CHAPTER:5:

FINDINGS

AND

IMPLICATIONS

OF THE RESEARCH

STUDY

CHAPTER:5:
FINDINGS AND IMPLICATIONS OF THE RESEARCH STUDY
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CHAPTER:5:

FINDINGS AND IMPLICATIONS OF THE RESEARCH STUDY

EXECUTIVE SUMMARY OF CHAPTER NUMBER FIVE:

An attempt has been made by the researcher in the chapter number five to offer implications of the research study based on the findings of the research study that were received with the help of applications of various statistical tools and statistical techniques applied in data analysis and testing of hypotheses of this research study. The researcher had applied correlation to examine relationships between experiences and expectations of selected social network users regarding the system quality features of social networks. The relationships between perceived usefulness and the system quality features of social networks for value creation or generation as well as the attitudes and behavioural intention of selected social network users were examined with the help of correlation test. The Chi-Square Test was also applied to identify the association between the selected demographic variables of social network users that were put to use to draw meaningful findings of the research study and also to bring out meaningful strategic business, economic implications of this research study considering the responses of selected social network users' expectations and experiences of system quality features of social networks viz., accessibility, extensibility, integration of content and time convenience as well as the type of values that were generated or created due to use of social networks viz., functional value, social value, emotional value, and monetary value and attitudes and behavioural intention of social network users through use of social networks.

Independent Samples Kruskal-Wallis Test was carried out to identify the differences in the responses for experiences of system quality features and values generated; attitudes and behavioural intention of social network users living in selected four cities of Gujarat State. Further, Post-Hoc Test was performed between the cities for which significant difference was examined amongst the responses of selected social network users based on the selected city in which s/he is living in the State of Gujarat.

Friedman Test was carried out to identifying the importance for specific system quality features and the specific values generated from the use of social network by the selected social networks' of four selected cities viz., Vadodara, Surat, Rajkot and Ahmedabad of the Gujarat State.

The factor analysis was applied to study measure and examine the perceived usefulness of selected social network users to reduce the dimension of the construct. Four dimensions that had predicted 60 per cent variance in the construct were received using principal component extraction method for the factor analysis. Structural Equation Model (SEM) using PLS-SEM was also performed to predict the relationships among the variables. The researcher had also attempted to offer a summary of the overall findings of this research study at the end of the chapter.

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FINDINGS AND IMPLICATIONS OF THE RESEARCH STUDY

5.0: INTRODUCTION:

This research study was undertaken to study and examine those factors that played a significant role in the use of Social Networks (SNWs) by Social Network Users (SNWUs). The key objective of this research study was to understand, examine, and assess the influence of selected system quality features of social networks viz., Accessibility, Extensibility, Integration, and Time Convenience on the perceived usefulness of selected social networks, and to assess its relationships or linkages or an association concerning identified and selected values generated through the use of social networks viz., Functional Value, Social Value, Emotional Value, and Monetary Value as well as its influence on selected social network users' Behavioural Intention (BI), and future intention in the use of social networks who were selected from the four cities viz., Ahmedabad, Surat, Rajkot and Vadodara from the State of Gujarat.

The research study was undertaken based on the use of secondary and primary data respectively. The primary data were collected from the total number of 1540 social network users who were conveniently drawn based on non-probability sampling design from the four selected cities of the Gujarat State Viz., Vadodara, Surat, Rajkot and Ahmedabad respectively. The social network users were selected from the cross-section of strata belonging to heterogeneous groups of Students; Housewives, Employees and Businessmen along with taking into consideration their demographic profiles based on their selected background variables viz., Age-Groups, Gender, Educational Qualifications, Family Income, Profession, and Occupation. An Internet user (or) social media user (or) social network users have been considered as synonymous in this research study. The researcher had collected primary data using a pre-tested structured non-disguised questionnaire after ascertaining its test of reliability and validity to offer results of data analysis and interpretation as well as its key findings and crucial implications as an output of this research study. The collected primary data were tabulated and analysed by applying Descriptive Statistics, Chi-Square, Correlation as well as Structural Equation Modeling (SEM) was developed to draw meaningful inferences to offer significant implications of this research study.

5.1: FINDINGS OF CORRELATION:

As the primary data collected from the four selected cities were not normally distributed and the ties were observed among the two variables, Kendall's Tau Correlation was carried out to identify and study the relationships among the selected variables. The significance of the correlation was tested at 0.01 level using the T-test. The relationships among the variables are said to be positive when a correlation is positive and negative when correlation has a negative sign. Correlation is said to high when $r^2>.50$ and low when $r^2<.50$.

5.1.1: Findings of Correlation between Expectations and Experiences of the Selected Social Network Users on Accessibility, Extensibility and Degree of Integration of Content of Social Networks:

Table Number 5.1 shows the result of the hypothesis "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"

Table Number: 5.1:
Findings of Correlation Between Expectations and Experiences of Selected Social Network Users in Use of Selected Social Networks

Sr. No.	Selected Features of Social Networks	Expectations
01	Accessibility	0.472**
02	Extensibility	0.414**
03	Integration of the Content	0.374**
Note: **. Correlation is significant at the 0.01 level (1-tailed).		

Low degree of positive correlation was examined between exception for Accessibility, Extensibility, degree of Integration in content and Experience for the same. The results of the research study revealed that with the increase in expectations of accessibility, extensibility and degree of integration in content as selected features of social networks, there was a greater experience of the same. A more positive relationship was examined between the expectation of accessibility and its experience followed by extensibility and integration of content. Significance of correlation was tested using T-test, and all the correlations were found as significant at 0.01 level. From the T-test of correlation, it was found that there was less than 1 per cent chance of not getting the same results in future. Hence, based on the test of the hypothesis that is "Greater the accessibility, extensibility and integration of social networks, more positive social network users' experience would be in using social networks" hypothesis was accepted.

5.1.1.1: Implications of the Test of Hypothesis:

The social network users were using social networks for a variety of purposes. Social networks can function only with the use of the Internet and thus it can provide all facilities that social network users can avail only when s/he has access and are connected with the Internet. The researcher has tried to evaluate three selected features of social networks viz., Accessibility, Extensibility and Integration of Content. Accessibility to different people and information within less time is one of the important expectations that social network users carry while using the Internet and different type of social networks. It implies that providing accessibility which meets or exceeds the expectations of social network users results in the delivery of satisfaction to them from the use of social networks.

Continual meeting of these expectations of the social network users would facilitate the growth and development of social networks throughout the world. Social networks when innovates and introduce new features, it would also be expected to improve its accessibility for the social network users to deliver him or her better experience from the use of social networks.

Another important feature is Extensibility of social networks which helps social network users to feel more secure and more accessible to the other social network users of the social networks. It means that social network users would use the social networks not only to easily spread the information amongst the social network users to whom they know but also with various other unknown social network users. Just like, social network users share a message on social networks to seek help from other social network users to find the lost things. Certain social networks also consist of features due to which social network users can send the encrypted messages which can only be seen by a certain group of social network users and that message can get deleted after some time even though social network users have not given command for deleting the same.

Integration of content is another feature of social networks which helps improve Accessibility and Extensibility of social networks. Due to the Integration feature, social network users of particular social networking application can create and compile information which is scattered and are placed on different websites. It also helps in the wider dissemination of information where social network users of another social network can view the information without having an account or opening a particular application. Thus, more features developed by social networks which support Accessibility, Extensibility and Integration of content would provide a more positive experience for the use of a particular social network to the social network users.

5.1.2:Findings of Correlation Between Expectations and Experiences of the Selected Social Network Users' on Time Convenience Feature of Social Networks:

Table Number 5.2 shows the result of the testing of hypothesis "Greater perceived time convenience is associated with a greater perceived value in using social networks." Low degree of positive correlation was examined between expectations of selected social network users which is perceived value for time and experience from the use of social networks. T-test was used to examine the significance of correlation among the perceived value and experience of time convenience. The results of the T-test reported that correlation among the variable was found as significant at 0.01 level, which meant that variables would give 99 per cent same result in terms of relations when it would be tested in future. Based on T-test on correlation hypothesis "Greater perceived time convenience is associated with the greater perceived value in using social networks" was accepted.

