively.

Social network users of Surat city were found using WhatsApp, YouTube and Facebook the most compared to other social networks. The percentage responses for use of WhatsApp was 93.41 per cent, for YouTube, it was 91.82 per cent and that Facebook was 78.41 per cent respectively. Social network users of Surat city were unaware of the social networks viz., Care2, ReverbNation, and QQ. The percentages of unawareness were viz., While Care2 was (88.18 per cent), that of ReverbNation (86.59 per cent) and QQ (86.36 per cent) respectively.

**Table Number: 4.12:**  
**Selected Social Network Users' Awareness, Actual Use and Unawareness of Selected Social Networks (Rajkot City) (Number & Percentages)**

Sr. No.	Selected Social Networks	Awareness	Actual Use	Unawareness
01	Facebook	52(18.84)	<b>221(80.07)<sup>3</sup></b>	3(1.09)
02	Pinterest	97(35.14)	55(19.93)	124(44.93)
03	Twitter	<b>146(52.90)<sup>3</sup></b>	105(38.04)	25(9.06)
04	Instagram	107(38.77)	153(55.43)	16(5.80)
05	WhatsApp	16(5.80)	<b>259(93.84)<sup>1</sup></b>	1(0.36)
06	WeChat	145(52.54)	56(20.29)	75(27.17)
07	Tumblr	102(36.96)	22(7.97)	152(55.07)
08	Google+	100(36.23)	160(57.97)	16(5.80)
09	Skype	<b>158(57.25)<sup>1</sup></b>	78(28.26)	40(14.49)
10	Viber	130(47.10)	35(12.68)	111(40.22)
11	LINE	110(39.86)	24(8.70)	142(51.45)
12	Snapchat	<b>152(55.07)<sup>2</sup></b>	40(14.49)	84(30.43)
13	Telegram	132(47.83)	68(24.64)	76(27.54)
14	YouTube	28(10.14)	<b>244(88.41)<sup>2</sup></b>	4(1.45)
15	Xing	73(26.45)	11(3.99)	192(69.57)
16	Vine	36(13.04)	3(1.09)	237(85.87)
17	Classmates	35(12.68)	7(2.54)	234(84.78)
18	Foursquare (Swarm)	22(7.97)	5(1.81)	249(90.22)
19	Tagged	25(9.06)	10(3.62)	241(87.32)
20	Myspace	30(10.87)	7(2.54)	239(86.59)
21	The Dots	17(6.16)	6(2.17)	253(91.67)
22	Snapfish	17(6.16)	8(2.90)	251(90.94)
23	QZone	17(6.16)	8(2.90)	251(90.94)
24	Baidu Tieba (Postbar)	22(7.97)	7(2.54)	247(89.49)
25	QQ	20(7.25)	7(2.54)	249(90.22)
26	ReverbNation	15(5.43)	9(3.26)	252(91.30)
27	Care2	17(6.16)	5(1.81)	<b>254(92.03)<sup>1</sup></b>
28	MyHeritage	16(5.80)	6(2.17)	<b>254(92.03)<sup>1</sup></b>
29	Buzznet	15(5.43)	7(2.54)	<b>254(92.03)<sup>1</sup></b>
30	DeviantArt	17(6.16)	8(2.90)	251(90.94)
31	Flickr	60(21.74)	10(3.62)	206(74.64)

**Note:** <sup>1</sup> First Rank, <sup>2</sup> Second Rank and <sup>3</sup> Third Rank

Table Number 4.12 shows the responses for awareness, use and unawareness in selected social networks amongst selected social network users of Rajkot city. It was found that Skype, Snapchat and Twitter topped the list with high awareness but respondents were not using it. The data found for awareness were viz., Skype (57.25), Snapchat (55.07) and for Twitter (52.90) per cent respectively. They were found as using WhatsApp (93.84), YouTube (88.41) and Facebook (80.07) respectively. Social network users in Rajkot city were found as unaware of the selected social networks viz., Care2, My Heritage and Buzznet the most. The percentages of unawareness about each of these social networks were 93.03 per cent.

**Table Number: 4.13:**  
**Selected Social Network Users' Awareness, Actual Use and Unawareness of Selected Social Networks**  
**(Ahmedabad City) (Number & Percentages)**

Sr. No.	Selected Social Networks	Awareness	Actual Use	Unawareness
01	Facebook	46(8.81)	<b>470(90.04)<sup>3</sup></b>	6(1.15)
02	Pinterest	106(20.31)	93(17.82)	323(61.88)
03	Twitter	<b>223(42.72)<sup>1</sup></b>	222(42.53)	77(14.75)
04	Instagram	149(28.54)	316(60.54)	57(10.92)
05	WhatsApp	10(1.92)	<b>505(96.74)<sup>1</sup></b>	7(1.34)
06	WeChat	182(34.87)	140(26.82)	200(38.31)
07	Tumblr	99(18.97)	49(9.39)	374(71.65)
08	Google+	157(30.08)	308(59.00)	57(10.92)
09	Skype	<b>164(31.42)<sup>3</sup></b>	276(52.87)	82(15.71)
10	Viber	<b>170(32.57)<sup>2</sup></b>	106(20.31)	246(47.13)
11	LINE	138(26.44)	82(15.71)	302(57.85)
12	Snapchat	162(31.03)	140(26.82)	220(42.15)
13	Telegram	150(28.74)	94(18.01)	278(53.26)
14	YouTube	23(4.41)	<b>480(91.95)<sup>2</sup></b>	19(3.64)
15	Xing	71(13.60)	22(4.21)	429(82.18)
16	Vine	55(10.54)	12(2.30)	455(87.16)
17	Classmates	69(13.22)	25(4.79)	428(81.99)
18	Foursquare (Swarm)	36(6.90)	5(0.96)	481(92.15)
19	Tagged	47(9.00)	15(2.87)	460(88.12)
20	Myspace	56(10.73)	18(3.45)	448(85.82)
21	The Dots	27(5.17)	10(1.92)	485(92.91)
22	Snapfish	37(7.09)	10(1.92)	475(91.00)
23	QZone	24(4.60)	6(1.15)	<b>492(94.25)<sup>2</sup></b>
24	Baidu Tieba (Postbar)	30(5.75)	6(1.15)	486(93.10)
25	QQ	21(4.02)	5(0.96)	<b>496(95.02)<sup>1</sup></b>
26	ReverbNation	25(4.79)	4(0.77)	493(94.44)
27	Care2	28(5.36)	2(0.38)	<b>492(94.25)<sup>2</sup></b>
28	MyHeritage	35(6.70)	3(0.57)	484(92.72)
29	Buzznet	43(8.24)	4(0.77)	475(91.00)
30	DeviantArt	34(6.51)	4(0.77)	484(92.72)
31	Flickr	113(21.65)	24(4.60)	385(73.75)