Table Number: 5.2: Findings of Correlation Between Expectations and Experiences of Selected Social Network Users in Use of Social Networks		
Sr. No	**Selected Feature of Social Networks**	**Expectations**
01	Experience for social networks saving time	0.425**
Note: **. Correlation is significant at the 0.01 level (1-tailed)		

5.1.2.1: Implications of the Test of Hypothesis:

Time is the most important and valuable resource for human beings as it is irrecoverable once lost. The use of social networks is possible only with the help of Internet connectivity and social network users can connect with social networks from anywhere in the world in no time. Due to ease in connection, there would be speed in the flow of information from one social network user to another social network user as well as with various groups of social network user across the globe. Moreover, different features of social network applications can also save time in the creation or compilation of different information. Social networks make users more presentable by offering features which provide them with ease in inter-mixing of different social media. Thus, varied features of social networks can help social network users to present themselves effectively in front of other social network users. Hence, social network users perceived usefulness concerning different social network applications are found as more valuable when s/he experience such applications that it can save his or her time by providing ease in connecting with other social network users and also in creating and disseminating information.

5.1.3: Findings of Correlation Between Perceived Usefulness of the Selected Social Network Users' on Accessibility, Extensibility, Degree of Integration of Content and Time Convenience Features of Social Networks:

Table 5.3 shows the result of the testing of the hypothesis "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."

Table Number: 5.3: Findings of Correlation of the Perceived Usefulness of the Selected Social Network Users' on Accessibility, Extensibility, Degree of Integration of Content and Time Convenience Features of Social Networks		
Sr. No.	**Selected Statements**	**Perceived Usefulness**
	Accessibility	
01	SNWs help in taking advantage of the knowledge & skills of other users	0.404**
02	SNWs make us use the expertise of other users	0.409**
03	SNWs users easily get connected to each other.	0.319**
04	SNWs make it possible to get the information from all around the world	0.326**
05	SNWs provide me with the capabilities to work beyond geographical boundaries	0.367**
	Total	**0.450****
	Extensibility	
01	SNWs gets updated fast	0.327**
02	SNWs are quick in addressing issues as they arise	0.342**
	Total	**0.383****
	Integration	
01	SNWs effectively combine information from different websites	**0.380****
	Time Convenience	
01	SNWs save time	**0.390****
Note: **. Correlation is significant at the 0.01 level (1-tailed)		

Low degree of positive correlation was found between perceived usefulness and Accessibility, Extensibility, Integration of Content & Time Convenience. This meant that with the increase in the experience of Accessibility, Extensibility, Integration of Content and Time Convenience, there would be an increase in the perception of the perceived usefulness of social networks. This correlation among the variables was also found as significant at 0.01 level, which represents that there is less than 1 per cent chance not having the same type of results among the same selected variables in future.

Hence, the hypothesis "Greater the experience for Accessibility, Extensibility, Integration and Time Convenience more would be the perception of the usefulness of social networks" was accepted.

5.1.3.1: Implications of the Test of Hypothesis:

The social networks are found to be used by the social network users for getting accessibility of knowledge and skills of other users of the social network for the benefit of the individual who is using it. They are frequently being used to get an expert opinion of the different experts in their field by different social network users of the social network. The social network provides ease in connecting social network users and other people through applications of social networks to connect any user of such applications who is staying anywhere and at any time. The ease in connection provides social network users with diverse and unlimited information from all around the world.

The information thus sought not only enriches the social network users' concepts but would also be helpful in taking broader view for different situation, objects and persons. In this way, it deepens on the social network users' knowledge base for different topics of their interest.
With the change in technology and needs of the social network users, applications of the social network have to continuously update it features to well satisfy the needs of its social network users. Innovative social network users would also like to try new features of social network which would help them to be more expressive. Due to occurrence of different type of frauds or due to concern for the privacy of data, social network users now want the social networks to adopt new features as well as to realize the secure exchange of contents through the use of social networks. Encryption of messages and concern for privacy is usually now examined in various application of social networks. At present, social network users even though if they are a user of a single social network wishes to access different social networks with the same network. Just as WhatsApp users can view YouTube Video in WhatsApp rather than logging into YouTube application. Thus, users of the different social networks have a wide circulation of information and other things through the use of social networks. Due to different type of features of social networks, ease in availing Internet connection and availability of the different type of affordable devices in the market provides greater access to different social networks around the world. More and more Accessibility, Extensibility, Integration of Content and Time Convenience have been successful in creating positive perceived usefulness of social networks among the social network users.

5.1.4: Findings of Correlation Between Social Network Users' Perceived Usefulness and Values Generated from the Use of Social Networks:

Table Number 5.4 shows the results of the testing of the hypothesis "Greater the perceived usefulness more will be the Functional Value, Social Value, Emotional Value and Monetary Values generated from the use of Social Networks".

The high degree of positive correlation was examined between the perception of usefulness and the values generated from the use of social networks amongst the selected social network users of Surat and Vadodara cities of the Gujarat State. While a low degree of positive relation was examined in Ahmedabad and Rajkot cities of the Gujarat State.

Table Number: 5.4:
Findings of Correlation Between Social Network Users' Perceived Usefulness and Values Generated From Use of Social Networks

Sr. No	Selected Statements for Values Generated from Use of Social Networks	Perceived Usefulness				
		Ahmedabad	**Rajkot**	**Surat**	**Vadodara**	**Total**
	Functional Value					
01	Improve my knowledge	0.383**	0.344**	0.480**	0.398**	0.409**
02	Help me to take informed decisions	0.393**	0.432**	0.479**	0.471**	0.447**
03	Easily uploading & sharing of photos & Videos	0.308**	0.328**	0.418**	0.359**	0.360**
	Total	**0.439****	**0.475****	**0.559****	**0.501****	**0.500****
	Emotional Value					
01	Influence my behaviour	0.350**	0.385**	0.428**	0.423**	0.398**
02	Make me more interactive	0.316**	0.355**	0.453**	0.475**	0.398**
03	Social networks are enjoyable	0.261**	0.363**	0.432**	0.453**	0.372**
04	Social networks are relaxing	0.336**	0.391**	0.482**	0.460**	0.417**
05	Make me feel good when I am sad	0.350**	0.389**	0.447**	0.442**	0.404**
06	Connection with friends make me happy	0.333**	0.391**	0.437**	0.389**	0.379**
07	Connection with family make me happy	0.287**	0.334**	0.403**	0.376**	0.348**
08	Makes me feel less lonely	0.381**	0.386**	0.390**	0.431**	0.396**
	Total	**0.437****	**0.480****	**0.578****	**0.548****	**0.510****
	Social Value					
01	Create new relationships	0.364**	0.366**	0.401**	0.434**	0.390**
02	Improve my existing relationships	0.391**	0.420**	0.488**	0.464**	0.441**
03	Make me feel accepted by others	0.360**	0.396**	0.541**	0.509**	0.449**
04	Help me to create good impression on other people	0.349**	0.365**	0.485**	0.454**	0.412**
05	Give me a social approval	0.355**	0.378**	0.483**	0.456**	0.423**
06	Provide me a social support	0.363**	0.364**	0.445**	0.480**	0.416**
	Total	**0.437****	**.462****	**0.567****	**0.541****	**0.505****
	Monetary Value					
01	Useful for developing business	0.353**	0.347**	0.466**	0.358**	0.392**
02	Provide me new business opportunities	0.376**	0.348**	0.443**	0.461**	0.414**
03	Save money	0.408**	0.396**	0.429**	0.464**	0.427**
04	Offer value for the money	0.365**	0.390**	0.454**	0.455**	0.421**
05	Help in generation of money	0.346**	0.407**	0.418**	0.487**	0.412**
	Total	**0.440****	**0.463****	**0.527****	**0.535****	**0.498****

Note: **. Correlation is significant at the 0.01 level (1-tailed)

The difference in the correlation was found among the values generated and the perception of the usefulness of the social networks amongst the social network users of different cities of the Gujarat State. Values for research were divided into four types of values viz., Functional Value, Emotional Value, Social Value, and Monetary Value respectively.

A low degree of positive correlation was found among the selected statements in each of the values that were generated and perception of usefulness for the use of social networks amongst selected social network users of different selected cities. Significance of correlation was tested using T-test. All the correlations were found as significant at 0.01 level, which meant that variables would give 99 per cent similar result in terms of relations among itself when it would be tested in future. Based on T-test of correlation, hypothesis "Greater the perceived usefulness more will be the Functional Value, Social Value, Emotional Value and Monetary Values generated from the use of Social Networks" was accepted.