Note: <sup>1</sup>. First Rank, <sup>2</sup>. Second Rank and <sup>3</sup>. Third Rank

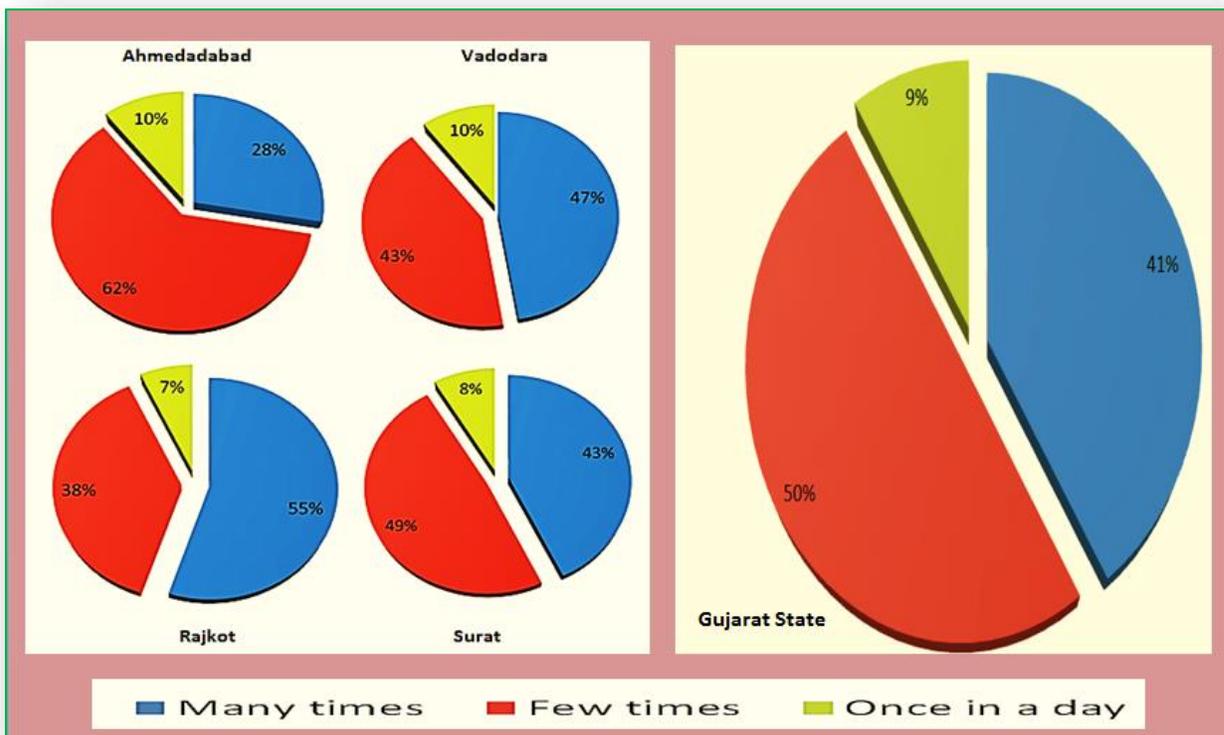
Table Number 4.13 offers the responses for awareness, use and unawareness of social network users of Ahmedabad city. Twitter, Viber and Skype were the top three social networks for which social network users among Ahmedabad city were found as aware of but they were not using it. The percentage responses for awareness of Twitter was found as 42.72 per cent, that of Viber was 32.57 per cent and for Skype as 31.42 per cent respectively. Selected social network users of Ahmedabad city were found using WhatsApp, YouTube and Facebook and the percentage responses for use were WhatsApp (96.74), YouTube (91.95), and Facebook (90.04) respectively.

Social network users of Ahmedabad city were unaware of selected social networks viz., QQ, (95.02 per cent) and that for QZone and Care2, it was 94.25 per cent respectively.

**Table Number: 4.14:**  
**Selected Social Network Users' Frequency of Use of Social Networks in a Day**  
**(Responses and Percentages)**

Frequently of Use of Social Networks in a Day	City-wise Classification of Social Network Users				Gujarat State
	Vadodara	Surat	Rajkot	Ahmedabad	
Many times,	143 (47)	189 (43)	152 (55)	145 (28)	629 (41)
Few times	128 (42)	214 (49)	105 (38)	322 (85)	769 (50)
Once in a day	31 (10)	37 (8)	19 (7)	55 (15)	142 (9)
<b>Total Number of Social Network Users</b>	<b>302 (100)</b>	<b>440 (100)</b>	<b>276 (100)</b>	<b>522 (100)</b>	<b>1540 (100)</b>

**Graph Number: 4.8:**  
**Selected Social Network Users' Frequency of Use of Social Networks in a Day**



From Table Number 4.14 and graph number 4.8, frequency of use of social networks in a day, it was found that majority of the social network users used social networks for a few times and many times in a day. The overall percentages of use in Gujarat State was found as 91 per cent. While very few social network users used social networks only once in a day (9 per cent). There was not much difference found in the percentages of daily use of the social network by social network users among Vadodara city.

47 per cent of social network users had used different social networks many times in a day, while 42 per cent had used social networks for few times in a day. Only 10 per cent of social networks users of Vadodara city used social network once in a day. 49 per cent of social network users of Surat city used different social networks a few times in a day followed by social network users using it many times (43 per cent).

Whereas, only 8 per cent of social network users of Surat city used social network once in a day. 55 per cent used social network many times in a day in Rajkot city followed by 38 per cent had used of social networks for few times in a day, In Rajkot city, it was found that few social network users used social network only once in a day.

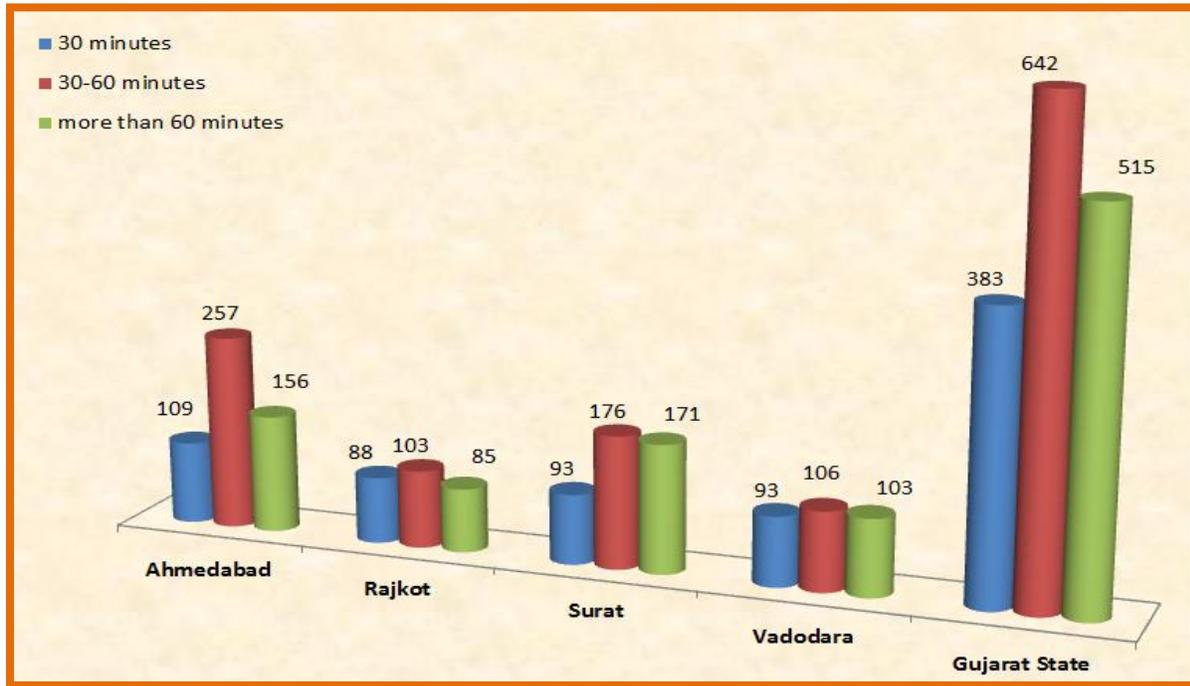
In the case of Ahmedabad city, the highest percentage of social network users used social network only a few times a day compared to other cities. 85 per cent of social network users of Ahmedabad city used social network only for a few times in a day while 28 per cent had used social networks many times in a day.

The social network users who had used social network for some time in a day in Ahmedabad city amount to 15 per cent of the total responses collected for the city. The data showed the increase in the use of social networks by the social network users among selected cities of the Gujarat State.

Table Number 4.15 and graph number 4.9 shows the use of social network taken into the consideration of minutes in a day.

<b>Table Number:4.15: Selected Social Network Users' Frequency of Use of Social Networks in Minutes (Responses and Percentages)</b>					
<b>Frequently of Use of Social Networks in Minutes</b>	<b>City-wise Classification of Social Network Users (Social Network Users)</b>				<b>Gujarat State</b>
	<b>Vadodara</b>	<b>Surat</b>	<b>Rajkot</b>	<b>Ahmedabad</b>	
30 Minutes	93(31)	93(21)	88(32)	109(21)	383(25)
30-60 Minutes	106(35)	176(40)	103(37)	257(49)	642(42)
More than 60 Minutes	103(34)	171(39)	85(31)	156(30)	515(33)
<b>Total Number of Social Network Users</b>	<b>302(100)</b>	<b>440(100)</b>	<b>276(100)</b>	<b>522(100)</b>	<b>1540(100)</b>

**Graph Number: 4.9:**  
**Selected Social Network Users' Frequency of Use of Social Networks in Minutes**



In term of use of social networks for minutes by the social network users of Gujarat State, it was found that 42 per cent of social network users used the networks for 30 to 60 minutes in a day, followed by the use of social network more than 60 minutes for use (33 per cent). There were least social network users (25 per cent) who had used social network only for 30 minutes in a day in Gujarat State.

Much difference was not found in the use of a social network in minutes in case of Vadodara and Rajkot cities. 31 per cent of social network users of Vadodara city used social network for 30 minutes and, 35 per cent used it for 30 to 60 minutes, whereas 34 per cent had used it for more than 60 minutes. While 32 per cent of social network users among Rajkot city used social network for 30 minutes, 37 per cent used it for 30 to 60 minutes, whereas 31 per cent had used for more than 60 minutes.

The differences were found in the use of the social network in minutes in case of Surat and Ahmedabad cities respectively. 21 per cent social network users of Surat city had used social networks for 30 minutes, 40 per cent for 30 to 60 minutes, and 39 per cent had used social networks for more than 60 minutes.

The similar picture of the use of the social network was found in the case of Ahmedabad city that is for 30 minutes. 49 per cent of social network users had used it for 30 to 60 minutes, and 30 per cent of social network users had used it for more than 60 minutes.

### **4.3: SELECTED SOCIAL NETWORK USERS' EXPECTATIONS FROM USE OF SOCIAL NETWORKS:**

This part presents responses for the selected expectations of selected social network users viz., accessibility, extensibility, integration and time convenience. It also shares the result of responses of expectations for a different type of needs viz., functional, emotional, social and monetary needs that are fulfilled by the use of the social networks. The results of data analysis are provided in Table Number 4.16 to 4.23 (Please Refer Annexure-5 pp. 428–431).

#### **4.3.1: Selected Social Network Users' Expectations for Accessibility Feature of Social Networks:**

Social networks are the application being used with the help of Internet thus, whenever social network users use such applications s/he expect that they should be able to access it from anywhere in the world and can contact or receive or give information beyond geographical boundaries. Table Number 4.16 (Please Refer Annexure –5, pp. 428) shows the responses for the expectations of social network users. From Table Number 4.16, it can be inferred that getting information from different corners of the world was the first expectation for using different social networks by social network users living in Vadodara city. 90.40 per cent of them considered it as important for choosing the social networks followed by 89.40 per cent of them reported that s/he expect social networks to provide ease in connecting with different individuals. 84.77 per cent reported that social networks should help in taking advantage of knowledge and skills of other social network users, and 81.46 per cent of them expected social networks to provide the capability to work beyond geographical boundaries. Making use of expertise was the least expected activity from social networks amongst the social network users of Vadodara city which found as 75.17 per cent.

75.45 per cent social network users of Surat city revealed that the social networks should provide information from all around the world. 74.77 per cent of them expected that social networks should provide ease in connection whereas 73.64 per cent reported that it should help them in taking advantage of knowledge and skills of other social network users followed by their expectation of providing capabilities to work beyond geographical boundaries (71.36), and 66.36 per cent of them had revealed about making use of expertise as the least expected activity from the social networks. In case of Rajkot city, 76.45 per cent of social network users shared that the social networks should provide them ease in connection, and 72.46 per cent conveyed that social networks should provide information from all around the world. Thus, providing ease in connection emerged as the most important expectation whereas 61.96 per cent of them did not share his/her expectation for making use of expertise from the social networks. 83.91 per cent of social network users of the Ahmedabad city had revealed his or her preferences for taking advantage and skills of other social network users followed with providing ease in connection and getting information from all around the world (81.99).