5.1.4.1: Implications of the Test of Hypothesis:

Social networks are primarily used for sharing information, for uploading and sharing Photos and Videos. The features of social networks are helpful in connecting with known people or social network users, building up a relationship with new people, improving the knowledge of social network users as information is readily available, and for effective distribution of information. This is the utilitarian or functional value generated for the social network users with the use of social networks. Social network users are highly subjective in the use of social networks, each one has his or her own need and thus their use and value generated from the use of social networks also differ. Social network users who are alone, use a social network for connection, entertainment, creation and disseminating of information etc. Various activities were undertaken by the selected social network users that made him or her feel less lonely, provided them with feeling for enjoyment, relaxation and make them feel happy. In this way, selected social network users to become more interactive and open with the use of social networks. Many times, sharing feeling or conversation with the unknown people are stress buster and provides emotional support to the social network users. Thus, when social network users use a social network for such purposes emotional value is generated from the use of social networks.

Selected Social network users who are far from his or her near and dear ones, use social networks to re-establish his or her connection or to establish a relationship with new people in the unknown place. The social networks being Internet application provides 24x7connectivity. Social network users can share updates with other social network users of the social networks at anytime from anywhere. Different features of social networks help social network users to seek and achieve social approval and support in society. Use of social networks makes them more versatile and approachable by the other users of the social networks. A social network when used for such purpose by the selected social network users, social value is generated from the use of social networks that have multi-purpose features.

Thus, the same features can be used by social network users to get different types of values. Social network like WhatsApp is increasingly being used as a fast messaging tool among the employees of the companies.

Any information which is required to be circulated among the different stakeholders of the business is seen to be circulated through official WhatsApp groups. The timely reach of the information and instruction helps in the proper functioning of the companies.

Social networks thus are helpful in improving the efficiency and effectiveness of working of the companies and thus would be helpful in the generation of monetary value from the use of applications of social networks. Companies are continuously making efforts to generate different values with the use of applications. The social network users are increasingly using it as an effective communication tool for promoting their products and services among the target market. A social network is also being used for unsolicited feedback and crowdsourcing which would be helpful in improvement to process, product and services offered by the companies. All this helps in generation and delivery of new values for the customers which would result in the generation of monetary values for the companies.

5.1.5: Findings of Correlation between Social Network Users' Perceived Usefulness, Attitudes and Behavioural Intention from the Use of Social Networks:

Table Number 5.5 exhibit the result of the testing of the hypothesis "Greater the perceived usefulness, more positive Attitudes and stronger the Behavioural Intention shall be for using social networks by selected social network users."

Table Number: 5.5:
Findings of Correlation Between Social Network Users' Perceived Usefulness, Attitudes and Behavioural Intention from the Use of Social Networks

Sr. No.	Selected Statements	Perceived Usefulness
	Behavioural Intention	
01	My behaviour gets influenced by SNWs	0.508**
02	I intend to say positive things about using SNWs to other people	0.524**
03	I expect my use of SNWs to continue in the future	0.489**
04	My dependency on SNWs are increasing for acquiring information	0.511**
05	My dependency on SNWs are increasing for acquiring Knowledge	0.471**
06	My dependency on SNWs are increasing for connecting people	0.510**
07	My dependency on SNWs are increasing for expanding my business	0.495**
08	I intend to use SNWs to forward content shared by others	0.483**
09	I intend to use SNWs to contribute new content	0.489**
10	I intend to use SNWs to retrieved content from other websites	0.469**
	Total	**0.683****
	Attitude	
01	I feel SNWs are reliable to share information	0.497**
02	Using SNWs is a good idea	0.467**
03	I am in favour of using SNWs	0.463**
	Total	**0.602****

Note: **. Correlation is significant at the 0.01 level (1-tailed)

A high degree of positive correlation was examined between the perception of usefulness and attitude and behavioural intention towards the use of social networks.

While some statements of behavioural intention were depicted to have a low degree of positive correlation with the perception of usefulness for the use of social networks. Low degree of positive correlation was also observed among the selected statements of attitudes and perception of usefulness for the use of social networks. Significance of correlation was tested using T-test. All the correlations were found significant at 0.01 level, which meant that 99 per cent, there would be the same type and degree of relationship among the variables selected under this research study if such test is conducted in future. Based on T-test for correlation, hypothesis "Greater the perceived usefulness, more positive attitudes and stronger the behavioural intention shall be towards using social networks of selected social network users" were accepted.

5.1.5.1: Implications of the Test of Hypothesis:

When any individual is in constant touch with the particular technology or group of people, these connections are found to be affecting the behaviour of individuals. Positive or negative effects were observed in the behaviour of the social network users in the previous studies. When social network users perceived to have been benefited from the use of social networks or with connections of people they continuously intend to use such social networks or hold memberships of such groups. Their behaviour towards the social networks and groups are so positive that they start recommending such social networks to others for the use of it. Importance of value derived from the use of social networks or having memberships of certain groups in the social network is helpful in generating positive Word-of-Mouth. It is one of the most desired ways of marketing product or services by the marketer because when it is generated through the customers, it assures continuous use of product and services by them. Such satisfied customers become the brand ambassador for the company who convinces other users to make use of such social networks or shall join a particular group in a social network.

As social network users are using social networks for varied purposes, thus there is a difference in the perceived benefit received from the use of social networks. Moreover, there are different type of social networks which would give different types of benefits. Some of the social networks purely help to increase business or professional contact, others for entertainment purposes, and few works as a platform for sharing and obtaining information etc. There are many social networks which are being used for multiple purposes. Social networks have emerged as a new source for acquiring information & knowledge, connecting people and expanding business for the social network users. They are generally found using social networks for sharing the content with other social network users which aids them in maintaining the relationships, and it provides ease in spreading information and also the businesses of companies.

Creative and knowledgeable social network users often contribute new content on a social network which makes them popular among the other users of the social networks.

The social network provides ease in spreading of talent beyond geographical boundaries. This feature of the social network not only brings social approval for social networks but also help social network users in the generation of money.

With the increase in the use of a social network, social network user's dependency has seen rise considering aforesaid purposes. Though, the ratio of dependency of the social network users differs considering the type of use they make of such social networks. Benefits perceived and benefits derived from the use of social networks also build the attitude of social network users towards the use of a particular social network. Attitude also plays a crucial role in the future use of the particular social network by social network users.

5.2: FINDINGS OF CHI-SQUARE TEST:

To examine the association among the selected background variables of social network users and the variables selected under this research study, the Chi-square test was applied to assess responses gathered for the experiences of system quality features of social networks viz., Accessibility, Extensibility, Integration of Content and Time Convenience, as well as various type of values generated viz., Functional Value, Social Value, Emotional Value and Monetary Value from the use of social networks. The positive response categories were combined in Good whereas negative response categories were combined into Poor.

Thus, responses for the social network user's perception of usefulness, behavioural intention and attitude were also combined. The positive response categories were combined into Agree and the negative response categories were combined into as Disagree.

5.2.1: Findings of Chi-Square Test between Social Network Users' Selected Background Variables Vis-À-Vis Social Network Users' Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks:

Chi-square test was applied to test the hypothesis "There is no significant relationship between the selected social network users' selected demographic variables viz., Age Group, Gender, Marital Status, Type of Family, Educational Qualifications, Occupation and Income of Family vis-à-vis 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". The results of the association among the variables are shown from Table Number 5.6 to 5.19.

The results of the Chi-square test between the age and the selected system quality features and value generated are exhibited in the Table Number 5.6 and 5.7. Table Number 5.6 displays the statements that exhibit the association with the age of social network users, whereas Table Number 5.7 displays the statements which are found not associated with the age of social network users.

Table Number: 5.6:
Statements Showing Significant Association of the Age of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks

Sr. No.	Selected Factors	Selected Statement for Experience	'P' Value of χ^2
01	**Accessibility**	Take advantage of the knowledge & skills of other	0.033*
		Use the expertise of other	0.000**
		Easily get connected	0.000**
		Can work beyond geographical boundaries	0.003**
02	**Extensibility**	SNWs gets updated fast	0.014*
		Quick in addressing issues as they arise	0.009**
03	**Time Convenience**	Saves Time	0.000**
04	**Functional Value**	Help in making informed decisions	0.000**
05	**Emotional Value**	Influence the behaviour	0.000**
		Feel less lonely	0.003**
06	**Social Value**	Create new relationships	0.045*
		Improve existing relationships	0.049*
		Feels accepted by others	0.039*
		Give social approval	0.002**
07	**Monetary Value**	Provide new business opportunities	0.005**
		Save money	0.003**
		Offer value for money	0.002**
		Helps in the generation of money	0.000**

Note: ** .Association is significant at 0.01 level (2-tailed)
* .Association is significant at 0.05 level (2-tailed)

Table Number: 5.7: Statements Showing Non-Significant Association of the Age of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks			
Sr. No.	**Selected Factors**	**Selected Statement for Experience**	**'P' Value of χ^2**
01	**Accessibility**	Get information from all around the world	0.103
02	**Integration of Content**	Effective in combining information from different websites	0.099
03	**Functional Value**	Improve knowledge	0.171
		Easy to upload & share photos & Videos	0.22
04	**Emotional Value**	Makes more interactive	0.133
		Is enjoyable	0.222
		Is relaxing	0.437
		Make feels good when sad	0.061
		Connection with friends makes me happy	0.665
		Connection with family makes me happy	0.13
05	**Social Value**	Create a good impression on other people	0.167
		Provide social support	0.212
06	**Monetary Value**	Useful for developing business	0.054

The results of the Chi-square test between the Gender and the selected system quality features and value generated are exhibited in the Table Number 5.8 and 5.9. Table Number 5.8 demonstrates the statements that exhibit the association with the Gender of social network users, whereas Table Number 5.9 demonstrates the statements which are found not associated with the Gender of social network users.

Table Number: 5.8:
Statements Showing Significant Association of the Gender of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks

Sr. No.	Selected Factors	Selected Statement for Experience	'P' Value of χ^2
01	**Accessibility**	Take advantage of the knowledge & skills of other	0.005**
		Use the expertise of other	0.001**
		Easily get connected	0.000**
		Can work beyond geographical boundaries	0.015**
02	**Extensibility**	Quick in addressing issues as they arise	0.024*
03	**Integration of Content**	Effective in combining information from different websites	0.000**
04	**Time Convenience**	Saves Time	0.033*
05	**Functional Value**	Improve knowledge	0.000**
		Help in making informed decisions	0.011*
		Easy to upload & share photos & Videos	0.004**
06	**Emotional Value**	Makes more interactive	0.017*
		Is enjoyable	0.000**
		Is relaxing	0.000**
		Make feels good when sad	0.000**
		Connection with friends makes me happy	0.000**
		Connection with family makes me happy	0.000**
		Feel less lonely	0.000**
07	**Social Value**	Create new relationships	0.002**
		Improve existing relationships	0.020*
		Feels accepted by others	0.001**
		Create a good impression on other people	0.008**
		Provide social support	0.024*
08	**Monetary Value**	Useful for developing business	0.031*
		Provide new business opportunities	0.000**
		Helps in the generation of money	0.026*

Note: ** .Association is significant at 0.01 level (2-tailed),
* .Association is significant at 0.05 level (2-tailed)

Table Number: 5.9:
Statements Showing Non-Significant Association of the Gender of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks

Sr. No.	Selected Factors	Selected Statement for Experience	'P' Value of χ^2
01	**Accessibility**	Get information from all around the world	0.09
02	**Extensibility**	SNWs gets updated fast	0.061
03	**Social Value**	Give social approval	0.099
04	**Emotional Value**	Influence the behaviour	0.178
05	**Monetary Value**	Save money	0.162
		Offer value for money	0.338

The results of the Chi-square test between the Type of Family of Social Network Users' and the selected system quality features and value generated are exhibited in the Table Number 5.10 and 5.11. Table Number 5.10 shows the statements that exhibit the association with the Type of Family of social network users, whereas Table Number 5.11 shows the statements which are found not associated with the Type of Family of Social Network Users'.

Table Number: 5.10:
Statements Showing Significant Association of the Type of Family of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks

Sr. No.	Selected Factors	Selected Statement for Experience	'P' Value of χ^2
01	**Extensibility**	Quick in addressing issues as they arise	0.006**
02	**Time Convenience**	Saves Time	0.029*
03	**Emotional Value**	Makes more interactive	0.025*
		Is relaxing	0.034*
		Make feels good when sad	0.005**
		Connection with friends makes me happy	0.023*
04	**Monetary Value**	Offer value for money	0.004**

Note: ** .Association is significant at 0.01 level (2-tailed),
* .Association is significant at 0.05 level (2-tailed)

Table Number: 5.11: Statements Showing Non-Significant Association of the Type of Family of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks			
Sr. No.	**Selected Factors**	**Selected Statement for Experience**	**'P' Value of χ^2**
01	**Accessibility**	Take advantage of the knowledge & skills of other	0.083
		Use the expertise of other	0.356
		Easily get connected	0.343
		Get information from all around the world	0.234
		Can work beyond geographical boundaries	0.099
02	**Extensibility**	SNWs gets updated fast	0.223
03	**Integration of Content**	Effective in combining information from different websites	0.620
04	**Functional Value**	Improve knowledge	0.114
		Help in making informed decisions	0.054
		Easy to upload & share photos & Videos	0.86
05	**Emotional Value**	Influence the behaviour	0.588
		Is enjoyable	0.098
		Connection with family makes me happy	0.507
		Feel less lonely	0.181
06	**Social Value**	Create new relationships	0.282
		Improve existing relationships	0.737
		Feels accepted by others	0.680
		Create a good impression on other people	0.136
		Give social approval	0.525
		Provide social support	0.378
07	**Monetary Value**	Useful for developing business	0.481
		Provide new business opportunities	0.447
		Save money	0.967
		Helps in the generation of money	0.306

The results of the Chi-square test between the Marital Status of social network users and the selected system quality features and value generated are exhibited in the Table Number 5.12 and 5.13. Table Number 5.12 exhibits the statements that show the association with the Marital Status of social network users, whereas Table Number 5.13 exhibits the statements which are found not associated with the Marital Status of social network users

Table Number: 5.12:
Statements Showing Significant Association of the Marital Status of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks

Sr. No.	Selected Factors	Selected Statement for Experience	'P' Value of χ^2
01	**Accessibility**	Take advantage of the knowledge & skills of other	0.008**
		Use the expertise of other	0.003**
		Get information from all around the world	0.026*
02	**Extensibility**	Quick in addressing issues as they arise	0.001**
03	**Integration of Content**	Effective in combining information from different websites	0.003**
04	**Time Convenience**	Saves Time	0.001**
05	**Functional Value**	Improve knowledge	0.026*
		Help in making informed decisions	0.014*
06	**Emotional Value**	Makes more interactive	0.000**
		Is enjoyable	0.000**
		Is relaxing	0.002**
		Make feels good when sad	0.001**
		Connection with friends makes me happy	0.049*
		Connection with family makes me happy	0.001**
		Feel less lonely	0.008**
07	**Social Value**	Create new relationships	0.022*
		Improve existing relationships	0.050*
		Feels accepted by others	0.047*
		Create a good impression on other people	0.002**
		Give social approval	0.000**
08	**Monetary Value**	Useful for developing business	0.002**
		Provide new business opportunities	0.001**
		Offer value for money	0.029*
		Helps in the generation of money	0.001**

Note: ** .Association is significant at 0.01 level (2-tailed),
* .Association is significant at 0.05 level (2-tailed)

Table Number: 5.13:
Statements Showing Non-Significant Association of the Marital Status of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks

Sr. No.	Selected Factors	Selected Statement for Experience	'P' Value of χ^2
01	**Accessibility**	Easily get connected	0.077
		Can work beyond geographical boundaries	0.120
02	**Extensibility**	SNWs gets updated fast	0.166
03	**Functional Value**	Easy to upload & share photos & Videos	0.394
04	**Emotional Value**	Influence the behaviour	0.060
05	**Social Value**	Provide social support	0.068
06	**Monetary Value**	Save money	0.085

The results of the Chi-square test between the Educational Qualifications of social network users and the selected system quality features and value generated are exhibited in the Table Number 5.14 and 5.15. Table Number 5.14 reveals the statements that show the association with the Educational Qualifications of social network users, whereas Table Number 5.15 reveals the statements which are found not associated with the Educational Qualifications of social network users.