In the case of Ahmedabad city too, the expectation for making use of expertise was least preferred by social network users (76.44) respectively. It was found that most important expectations from 80.39 per cent of Social Network Users of Gujarat State preferred social networks to get easily connected with the other users of the network, and 80.06 per cent of them had favoured to get the information from all around the world.

#### **4.3.2: Selected Social Network Users' Expectations for Extensibility Feature of Social Networks:**

Table Number 4.17 (**Please Refer Annexure –5, pp. 428**) presents the expectations for extensibility of social network users for selected social networks. It was found that social network users of selected cities in the State of Gujarat preferred getting updated and quick addressing of issues that is promptness in addressing the different issues as it arises.

In case of Vadodara city, 86.42 per cent social network users, and in Surat city 75.23 per cent of them whereas in case of Rajkot city 72.10 per cent as well as 78.93 per cent social network users of Ahmedabad city had supported the expectation that social network should be updated fast in addressing issues.

While 75.83 per cent of social network users of Vadodara city, 69.55 per cent of them in case of the Surat city, 68.12 per cent of Rajkot city, and 73.56 per cent social network users of Ahmedabad too had showed support to similar set of expectation that social network should be prompt in addressing the different issues.

Overall data analysis of the Gujarat State had also revealed that 78.12 per cent social network users had endorsed the expectation that the social networks should get updated fast and 71.88 per cent of them had favoured quick addressing of his or her issues.

#### **4.3.3: Selected Social Network Users' Expectations for Integration of Content Feature of Social Networks:**

From Table Number 4.18 (**Please Refer Annexure –5, pp. 429**), it can be inferred that social network users of Ahmedabad city showed more preference for integration of social networks compared with social network users among other cities. 78.35 per cent of them had expected that social network should combine information from different websites followed by 72.85 per cent of social network users of Vadodara city, 72.50 per cent of Surat city and 67.39 per cent social network users of Rajkot city respectively.

The overall analysis of Gujarat State showed that 73.64 per cent social network users of Gujarat State considered it as an important feature and expected it for the use of the social networks.

#### **4.3.4: Selected Social Network Users' Expectations for Time Convenience Feature of Social Networks:**

Table Number 4.19 (Please Refer Annexure –5, pp. 429) revealed expectations of the selected social network users for time convenience of the social networks. It was found that social network users of the Vadodara city preferred the feature of “Time Convenience” more compared to social network users of various other selected cities of the Gujarat State. 73.51 per cent of them of Vadodara city had supported the expectation that social networks should save time, followed by 71.46 per cent social network users of Ahmedabad city, 65.22 per cent of Rajkot city, and 61.82 per cent social network users of Surat city respectively.

Overall data analysis of the Gujarat State revealed that 67.99 per cent social network users had considered time convenience as an important feature and favoured the same for making use of social networks.

#### **4.3.5: Selected Social Network Users' Expectations for Functional Value Generated from Use of Social Networks:**

Table Number 4.20 (Please Refer Annexure –5, pp. 429) offers expectations for functional value generated from the use of social networks. It was found that expectations of selected cities' social network users' for improving the knowledge were found as most important followed by the ease in uploading and sharing Photo & Videos.

The expectation for social networks helped them in making informed decisions emerged as least important in the generation of functional value for social network users of Vadodara city. 86.09 per cent of the social network users of the Vadodara city had shown highest favour for the expectations of improvement of knowledge followed by 74.90 per cent of social network users of Ahmedabad city, 72.50 per cent social network users of Surat city, and 71.01 per cent social network users of the Rajkot city respectively.

The expectations for ease in uploading and sharing photos and its help in making social network users in making informed decisions revealed similar pattern with 83.77 and 73.51 per cent responses of Vadodara city. Similarly, 73.95 and 68.20 per cent social network users of Ahmedabad city, 72.05 and 67.05 per cent of Surat city and 70.29 and 64.96 per cent social network users of Rajkot city respectively.

From the overall data analysis of the Gujarat State considering the expectations of the social network users for improving the knowledge, it was found as “Most Important” with 75.71 per cent social network users followed by 74.68 per cent of them who had favoured expectation of uploading & sharing Photo and Videos from the social networks and 67.79 per cent social network users had supported expectation of help of social networks in making informed decisions.

#### **4.3.6: Selected Social Network Users' Expectations for Emotional Value Generated from Use of Social Networks:**

Table Number 4.21 (Please Refer Annexure –5, pp. 430) has displayed the responses of expectations of selected social network users for emotional value generated from the use of social networks for the social network users residing in different selected cities of the Gujarat State.

The expectations from social networks in making social network users happy by connecting with friends were considered as “Most Important” by 88.74 per cent social network users of Vadodara city.

The expectation for happiness by connecting with family was reported as the second important emotional value as considered by 86.75 per cent social network users and 80.46 per cent of them too had supported expectation for enjoyment while using it as the third important preferred expectation from the social networks.

The social network users of the Surat city had shared that their expectation for happiness by connecting with family emerged as the “Most Important” by 74.77 per cent social network users. The expectation for happiness by connecting with a friend was rated as the second most important expectation by 71.82 per cent Social Network Users and expectation for enjoyment while using social networks was rated as the third most important expectation for emotional value by 70.68 per cent social network users.

For social network users of Rajkot and Ahmedabad cities, only one expectation for the emotional value was considered as most important that is they considered happiness by connecting with a friend as an important expectation with figure of 72.46 per cent for the social network users of Rajkot city and 70.69 per cent social network users of Ahmedabad city respectively.

Taking into consideration of overall responses of social network users of Gujarat State, the data analysis revealed similar result with a minor difference in the perceived importance of expectation for happiness by connecting with family and friend with 74.55 per cent and 74.42 per cent respectively. The expectation for enjoyment while using social networks emerged as the third most important expectation in generating emotional value with figure of 72.08 per cent responses.

#### **4.3.7: Selected Social Network Users' Expectations for Social Value Generated from Use of Social Networks:**

The expectation for social value generated through the use of social networks was collected through six statements from the social network users from the selected cities of the Gujarat State. From Table Number 4.22 (Please Refer Annexure –5, pp. 431), it can be inferred that social network users did not expect much for the generation of social value from the use of networks. The variance in selected responses was also observed in the expectation from social networks.

The social network users living in Vadodara city had expressed more expectations for generation of social value by the social networks compared to other cities under this research study.

70.86 per cent of them had reported expectation of creating a new relationship with the use of social networks, 68.87 per cent had supported the expectation of improving existing relationships, and 65.23 per cent social network users had agreed with the statement that social networks provide social support to them.

In the case of social network users of Surat city, 67.73 per cent of them endorsed the help of the social networks in creating new relationships, and 65.91 had favourably responded to get social support with the use of social networks.

In case of the Rajkot city, 61.96 per cent of social network users conveyed expectation that social network should help them in creating new relationships and 59.42 per cent expected to get social support with the use of social networks.