Table Number: 5.14:
Statements Showing Significant Association of the Educational Qualifications of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks

Sr. No.	Selected Factors	Selected Statement for Experience	'P' Value of χ^2
01	**Accessibility**	Take advantage of the knowledge & skills of other	0.001**
		Use the expertise of other	0.000**
		Easily get connected	0.007**
02	**Extensibility**	Quick in addressing issues as they arise	0.017*
03	**Time Convenience**	Saves Time	0.000**
04	**Emotional Value**	Makes more interactive	0.008**
		Connection with friends makes me happy	0.049*
		Connection with family makes me happy	0.007**
05	**Social Value**	Improve existing relationships	0.002**

Note: ** .Association is significant at 0.01 level (2-tailed),
* .Association is significant at 0.05 level (2-tailed)

Table Number: 5.15: Statements Showing Non-Significant Association of the Educational Qualifications of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks			
Sr. No.	**Selected Factors**	**Selected Statement for Experience**	**'P' Value of χ^2**
01	**Accessibility**	Get information from all around the world	0.058
		Can work beyond geographical boundaries	0.475
02	**Extensibility**	SNWs gets updated fast	0.219
03	**Integration of Content**	Effective in combining information from different websites	0.186
04	**Functional Value**	Improve knowledge	0.273
		Help in making informed decisions	0.064
		Easy to upload & share photos & Videos	0.759
05	**Emotional Value**	Influence the behaviour	0.812
		Is enjoyable	0.282
		Is relaxing	0.057
		Make feels good when sad	0.379
		Feel less lonely	0.063
06	**Social Value**	Create new relationships	0.289
		Feels accepted by others	0.201
		Create a good impression on other people	0.297
		Give social approval	0.11
		Provide social support	0.138
07	**Monetary Value**	Useful for developing business	0.096
		Provide new business opportunities	0.116
		Save money	0.398
		Offer value for money	0.884
		Helps in the generation of money	0.198

The results of the Chi-square test between the Occupation of social network users and the selected system quality features and value generated are exhibited in the Table Number 5.16 and 5.17. Table Number 5.16 displays the statements that exhibit the association with the Occupation of social network users, whereas Table Number 5.17 displays the statements which are found not associated with the Occupation of social network users.

Table Number: 5.16:
Statements Showing Significant Association of the Occupation of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks

Sr. No.	Selected Factors	Selected Statement for Experience	'P' Value of χ^2
01	**Accessibility**	Take advantage of the knowledge & skills of other	0.004**
		Use the expertise of other	0.023*
		Easily get connected	0.002**
		Get information from all around the world	0.006**
02	**Time Convenience**	Saves Time	0.000**
03	**Functional Value**	Help in making informed decisions	0.000**
04	**Emotional Value**	Influence the behaviour	0.006**
		Makes more interactive	0.000**
		Connection with friends makes me happy	0.044*
		Feel less lonely	0.001**
05	**Social Value**	Create new relationships	0.021*
		Improve existing relationships	0.002**
		Feels accepted by others	0.006**
		Give social approval	0.005**
06	**Monetary Value**	Provide new business opportunities	0.003**
		Save money	0.013*
		Offer value for money	0.003**
		Helps in the generation of money	0.007**

Note: ** .Association is significant at 0.01 level (2-tailed),
* .Association is significant at 0.05 level (2-tailed)

Table Number: 5.17:
Statements Showing Non-Significant Association of the Occupation of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks

Sr. No.	Selected Factors	Selected Statement for Experience	'P' Value of χ^2
01	**Accessibility**	Can work beyond geographical boundaries	0.223
02	**Extensibility**	SNWs gets updated fast	0.682
		Quick in addressing issues as they arise	0.239
03	**Integration of Content**	Effective in combining information from different websites	0.432
04	**Functional Value**	Improve knowledge	0.328
		Easy to upload & share photos & Videos	0.693
05	**Emotional Value**	Is enjoyable	0.359
		Is relaxing	0.298
		Make feels good when sad	0.054
		Connection with family makes me happy	0.083
06	**Social Value**	Create a good impression on other people	0.364
		Provide social support	0.384
7	**Monetary Value**	Useful for developing business	0.232

The results of the Chi-square test between the Annual Income of the Family of social network users and the selected system quality features and value generated are exhibited through Table Number 5.18 and 5.19. Table Number 5.18 shows the statements that exhibit the association with the Annual Income of the Family of social network users, whereas Table Number 5.19 shows the statements which are found not associated with the Annual Income of the Family of social network users.

Table Number: 5.18:
Statements Showing Significant Association of the Annual Income of the Family of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks

Sr. No.	Selected Factors	Selected Statement for Experience	'P' Value of χ^2
01	**Accessibility**	Use the expertise of other	0.017*
02	**Emotional Value**	Is relaxing	0.024*
		Make feels good when sad	0.023*
		Connection with family makes me happy	0.044*
		Feel less lonely	0.001**
03	**Social Value**	Create new relationships	0.009**
		Improve existing relationships	0.001**
		Feels accepted by others	0.011*
		Create a good impression on other people	0.009**

Note: ** .Association is significant at 0.01 level (2-tailed),
* .Association is significant at 0.05 level (2-tailed)

Table Number: 5.19: Statements Showing Non-Significant Association of the Annual Income of the Family of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks			
Sr. No.	**Selected Factors**	**Selected Statement for Experience**	**'P' Value of χ^2**
01	**Accessibility**	Take advantage of the knowledge & skills of other	0.118
		Easily get connected	0.301
		Get information from all around the world	0.771
		Can work beyond geographical boundaries	0.19
02	**Extensibility**	SNWs gets updated fast	0.721
		Quick in addressing issues as they arise	0.633
03	**Integration of Content**	Effective in combining information from different websites	0.857
04	**Time Convenience**	Saves Time	0.118
05	**Functional Value**	Improve knowledge	0.642
		Help in making informed decisions	0.721
		Easy to upload & share photos & Videos	0.745
06	**Emotional Value**	Influence the behaviour	0.268
		Makes more interactive	0.856
		Is enjoyable	0.731
		Connection with friends makes me happy	0.223
07	**Social Value**	Give social approval	0.483
		Provide social support	0.337
08	**Monetary Value**	Useful for developing business	0.387
		Provide new business opportunities	0.682
		Save money	0.642
		Offer value for money	0.837
		Helps in the generation of money	0.338

From the Table Number 5.6 to 5.19 it can be inferred that the hypothesis 'There is no significant relationship between the selected social network users' selected demographic variables viz., Age Group, Gender, Marital Status, Type of Family, Educational Qualifications, Occupation and Income of Family vis-à-vis 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' is conditionally rejected as some of the demographic variables of social network users were found significantly associated with the Experiences of System Quality features of Social Networks and the Values from the use Social of Networks whereas some of them were found significantly associated with the Experiences of System Quality features of Social Networks and the Values from the use Social of Networks.

It indicates the significance of measuring experience of System Quality features of Social Networks viz., Accessibility, Extensibility, Integration of Content, Time Convenience, as well as values generated from the Use Social of Networks viz., Functional Value, Social Value, Emotional Value and Monetary Value.

Based on the findings of Chi-square test out of total 31 statements, the significant association was found in 18 statements, 25 statements, 24 statements and 18 statements (Table Number 5.6, 5.8, 5.12, 5.16) for demographic criteria of Age, Gender, Marital Status, and occupation respectively, showing its significant relationships with selected criteria of Experiences of System Quality features of Social Networks and the Values from the Use Social of Networks.

Similarly, based on the findings of Chi-square test out of total 31 statements, the Non-Significant association was found in 24 statements, 22 statements, and 22 statements (Table Number 5.11, 5.15, 5.19) for demographic criteria of Type of Family, Educational Qualification, and Annual Income respectively, showing its Non-significant relationships with selected criteria of Experiences of System Quality features of Social Networks and the Values from the Use Social of Networks.

It means that the demographic variables of Age, Gender, Marital Status and Occupation of social network users had higher significant influence than the demographic criteria of Type of Family, Educational Qualification, and Annual Income considering the selected criteria of Experiences of System Quality features of Social Networks and the Values from the Use Social of Networks.

5.2.2: Findings of Chi-Square Test between Social Network Users' Selected Background Variables Vis-À-Vis Social Network Users' Perception for Perceived Usefulness from the Use Social of Networks:

Chi-square test was applied to test the hypothesis "There is no significant relationship between the selected social network users' selected demographic variables viz., Age Group, Gender, Marital Status, Type of Family, Educational Qualifications, Occupation and Income of Family vis-à-vis Social Network User's perception of usefulness for the use of social networks." The results of the association among the demographic variables and the perceived usefulness of social network users are shown in the Table Number 5.20 to 5.33.

The results of the Chi-square test between the age and the perceived usefulness of social network to its users are given in Table Number 5.20 and Table Number 5.21. Table Number 5.20 displays the statements that exhibit the association of the age of social network users with the perceived usefulness of social network, whereas Table Number 5.21 displays the statements that exhibit non-significant association of the age of social network users with the perceived usefulness of the social network.

Table Number: 5.20: Statements Showing Significant Association of the Age of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks		
Sr. No.	**Selected Statement**	**'P' Value of χ^2**
01	Access skills of other users	0.007**
02	Use the expertise of other	0.000**
03	Get connected with other	0.011*
04	Use because my friends use it (for connection)	0.000**
05	Use because my family uses it (for connection)	0.000**
06	Get updated information	0.050*
07	Get access to the issues as they arise	0.045*
08	Save time in connecting with other users	0.003**
09	Feel easy to maintain relationships	0.008**
10	Help in the development of business	0.050*
11	Help to take informed decisions	0.027*
12	Feel relaxed when I use	0.019*
13	Feel good when I use	0.012*
14	Feel less lonely when I use	0.001**
15	Feel accepted by others	0.010**
16	Helped in acquiring Knowledge	0.003**
17	Helped in improving relations	0.010**
18	Helped in expanding business	0.019*
Note: ** .Association is significant at 0.01 level (2-tailed), * .Association is significant at 0.05 level (2-tailed)		

Table Number: 5.21: Statements Showing Non-Significant Association of the Age of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks		
Sr. No.	**Selected Statement**	**'P' Value of χ^2**
01	Get information from all around the world	0.253
02	Can work beyond geographical boundaries	0.186
03	Improved my knowledge	0.156
04	Easily upload photos & videos	0.260
05	Make me more interactive	0.824
06	Enjoy while using	0.077
07	Create a good impression on other people	0.496
08	Can change the perception of other users about me	0.468
09	Get social support	0.359
10	Get value for the money	0.133
11	Can generate money through connections	0.070
12	Helped in sharing information	0.159
13	Helped in increasing contacts	0.097

The results of the chi-square test showing the relationship between the Gender of selected social network users with the selected statements related to Perceived Usefulness is given in Table Number 5.22 and Table Number 5.23. Table Number 5.22 demonstrates the statements that exhibits the association of the Gender of social network users with the perceived usefulness of social network, whereas Table Number 5.23 demonstrates the statements that exhibits non-significant association of the Gender of social network users with the perceived usefulness of the social network.

Table Number: 5.22:
Statements Showing Significant Association of the Gender of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks

Sr. No.	Selected Statement	'P' Value of χ^2
01	Access skills of other users	0.002**
02	Use because my friends use it (for connection)	0.021*
03	Use because my family uses it (for connection)	0.006**
04	Get updated information	0.000**
05	Get access to the issues as they arise	0.032*
06	Help to take informed decisions	0.034*
07	Improved my knowledge	0.028*
08	Easily upload photos & videos	0.035*
09	Enjoy while using	0.000**
10	Helped in acquiring Knowledge	0.002**

Note: ** .Association is significant at 0.01 level (2-tailed),
* .Association is significant at 0.05 level (2-tailed)

Table Number: 5.23: Statements Showing Non-Significant Association of the Gender of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks		
Sr. No.	**Selected Statement**	**'P' Value of χ^2**
01	Use the expertise of other	0.060
02	Get connected with other	0.258
03	Get information from all around the world	0.330
04	Can work beyond geographical boundaries	0.143
05	Save time in connecting with other users	0.077
06	Feel easy to maintain relationships	0.821
07	Help in the development of business	0.149
08	Make me more interactive	0.104
09	Feel relaxed when I use	0.132
10	Feel good when I use	0.060
11	Feel less lonely when I use	0.240
12	Feel accepted by others	0.603
13	Create a good impression on other people	0.552
14	Can change the perception of other users about me	0.900
15	Get social support	0.956
16	Get value for the money	0.343
17	Can generate money through connections	0.370
18	Helped in sharing information	0.154
19	Helped in increasing contacts	0.414
20	Helped in improving relations	0.236
21	Helped in expanding business	0.950

The results of the chi-square test showing the relationship between the Marital Status of selected social network users with the selected statements related to Perceived Usefulness is given in Table Number 5.24 and Table Number 5.25. Table Number 5.24 reveals the statements that exhibits the association of the Marital Status of social network users with the perceived usefulness of social network, whereas Table Number 5.25 reveals the statements that exhibits non-significant association of the Marital Status of social network users with the perceived usefulness of the social network.

Table Number: 5.24: Statements Showing Significant Association of the Marital Status of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks		
Sr. No.	**Selected Statement**	**'P' Value of χ^2**
01	Access skills of other users	0.001**
02	Use the expertise of other	0.008*
03	Get updated information	0.001**
04	Get access to the issues as they arise	0.010**
05	Save time in connecting with other users	0.007**
06	Help in the development of business	0.008**
07	Help to take informed decisions	0.009**
08	Make me more interactive	0.025*
09	Helped in sharing information	0.030*
10	Helped in acquiring Knowledge	0.039*
11	Helped in increasing contacts	0.016*
12	Helped in expanding business	0.007**
Note: ** .Association is significant at 0.01 level (2-tailed), * .Association is significant at 0.05 level (2-tailed)		

Table Number: 5.25: Statements Showing Non-Significant Association of the Marital Status of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks		
Sr. No.	**Selected Statement**	**'P' Value of χ^2**
01	Get connected with other	0.081
02	Get information from all around the world	0.111
03	Can work beyond geographical boundaries	0.840
04	Use because my friends use it (for connection)	0.172
05	Use because my family uses it (for connection)	0.566
06	Feel easy to maintain relationships	0.291
07	Improved my knowledge	0.142
08	Easily upload photos & videos	0.392
09	Enjoy while using	0.074
10	Feel relaxed when I use	0.184
11	Feel good when I use	0.465
12	Feel less lonely when I use	0.935
13	Feel accepted by others	0.292
14	Create a good impression on other people	0.153
15	Can change the perception of other users about me	0.203
16	Get social support	0.181
17	Get value for the money	0.205
18	Can generate money through connections	0.255
19	Helped in improving relations	0.076

The results of the chi-square test showing the relationship between the Type of Family of selected social network users with the selected statements related to Perceived Usefulness is given in Table Number 5.26 and Table Number 5.27. Table Number 5.26 displays the statements that exhibits the association of the Type of Family of social network users with the perceived usefulness of social network, whereas Table Number 5.27 displays the statements that exhibits non-significant association of the Type of Family of social network users with the perceived usefulness of the social network.

Table Number: 5.26:
Statements Showing Significant Association of the Type of Family of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks

Sr. No.	Selected Statement	'P' Value of χ^2
01	Get connected with other	0.004**
02	Use because my family uses it (for connection)	0.050*

Note: ** .Association is significant at 0.01 level (2-tailed),
* .Association is significant at 0.05 level (2-tailed)

Table Number: 5.27: Statements Showing Non-Significant Association of the Type of Family of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks		
Sr. No.	**Selected Statement**	**'P' Value of χ^2**
01	Access skills of other users	0.688
02	Use the expertise of other	0.090
03	Get information from all around the world	0.312
04	Can work beyond geographical boundaries	0.528
05	Use because my friends use it (for connection)	0.239
06	Get updated information	0.185
07	Get access to the issues as they arise	0.336
08	Save time in connecting with other users	0.780
09	Feel easy to maintain relationships	0.986
10	Help in the development of business	0.765
11	Help to take informed decisions	0.565
12	Improved my knowledge	0.445
13	Easily upload photos & videos	0.261
14	Make me more interactive	0.361
15	Enjoy while using	0.072
16	Feel relaxed when I use	0.362
17	Feel good when I use	0.666
18	Feel less lonely when I use	0.345
19	Feel accepted by others	0.517
20	Create a good impression on other people	0.280
21	Can change the perception of other users about me	0.682
22	Get social support	0.306
23	Get value for the money	0.574
24	Can generate money through connections	0.153
25	Helped in sharing information	0.433
26	Helped in acquiring Knowledge	0.253
27	Helped in increasing contacts	0.819
28	Helped in improving relations	0.621
29	Helped in expanding business	0.443

The results of the chi-square test showing the relationship between the Educational Qualification of selected social network users with the selected statements related to Perceived Usefulness is given in Table Number 5.28 and Table Number 5.29. Table Number 5.28 shows the statements that exhibit the association of the Educational Qualification of social network users with the perceived usefulness of social network, whereas Table Number 5.29 shows the statements that exhibits non-significant association of the Educational Qualifications of social network users with the perceived usefulness of the social network.