65.90 per cent social network users of Ahmedabad city shared expectation for providing social support as important to them followed with 64.56 per cent of them had reported to sought from the social networks in creating new relationships.

From the results of data analysis of overall expectation of the social network users of the Gujarat State, 66.23 per cent of them had shared that expectation that social networks should help in creating new relationship as the only statement that generated social value as considered important by the social network users.

#### **4.3.8: Selected Social Network Users' Expectations for Monetary Value Generated from Use of Social Networks:**

Table Number 4.23 (Please Refer Annexure –5, pp. 431) shows responses collected on the expectation of social network users for monetary value from the use of social networks using 5 statements from four selected cities of Gujarat State. The difference in expectation for different statements was found not only between the cities but also within the cities too.

The social network users of Ahmedabad city relatively more favoured expectation for generation of monetary value by use of social networks compared to the other cities under research study. 73.95 per cent of them had reported that the social networks should be useful for developing business. 71.07 per cent social network users had agreed with the statement that social network provides new business opportunities to them whereas 69.92 had expressed that social networks should offer value for money. 69.73 per cent social network users confirmed that social networks helped them in generation of money, and 69.54 per cent agreed that social networks had helped them in saving of money.

87.09 per cent social network users of Vadodara city had favoured expectation of usefulness of social networks for developing business. 75.50 per cent of them had favourably reported that the social works helped them in providing new business opportunities, and 67.88 per cent of them agreed for offering Value for money by the social networks, and 66.89 per cent social network users supported the statement that social network helped them to save money.

Two statements were found as important by the social network users of Surat city considering the fact that 74.77 per cent of them had accepted the help of the social networks in developing business and whereas 67.27 per cent agreed that it provided them new business opportunities. 66.67 per cent social network users of Rajkot city too favoured expectation of usefulness of social networks in developing their business.

The overall responses for the monetary value generated from the use of social networks considering responses of the social network users of the Gujarat State confirmed their support to expectation from the social networks in viz., development of the business (75.45), and also for providing new business opportunities (59.03).

#### **4.4: SELECED SOCIAL NETWORK USERS' EXPERIENCES FROM THE USE OF SOCIAL NETWORKS:**

An attempt has been made in following section by the researcher to provide results of data analysis based on the collected primary data on identified statements used to evaluate experiences of social network users on selected features of social system or social networks viz., accessibility, extensibility, integration and time convenience respectively. It also offers results of data analysis on the experiences of social network users concerning different types of values that were generated from the use of social networks viz., functional value, emotional value, social value, and monetary value by the use of the social networks that are given from Table Number 4.24 to 4.31 (**Please Refer Annexure –5, pp. 432- 435**).

##### **4.4.1: Selected Social Network Users' Experiences for Accessibility Feature of Social Networks:**

Table Number 4.24 (**Please Refer Annexure –5, pp. 432**) exhibits experience for accessibility of social networks by social network users of selected cities and their overall responses of State of Gujarat. Experience of accessibility was measured using the following five statements to examine a difference in the experiences for accessibility feature of social networks amongst selected social network users in selected four cities of the Gujarat State.

From Table Number 4.24, it was inferred that 86.09 per cent of social network users of the Vadodara city had experienced that social networks provided them ease in connecting with other social network users. 84.44 per cent of them had experienced that social networks were helpful in getting information from all around the world. 82.45 per cent social network users had experienced that social networks helped them to take advantage of the knowledge and skills of other social network users. 81.46 per cent social network users had experienced that the social networks provided the capabilities to work beyond geographical boundaries, and 76.82 per cent of them had experienced that social networks had helped them in using the expertise of other social network users.

77.73 per cent of social network users of the Surat city had experienced that social networks provided them ease in connecting with other social network users.

75.23 per cent social network users had experienced that social networks helped them in getting the information from all around the world. 72.05 per cent of them had experienced that social networks provided them with capabilities to work beyond geographical boundaries.

85.41 per cent social network users of the Rajkot city had experienced ease in connecting people whereas 84.42 per cent of them had found that social networks helped them in taking advantage of the knowledge and skills of other social network users. 84.06 per cent social network users had received information from all around the world through the use of social networks.

In the case of the Ahmedabad city, 80.84 per cent social network users had found that social networks made it possible to get information from all around the world. 80.65 per cent of them had experienced that social networks provided them ease in connecting with other social network users, and 76.44 per cent social network users had experienced its capability to work beyond geographical boundaries.

From the overall responses for accessibility of social networks by selected social network users of the Gujarat State, it was found that 81.69 per cent had favoured social networks which provided them with ease in connecting with other social network users. 80.52 per cent social network users had experienced that social networks provided them with information from all around the world, and 76.88 per cent of them had experienced that they used to take advantage of knowledge & skills of other social network users by use of social networks.

#### **4.4.2: Selected Social Network Users' Experiences for Extensibility Feature of Social Networks:**

The experiences of selected social network users for extensibility of social networks is presented in Table Number 4.25 (**Please Refer Annexure –5, pp. 432**).

Table Number 4.25 exhibits a difference in the pattern of responses of selected social network users from amongst the four different selected cities of the Gujarat State. 85.76 per cent social network users of Vadodara city, 85.14 per cent social network users of Rajkot city, 80.27 per cent had social network users of Ahmedabad city, and 76.82 per cent social network users of Surat city and 81.23 per cent social network users of Gujarat State had shared their experience that social networks had provided them faster updates compared to other selected cities respectively.

78.62 per cent of social network users of Rajkot city, 75.50 per cent social network users of Vadodara city, 72.41 per cent social network users of Ahmedabad city, and 70.45 per cent social network users of Surat city had also shared their experience that social networks were quick in addressing their issues compared to other cities.

#### **4.4.3: Selected Social Network Users' Experiences for Integration of the Content Feature of Social Networks:**

The City wise social network users' responses on experience for integration of the content feature of social networks as offered to them are presented in Table Number 4.26 (**Please Refer Annexure –5, pp. 433**).

From the Table Number 4.26, it was found that much difference was not found between the responses of the selected social network users from the Vadodara (80.13 per cent) and Rajkot cities (80.80 per cent) for the integration of content feature of social networks. Similarly, not much difference was detected amongst the experience of the social network users of Surat and Ahmedabad cities. In the case of Surat city, 74.09 per cent social network users had reported experience that social networks effectively combined information from different websites whereas in case of Ahmedabad city, 75.86 per cent social network users too had experienced the same. The overall experience of social network users of the Gujarat State revealed that 77.08 per cent had reported the identical responses.

#### **4.4.4: Selected Social Network Users' Experiences for Time Convenience Feature of Social Networks:**

The responses of selected social network users on their experience for the time convenience feature of social networks are given in Table Number 4.27 (**Please Refer Annexure –5, pp. 433**).