Table Number: 5.28: Statements Showing Significant Association of the Educational Qualifications of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks		
Sr. No.	**Selected Statements**	**'P' Value of χ^2**
01	Use the expertise of other	0.024*
02	Use because my family uses it (for connection)	0.001**
03	Get updated information	0.000**
04	Get access to the issues as they arise	0.000**
05	Save time in connecting with other users	0.009**
06	Improved my knowledge	0.040*
07	Enjoy while using	0.007**
08	Feel relaxed when I use	0.003**
09	Feel good when I use	0.015*
10	Feel less lonely when I use	0.000**
Note: ** .Association is significant at 0.01 level (2-tailed), * .Association is significant at 0.05 level (2-tailed)		

Table Number: 5.29: Statements Showing Non-Significant Association of the Educational Qualifications of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks		
Sr. No.	**Selected Statement**	**'P' Value of χ^2**
01	Access skills of other users	0.061
02	Get connected with other	0.093
03	Get information from all around the world	0.358
04	Can work beyond geographical boundaries	0.076
05	Use because my friends use it (for connection)	0.289
06	Feel easy to maintain relationships	0.442
07	Help in the development of business	0.473
08	Help to take informed decisions	0.205
09	Easily upload photos & videos	0.072
10	Make me more interactive	0.123
11	Feel accepted by others	0.126
12	Create a good impression on other people	0.419
13	Can change the perception of other users about me	0.705
14	Get social support	0.758
15	Get value for the money	0.333
16	Can generate money through connections	0.587
17	Helped in sharing information	0.103
18	Helped in acquiring Knowledge	0.064
19	Helped in increasing contacts	0.107
20	Helped in improving relations	0.092
21	Helped in expanding business	0.209

The results of the chi-square test showing the relationship between the Occupation of selected social network users with the selected statements related to Perceived Usefulness is given in Table Number 5.30 in and Table Number 5.31. Table Number 5.30 demonstrates the statements that exhibits the association of the Occupation of social network users with the perceived usefulness of social network, whereas Table Number 5.31 demonstrates the statements that exhibits non-significant association of the Occupation of social network users with the perceived usefulness of the social network.

Table Number: 5.30:
Statements Showing Significant Association of the Occupation of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks

Sr. No.	Selected Statements	'P' Value of χ^2
01	Access skills of other users	0.000**
02	Use the expertise of other	0.000**
03	Get connected with other	0.024*
04	Can work beyond geographical boundaries	0.011*
05	Use because my friends use it (for connection)	0.001**
06	Use because my family uses it (for connection)	0.000**
07	Get updated information	0.000**
08	Get access to the issues as they arise	0.001**
09	Save time in connecting with other users	0.042*
10	Feel easy to maintain relationships	0.003**
11	Improved my knowledge	0.042*
12	Make me more interactive	0.004**
13	Feel relaxed when I use	0.000**
14	Feel good when I use	0.003**
15	Feel less lonely when I use	0.000**
16	Feel accepted by others	0.001**
17	Can change the perception of other users about me	0.004**
18	Get social support	0.004**
19	Get value for the money	0.036*
20	Can generate money through connections	0.002**
21	Helped in improving relations	0.041*

Note: ** .Association is significant at 0.01 level (2-tailed),
* .Association is significant at 0.05 level (2-tailed)

Table Number: 5.31: Statements Showing Non-Significant Association of the Occupation of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks		
Sr. No.	**Selected Statements**	**'P' Value of χ^2**
01	Get information from all around the world	0.147
02	Help in the development of business	0.162
03	Help to take informed decisions	0.154
04	Easily upload photos & videos	0.483
05	Enjoy while using	0.074
06	Create a good impression on other people	0.024
07	Helped in sharing information	0.459
08	Helped in acquiring Knowledge	0.91
09	Helped in increasing contacts	0.776
10	Helped in expanding business	0.429

The results of the chi-square test showing the relationship between Income of Family of selected social network users with the selected statements related to Perceived Usefulness is given in Table Number 5.32 and Table Number 5.33. Table Number 5.32 displays the statements that exhibits the association of the Income of Family of social network users with the perceived usefulness of social network, whereas Table Number 5.33 displays the statements that exhibits non-significant association of the Income of Family of social network users with the perceived usefulness of the social networks.

Table Number: 5.32:
Statements Showing Significant Association of the Annual Income of the Family of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks

Sr. No.	Selected Statements	'P' Value of χ^2
01	Access skills of other users	0.001**
02	Use the expertise of other	0.001**
03	Get connected with other	0.008**
04	Can work beyond geographical boundaries	0.001**
05	Use because my friends use it (for connection)	0.006**
06	Use because my family uses it (for connection)	0.001**
07	Get access to the issues as they arise	0.000**
08	Save time in connecting with other users	0.007**
09	Feel easy to maintain relationships	0.005**
10	Help to take informed decisions	0.001**
11	Feel relaxed when I use	0.013*
12	Feel less lonely when I use	0.002**
13	Feel accepted by others	0.003**
14	Create a good impression on other people	0.006**
15	Get social support	0.009**
16	Can generate money through connections	0.004**
17	Helped in sharing information	0.034*
18	Helped in acquiring Knowledge	0.008**
19	Helped in increasing contacts	0.009**

Note: ** .Association is significant at 0.01 level (2-tailed),
* .Association is significant at 0.05 level (2-tailed)

Table Number: 5.33:
Statements Showing Non-Significant Association of the Annual Income of the Family of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks

Sr. No.	Selected Statements	'P' Value of χ^2
01	Get information from all around the world	0.243
02	Get updated information	0.591
03	Help in the development of business	0.091
04	Improved my knowledge	0.065
05	Easily upload photos & videos	0.238
06	Make me more interactive	0.207
07	Enjoy while using	0.136
08	Feel good when I use	0.082
09	Can change the perception of other users about me	0.200
10	Get value for the money	0.079
11	Helped in improving relations	0.115
12	Helped in expanding business	0.055

From the Table Number 5.20 to 5.33 it can be inferred that the hypothesis 'There is no significant relationship between the selected social network users' selected demographic variables viz., Age Group, Gender, Marital Status, Type of Family, Educational Qualifications, Occupation and Income of Family vis-à-vis Social network user's perception for usefulness of social networks' is conditionally rejected as some of the demographic variables of social network users were found significantly associated and some of the demographic variables of social network users were found non-significantly associated with the perception of usefulness for the use of social networks.

Based on the findings of Chi-square test out of total 31 statements, the significant association was found in 18 statements, 21 statements and 19 statements (Table Number 5.20, 5.30, 5.32) for demographic criteria of Age, Occupation and Annual Income of Family respectively showing its significant relationships with perceived usefulness of Social Networks.

Similarly, based on the findings of Chi-square test out of total 31 statements, the Non-Significant association was found in 21 statements, 19 statements, 29 statements, 21 statements (Table Number 5.23, 5.25, 5.27, 5.29) for demographic criteria of Gender, Marital Status, Type of Family and Educational Qualification respectively, showing its Non-significant relationships with perceived usefulness of Social Networks

It means that the demographic variables of Age, Occupation and Annual Income of family of social network users had higher significant influence than the demographic criteria of Gender, Marital Status, Type of Family and Educational Qualification of the perception of the usefulness of social networks. Occupation affected most while Type of Family affected least to the perceived usefulness of the social network.

5.2.3:Findings of Chi-Square Test Between Social Network Users' Selected Background Variables Vis-À-Vis Social Network Users' Behavioural Intentions from the Use Social of Networks:

Table Number 5.34 illustrates the results of the chi-square test for the behavioural intention of selected social network users and selected background variables of social network users. Association among the demographic variables and the selected statements of selected variables under research study was tested at 0.01 and 0.05 level of significance.

Table Number: 5.34:
Findings of the Chi-Square Test between Social Network Users' Selected Background Variables Vis-À-Vis Social Network Users' Behavioural Intentions from the Use Social of Networks

Selected Statements	'P' Value of χ^2						
	Age	Gender	Marital Status	Type of Family	Educational Qualifications	Occupation	Income of Family
My behaviour gets influenced with the use	0.004**	0.897	0.218	0.128	0.132	0.000**	0.002**
Intend to say positive things about using	0.262	0.004**	0.056	0.034*	0.034*	0.500	0.006**
Expect to continue the use in future	0.112	0.000**	0.300	0.158	0.011*	0.047*	0.000**
Expect to use for acquiring information	0.397	0.003**	0.015*	0.006	0.169	0.010**	0.013*
Expect to use for acquiring Knowledge	0.230	0.258	0.764	0.259	0.129	0.374	0.015*
Expect to use for connecting people	0.049*	0.166	0.039*	0.192	0.820	0.237	0.000**
Expect to use for expanding business	0.082	0.787	0.000**	0.563	0.342	0.220	0.002**
Intend to use to forward content shared by others	0.182	0.231	0.015*	0.062	0.859	0.043*	0.003**
Intend to use to contribute new content	0.389	0.419	0.007**	0.212	0.008**	0.010**	0.002**
I intend to use to retrieved content from other websites	0.290	0.876	0.001**	0.223	0.730	0.712	0.007**

Note: ** .Association is significant at 0.01 level (2-tailed),
* .Association is significant at 0.05 level (2-tailed)

Chi-square test was applied to test the hypothesis that "There is no significant relationship between the selected social network users" selected demographic variables viz., Age Group, Gender, Marital Status, Type of Family, Educational Qualifications, Occupation and Income of Family, vis-à-vis Social Network Users' Behavioural Intention for the use of social networks' was conditionally accepted as the significant association of demographic variable was found in some statements and non-significant association of demographic variable was found in other statements related with measuring the Behavioural Intention.