It was inferred that 74.83 per cent social network users of Vadodara city had experienced social networks as time convenience relative to various other selected cities of the State of Gujarat.

There was not much difference found between the responses of the social network users of the Rajkot (73.91 per cent) and Ahmedabad cities (73.37 per cent) for time convenience. Besides, the social network users of the Surat city (62.27 per cent) had reported the least experience of good time convenience. Overall the social network users' responses were found favourable on time convenience feature of social networks in the State of Gujarat (70.58 per cent).

#### **4.4.5: Selected Social Network Users' Experiences for Functional Value Generated from Use of Social Networks:**

The responses on experience for functional value generated from the use of social networks by the social network users are presented in Table Number 4.28 (**Please Refer Annexure –5, pp. 433**).

There was a difference in the shared experience of different types with regard to functional value generated not only between the cities but also within the city. To illustrate, social network users from Ahmedabad city had shared experience that social networks had helped them to make informed decisions compared to social network users of other selected cities in the State of Gujarat. 73.37 per cent of them had agreed to it whereas this figure was 71.52 per cent for social network users from Vadodara city, and 67.75 per cent for social network users from Surat city, and 62.73 per cent social network users from of the Rajkot city respectively.

The social network users from the Vadodara city had reported good experience for improvement in knowledge compared to other cities in the State of Gujarat. 83.11 per cent of them had agreed for improvement in knowledge followed by 78.54 per cent responses of Ahmedabad city; 78.26 per cent social network users of Rajkot city and 72.95 per cent social network users of Surat city respectively.

83.70 per cent of the social network users from the Rajkot city too had favourably expressed their experience for ease in uploading Photos and Videos compared to other selected cities in the State of Gujarat as these figures were 80.46 per cent social network users of Vadodara city, 77.59 per cent social network users from Ahmedabad city, and 77.50 per cent social network users social network users of Surat city respectively.

The social network users' overall experience from the Gujarat State had reported favourably for ease in uploading Photos and Videos compared to their experience of other functions. 79.22 per cent social network users had expressed favourably for viz. ease in uploading Photos and Videos received; improvement in knowledge received (77.79 per cent), and the help of social networks in making informed decisions (68.96 per cent) respectively.

#### **4.4.6: Selected Social Network Users' Experiences for Emotional Value Generated from Use of Social Networks:**

The social network users' experience for emotional value generated from the use of social networks is offered in Table Number 4.29 (**Please Refer Annexure –5, pp. 434**).

There was a difference in the experience of different type of emotional value generated not only between the cities but also within the cities.

In case of Vadodara city, 81.79 per cent social network users had experienced happiness by connecting with friends with the use of the social networks. 80.46 per cent had experienced happiness by connecting with family, and 78.15 per cent had experienced use of social networks enjoyable.

In Surat city, 74.77 per cent of social network users had experienced happiness by connecting with friends with the use of the social network. 71.59 per cent had experienced happiness by connecting with family, and 71.36 per cent had experienced the use of the social networks as enjoyable.

In the case of Rajkot city, 81.52 per cent social network users had experienced the use of the social networks as enjoyable. 76.09 per cent of them had experienced happiness by connecting with the family with the use of the social networks, whereas 75.72 per cent of them had experienced use of social networks made them feel more interactive.

In the case of Ahmedabad city, 72.61 per cent social network users had experienced happiness by connecting with the family with the use of the social networks. 71.84 per cent social network users had experienced use of the social networks as enjoyable and made them feel more interactive whereas 70.31 per cent of them had experienced happiness by connecting with friends.

The overall data analysis of responses collected from the social network users from the selected cities in the State of Gujarat revealed that 74.74 per cent social network users had experienced happiness by connecting with friends. 74.68 per cent of them had found the use of the social networks as enjoyable, and 74.48 per cent social network users had experienced happiness by connecting with family.

#### **4.4.7: Selected Social Network Users' Experiences for Social Value Generated from Use of Social Networks:**

The responses on experience for social value generated from the use of social networks by the social network users are presented in Table Number 4.30 (**Please Refer Annexure –5, pp. 435**).

There was a difference in the experience with regard to type of social value generated not only between the cities but also within the cities of the State of Gujarat.

In the case of Vadodara city, 71.19 per cent social network users had experienced that social networks assisted them to improve their existing relationships. 70.53 per cent had experienced that social networks helped them in creating new relationships, and 68.21 per cent had experienced the use of the social networks as it aided in creating a good impression on other people.

In the case of Surat city, 65.68 per cent social network users had experienced social networks assisted to improve their existing relationships. They had also experienced the help of the social networks to them in creating a good impression on other people. 65.45 per cent social network users had experienced that social network helped them in creating new relationships.

In Rajkot city, 70.29 per cent social network users had experienced the use of social networks to improve their existing relationship; 69.93 per cent of them had experienced social support, and 66.30 per cent of them could improve their existing relationships and it brought social approval.

In Ahmedabad city, 67.43 per cent social network users had experienced assistance of social networks in creating new relationships, and 65.71 per cent could improve their existing relationships.

The overall data analysis of responses collected from the social network users from the State of Gujarat revealed that 67.99 per cent social network users had experienced the use of social networks as helpful in improving their existing relationships. 66.88 per cent of them had experienced an improvement in their existing relationships and 65.26 per cent could create a good impression on other social network users.

#### **4.4.8: Selected Social Network Users' Experiences for Monetary Value Generated from Use of Social Networks:**

The responses on experience for monetary value generated from the use of social networks by the social network users are provided in Table Number 4.31 (**Please Refer Annexure –5, pp. 435**).

There was a difference in the experience of different type of monetary value generated not only between the cities but also within the cities of the State of Gujarat.

In the case of Vadodara city, 78.81 per cent social network users had experienced that social networks were useful for developing business. 73.18 per cent experienced that the use of social networks had provided them with new business opportunities, and 69.21 per cent had also experienced the use of the social networks as helpful in savings of money.

In the case of Surat city, 67.27 per cent, social network users had experienced that social networks were useful for developing business. In case of Rajkot city, 77.54 per cent social network users had experienced that social networks were useful for developing business, and 72.83 per cent had experienced that it provided them new business opportunities, whereas 68.48 per cent had experienced that social networks helped them in savings of money.

In the case of Ahmedabad city, 73.95 per cent social network users had experienced social networks as useful for developing business. 72.22 per cent reported that it provided them with new business opportunities, and 71.46 per cent had experienced that social networks were helpful in the generation of money.

The overall data analysis of responses collected from the social network users in the State of Gujarat revealed that 73.64 per cent of them had experienced that the social networks were useful in developing business. 70.39 per cent had experienced that it provided new business opportunities, and 67.79 per cent of them had experienced the use of the social networks as helpful in savings of money.

#### **4.5: SOCIAL NETWORK USERS' PERCEIVED USEFULNESS FROM THE USE OF SOCIAL NETWORKS:**

The responses on perceived usefulness of the social networks by the selected social network users are presented in the Table Number 4.32 (**Please Refer Annexure –5, pp. 436-437**).

The perceived usefulness of social networks by the selected social network users was measured through selected statements viz., the accessibility of social networks; use of social networks to get connected with friends and family members; extensibility of social networks, time convenience in the use of social networks with regard to different types of value generated viz., functional value, emotional value, social value and monetary value by the use of the social networks.

In the case of Vadodara city, 90.07 per cent social network users had perceived social networks as useful in receiving information from all around the world through the use of social networks. 89.07 per cent of them had found social networks as useful in improving their knowledge, and 87.09 per cent had reported receipt of updated information from the use of social networks.

In case of the Surat city, 83.64 per cent social network users had perceived social networks as useful in the generation of money through social networks connections; 82.05 per cent had improved their knowledge by providing information from all around the world, and 81.36 per cent agreed of taking informed decisions.

In Rajkot city, 90.58 per cent social network users had perceived social networks in improving their knowledge. 87.32 per cent had found social networks as useful in uploading of Photos and Videos which had made them more presentable or acceptable in their concerned group. They could easily circulate the information or creativity using the features of the social networks. 86.96 per cent social network users had perceived social networks in getting information from all around the world.

In case of Ahmedabad city, 89.27 per cent social network users had perceived social networks as useful in improving their knowledge. 88.31 per cent could easily collect information from all around the world, and 86.59 per cent social network users had perceived social networks as useful in easily uploading of Photos and Videos to get connected with other social network users.

The overall data analysis of responses collected from the social network users from amongst the selected cities in the State of Gujarat revealed that 87.40 per cent of them had perceived social networks as useful because it had improved their knowledge. 86.62 per cent social network users had perceived social networks as useful to easily get information from all around the world whereas 85.13 per cent of them had perceived social networks as useful in easily uploading of Photos and Videos.

#### **4.6: SOCIAL NETWORK USERS' BEHAVIOURAL INTENTIONS FROM THE USE OF SOCIAL NETWORKS:**

The behavioural intentions of social network users were measured through 10 statements as offered in the Table Number 4.33 (**Please Refer Annexure –5. pp. 438**).

In the case of Vadodara city, 81.13 per cent social network users had anticipated to continue their use of social networks in future. 75.50 per cent of them had expressed their intention to say positive things about the use of social networks. 74.50 per cent social network users had expected to use social networks for acquiring information from all around the world.

In case of Surat city, 78.18 per cent social network users had anticipated to continue to use social networks in future. 77.73 per cent of them had expected to use social networks for acquiring knowledge whereas 74.77 social network users had expressed to use social networks for acquiring information from all around the world.

In case of Rajkot city, 84.42 per cent social network users had favourably reported to make use of social networks for acquiring information from all around the world, and 81.88 per cent of them had agreed to continue to make use of social networks in future whereas 79.71 per cent social network users had shown their intention to use social networks in the retrieval of content from other networking websites.

In case of Ahmedabad city, 82.95 per cent social network users had expected to make use the social networks for acquiring Knowledge. 80.65 per cent of them had intended to contribute new content in the social networks, whereas 80.27 per cent social network users had expected to continue to make use of the social networks in future for different purposes including acquiring information from the use of social networks.

The overall data analysis of responses collected from the social network users in the selected cities in the State of Gujarat had revealed that 86.62 per cent social network users had shown the intention to use social networks for acquiring information. 84.22 per cent had expected to continue the use of the social network in future for different purposes whereas 81.49 per cent social network users had favourably revealed their intention to use social networks for forwarding content shared by other social network users.

#### **4.7: SOCIAL NETWORK USERS' ATTITUDES FROM THE USE OF SOCIAL NETWORKS:**

The attitudes of social network users were measured by asking them various statements such as viz., whether they felt that social networks were reliable to share information, whether they have thought of using social networks as a good idea, and whether they were in favour of using social networks or not?

The data analysis of the responses received from the social network users for attitudes towards social networks are provided in Table Number 4.34 (**Please Refer Annexure –5, pp. 439**).

In case of Vadodara city, 80.79 per cent social network users had agreed to use the social networks as a good idea. 78.81 per cent social network users were in favour of using social networks, and 70.20 per cent had felt social networks as reliable for sharing information.

In case of Surat city, 77.27 per cent social network users had agreed with the use of social networks as a good idea. 73.18 per cent social network users were in favour of using social networks whereas 72.73 per cent of them had felt social networks as reliable in sharing of information.

In case of Rajkot city, 85.51 per cent social network users were in favour of the use of social networks. 74.64 per cent of them had felt social networks as reliable for sharing information, and 73.91 per cent social network users had agreed with the use of social networks as a good idea.

In case of Ahmedabad city, 84.29 per cent social network users had agreed with use of social networks as a good idea whereas 82.76 per cent of them had favoured use of social networks, and 76.05 per cent social network users had felt social networks as reliable for sharing information.

The overall data analysis of responses collected from the social network users in the selected cities in the State of Gujarat had revealed that 79.74 per cent of the social network users had agreed using social networks as a good idea and they were largely in favour of using social networks. 73.70 per cent social network users had felt social networks as reliable for sharing information.

#### **4.8: SOCIAL NETWORK USERS' PERCEIVED IMPORTANCE AND OVERALL SATISFACTION FROM USE OF SOCIAL NETWORKS:**

The perceived importance and overall satisfaction of the selected social network users on the use of social networks is given in Table Number 4.35.

<b>Table Number: 4.35:</b>					
<b>Selected Social Network Users' Perceived Importance and Overall Satisfaction from Use of Social Networks</b>					
<b>Sr. No.</b>	<b>Perceived Importance of Attributes</b>	<b>Mean Score</b>	<b>Satisfaction towards the Attributes</b>	<b>Mean Score</b>	<b>Ratio</b>
01	Accessibility	4.01	Accessibility	4.06	0.99
02	Extensibility	4.03	Extensibility	4.06	0.99
03	Integration	3.96	Integration	3.98	1.00
04	Time Convenience	3.98	Time Convenience	4.04	0.99
05	Perceived Usefulness	4.04	Perceived Usefulness	4.10	0.99
06	Functional Value	3.97	Functional Value	4.03	0.98
07	Emotional Value	3.87	Emotional Value	3.90	0.99
08	Social Value	3.96	Social Value	4.01	0.99
09	Monetary Value	3.86	Monetary Value	3.92	0.98

From the mean value displayed in the Table Number 4.35 it was inferred that selected social network users were satisfied with the system quality features, perceived usefulness and values generated from the use of social network. The mean score of overall satisfaction for the selected factors was more than their perceived importance. Thus, the ratio of all the selected factors under study was less than or equal to one. Among ratio of selected factors, 1.00 was the highest which was for Integration of content whereas Functional value and the Monetary value was the lowest which were 0.98. Hence Integration was the factor where social network developer and the marketer has to work for providing better use benefit from use of social network. Whereas Functional value and the Monetary value generated more satisfaction compared to the other construct under study.

#### **4.9: DISCUSSIONS AND INTERPRETATIONS OF THE RESEARCH STUDY:**

Most of the social network users of Vadodara, Rajkot and Surat cities were found as belonging to the age groups of 18 to 30 years, whereas majority of the respondents of Ahmedabad city were found in the age group of 31 to 45 years. It shows the popularity of social network among the individuals with the age less than 45 years. It was also revealed that more than 80 per cent of the social network users of Gujarat State were of the age below 45 years. Thus, the present features of the social network were understood and used by the individuals especially belonging to this age group.

The research study could find out differences in the use of social networks based on the “Gender” of social network users of Surat and Ahmedabad cities of the Gujarat State. Both cities had revealed a greater number of “Male” social network users compared to “Female” social network users. The percentage of increase was 34 per cent in case of Surat city and 22 per cent in case of Ahmedabad city respectively. It exhibits that the features of social networks were perceived as more useful by the “Male” social network users compared to the “Female” social network users. Thus, the use of social networks is found to be affected by the gender of social network users.

The research study revealed differences in the use of social networks based on the “Marital Status” of the social network users of Vadodara and Surat cities of Gujarat State. Vadodara city revealed more “Unmarried” social network users whereas Surat city had shown more “Married” social network users. Thus, the features of social networks were used differently by the social network users of both these cities and were found to be satisfied in fulfilling his or her need of making use of social networks.

The researcher discovered differences in the use of social networks based on the “Type of family” of social network users except in case of the Rajkot city of Gujarat State. The social network users of the Rajkot city were found as belonging to joint family (69 per cent). Thus, not much difference was noticed in the feature and used of features by the social network users based on the type of family in the four selected cities of the Gujarat State.

Large numbers of the social network users selected from the four cities of the Gujarat State were found as either Graduates or Post-Graduates rather than less than Graduates when they were split based on their educational qualifications. It implies that features of social networking applications are perceived as more useful by the social network users who are either Graduates or Post-Graduates compared to the less educated social network users.

In case of “Occupation” of social network users, it was inferred that social network users engage in themselves into different occupation viz., Business, Services, Professional or the Homemaker and make use of social networks to satisfy their different type of needs. Home maker were found in the numbers using different applications of social networks in the Surat, Rajkot and Ahmedabad cities, of the Gujarat State whereas those social network users who are engaged in “Services” were relatively found to be making more use of the social network application in Ahmedabad and Rajkot cities respectively. Businessman and Women of Surat city were found as making use of various applications of social networks whereas least number of Businessman and Women as well as Self-employed social network users were found in case of Vadodara city of the Gujarat State.

Large numbers of the social network users living in the four selected cities of the Gujarat State were found as having an annual “Family Income” up to Rs. 8 lakhs. Rajkot city showed a greater number of social network users in this category followed by Vadodara, Surat and Ahmedabad cities of Gujarat State.

The smaller difference was found in the number of social network users having an annual income of more than Rs. 12 lakhs in the four selected cities of the Gujarat State.

Overall, in case of “Number of Dependent Member in Family” of social network users in the State of Gujarat, a range from 2 to 5 was found in the results of the research study and nearly 20 per cent of them had either none or single dependent family member in families of social network users in the State of Gujarat.

Majority of the social network users of Vadodara, Surat and Rajkot cities in the State of Gujarat had revealed “Single Earning Member” in their family whereas in case of Ahmedabad city, families of social network users had revealed up to two earning members in their family.

In case of awareness about social networks amongst selected social network users, WhatsApp, YouTube and Facebook were found as the most popular social networks in four selected cities of the Gujarat State. Whereas in case of certain social networks viz., Twitter, WeChat, Skype, Viber and Snapchat awareness were found but it was not used on a big scale by the selected social network users of the Gujarat State.

In case of frequency of use of social networks, it was found that large number of the social network users of different cities used social networks for 30 to 60 minutes in a day followed by the heavy users who used it for more than an hour in a single day. Those social network users who were using the applications of the social networks frequently were also found as using opening and accessing different content and features of social network applications several times to few times in a day.

Social network users of the selected four cities accorded higher importance to the accessibility system quality feature of “easily get connected” and “getting information from all around the world”; feature of extensibility “Social network get updated faster”; Integration “effectively combining information from other Internet application” and savings of time.

Social network users of the selected four cities also gave importance to the generation of different value from the use of social networks. High importance was given to the factor “Improvement of knowledge” and “Easy to upload Photo and Video” for generation of functional value. Higher Importance was also given to the feeling of “Enjoyable” and “Happiness form getting connected with Family and Friends” and thus generating emotional value from use of social network. The social network users also accorded high importance to the “Generation of new relationship” from the use of social networks for generation of social value, as well as to “Developing the business” and “Providing new business opportunity” for the generation of monetary value by the use of social network.

Social network users of the selected four cities shared their experiences on making use of social networks as it has helped them in taking advantage of knowledge and skills of other social network users, It provided them a way to easily connect with other social network users, social networks helped them to get information from all around the world, get updated faster, helped them to address the issue as it arise, as well as in combining information from the different Internet applications and also in savings of his or her time.

Social network users of the selected four cities shared their experiences in generating different types of value through selected statements relating to result of use of social networks viz., it helped them in improving their knowledge, helped them in taking informed decisions, it provided them feeling of enjoyment and happiness, it helped them to create relationships as well as to maintain existing relationships, it helped them in creating good impression on other social network users and also in developing their business by providing new business opportunities and also savings of money from use of social networks respectively.

Social network users of the selected four cities perceived usefulness too revealed that social networks are useful due to the availability of different type of information from any corner of the world. They were able to receive and upload information in different format using features of the social networks. They could upload information as well as s/he could share Photos and Videos for different purposes like getting connected, sharing of personal and professional information, developing the business etc. Different type of system quality features was felt and reported as useful in generation of different types of value from the use of social networks. Based on the value generated and the perceived usefulness through use of social networks, social network users favourably reported that s/he intended to use social networks for acquiring information and also to share and forward content with the other social network users of the social networks.

Benefits received from the use of the social networks developed favourable attitudes of the social network users from the use of social network. Social network users reported that making use of the social network is a good idea, and they were in favour of using social networks and also felt it as reliable one for sharing different type of information with various other social network users.