Based on the findings of Chi-square test out of total 10 statements, the significant association was found in 6 statements, 5 statements and 10 statements for demographic criteria of Marital Status, Occupation and Annual Family Income, showing its significant relationships with the Behavioural Intention of Social Networks users. Whereas the Non-Significant association was found in 8 statements, 7 statements, 8 statements and 7 statements for demographic criteria of Age, Gender, Type of Family, and Educational Qualifications respectively were showing its Non-significant relationships with Behavioural Intention of Social Networks users.

It means that the demographic variables of Annual Family Income played a major role followed by Marital Status, Occupation, whereas Education, Gender, Age and Type of the family played an insignificant role in Behavioural Intention of social network users.

5.2.4: Findings of Chi-Square Test between Social Network Users' Selected Background Variables Vis-À-Vis Social Network Users' Attitudes from Use Social of Networks:

Table Number 5.35 depicts the results of the chi-square test for attitude towards social network and selected background variables of social network users. Association among the demographic variables and the selected statements of selected variables under research study was tested at 0.01 and 0.05 level of significance

Table Number: 5.35:
Findings of Chi-Square Test Between Social Network Users' Selected Background Variables Vis-À-Vis Social Network Users' Attitudes from Use Social of Networks

Selected Statements	'P' Value of χ^2						
	Age	Gender	Marital Status	Type of Family	Educational Qualifications	Occupation	Income of Family
Feel social networks reliable for sharing information	0.178	0.257	0.009**	0.834	0.081	0.003**	0.069
Using social networks is a good idea	0.257	0.224	0.189	0.571	0.132	0.060	0.050*
I am in favour of using social networks	0.014*	0.034*	0.074*	0.499	0.014*	0.139	0.013*

Note: ** .Association is significant at 0.01 level (2-tailed),
* .Association is significant at 0.05 level (2-tailed)

Based on Chi-square test of association hypothesis that "There is no significant relationship between the selected social network users' selected demographic variables viz., Age Group, Gender, Marital Status, Type of Family, Educational Qualifications, Occupation and Income of Family, vis-à-vis Social network users' attitude towards social network" was conditionally accepted as the significant association of demographic variable was found in some statements and non-significant association of demographic variable was found in other statements related with measuring the Attitude of social network users.

Based on the findings of Chi-square test, Income of the Family and Marital Status was the demographic factor that significantly affected the Attitude of the social network as the significant association was found for the 2 statements from the total 3 statements. For the remaining demographic factor namely, Occupation, Education, Age and Gender of social network user's non-significant association was found for 1 statement with the attitude for the use of social networks. In the case of, Type of the Family of social network users, the non-significant association was found with the attitude of social network users as all the 3 statements 'P' value is more than 0.05.

5.2.4.1: Implications of the Test of Hypothesis:

The difference was observed in the use of social networks for the accessibility of different things on basis of age groups of the social network users. Young people being more techno-savvy used different types of social networks for diverse purposes.

They were examined using the social network for connecting with different people for expressing their feeling, for acquiring information and knowledge, for posting different information, for communicating with different stakeholders of the business and also as a source for expansion of a business. The difference was also observed in the pattern of use to access various things on social networks based on the Gender, Marital Status, Educational Qualifications and Occupation of the social network users.

This was due to a difference in the need and availability of time for the use of a social network. Social network users who were small in age and were students had more time to use the social networks. People who had just started earning need to devote more time to their occupation and thus were comparatively busy to find time to use social networks.

Use of the social networks at this stage of life was found more for knowledge, information and for growth of his or her career. People who left their family for further education or job used and perceived social network to be useful for reconnecting with their near and dear ones; to find new friends in an unknown place; to gather information about the place; to feel less lonely or relax or for entertainment purpose. People who were old or retired were mainly found using a social network for connecting with family members and friends, for entertainment purposes or for feeling less lonely if they are alone. Thus, as the purpose of accessibility of social network differed at each stage of the life cycle of the social network users, perceived usefulness of the social network also differed based on the age of the respondents. Social network users of the age group between 31 to 60 year felt connectivity, availability of information and shared knowledge on social network helped them to make informed decisions than social network users below 31 years and above 60 years. This experience was attributable to the fact that social network users under this age group were decision maker compared to the other groups. People below the age group of 30 were students or have just started their career or job, and thus a majority of the decisions are taken by an elder member of the family. While people above 60 years at a present area of the time were belonging to the time where the majority of them might not have use computers and thus operating social network was quite difficult for them. They had a good experience of life and thus made decisions based upon their experiences rather than keeping trust in unknown people of a social network. Due to all these reasons, people above 60 year had not experienced social network as helpful in making informed decisions.

The difference was also observed for an experience of Accessibility, Extensibility, Integration and Time Convenient in terms of the Gender of the social network users. Female perceived and experienced social network as more accessible in terms of connecting with people, finding information, sharing knowledge, using the expertise of others and helping in working beyond geographical boundaries compared to male social network users. The main reason was due to a prevalence of male-dominant Indian society, where a male social network user has more freedom compared to female social network users. Male social network users in India could easily move around any place at any time they want, but for female social network users, it is relatively difficult in most of the geographical areas of India. Social networks are providing this type of female social network users a platform where she can showcase her expertise or can even make use of her expertise of the other expert users of the social network.

As examined earlier female social network users found social networks more accessible, extensible, easy to integrate the content and felt it convenient in terms of time compared to the male social network users. Female social network users were found to be accessing social networks mainly to connect with people, finding information, sharing knowledge, using the expertise of other social network users and used it as a platform for working beyond geographical boundaries.

Thus, female social network user experienced more utilitarian or functional value, social value, emotional value and monetary value from the use of social networks.

Accessibility, Extensibility, Integration and Time Convenient experience also differed based upon the marital status of the social network users, who were unmarried and single (Widow/Widower/Divorcee). Selected social network users' experience and perceived usefulness of social networks as more accessible compared to the married social network users. The key reason was mainly due to the expected availability of time to make use of social networks. Unmarried and single social network users had comparatively less responsibility compared to married social network users and thus they could access, extend and integrate social networks relatively more with ease than the married social network users. Moreover, married social network users had to remain in a face to face contact with a greater number of family members compared to the unmarried and single social network users. Due to all these reasons, unmarried social network users had experienced and perceived social networks more accessible, extensible and integrated content and time convenience.

As unmarried social network users were more users of the social network compared to married people. Thus, there was a resultant noticeable difference in the value generated from the use of social networks. Unmarried Social network users who have used social network for different purposes created a different type of more value compared to the married or single social network users (Widow/Widower/Divorcee).

The difference was also observed for an experience of Extensibility and Time Convenience based upon the type of family in which the social network users lived lives as a joint family or nuclear family.

Social network users who lived in the nuclear family experienced social networks to be more extensible where they had found social networks quick in addressing his or her issues as it arises. Joint family has a greater number of family members compared to the nuclear family. Thus, social network users who were living in a joint family could easily approach the elderly social network user when s/he needed certain expert help or advice. When a large number of social network users live together under one roof, one could have easier access to expertise as each member of the family might be expert in a different field compared to a nuclear family. While those social network users who have lived in the joint family had found social network more time convenient compared to a nuclear family because it was easier for the joint family member to connect and communicate with each other making a group on social networks.

The social network is an application which runs with the help of the Internet and is accessible at any time by the joint family members. This feature helps them to spend quality time with their family members as well as make use of social networks whenever they want. Due to the differences in the use of social networks based on the type of family, the differences were also found in the value generated from the use of social networks.

Social network users of a nuclear family were examined to have created more of emotional value compared to the social network users of the joint family, and thus these people have found social networks worth as it offered value for money which they had spent to access the social networks.

With the increase in educational qualifications, there was an increase in experience of Accessibility, Extensibility and Time Convenience for the use of social networks. Good higher education facilities are still not available everywhere, thus students who wanted to have a good education or wanted to get a degree from prestigious institutes had to live their hometown. The students perceived social networks to be useful to connect with his or her family and friends and were often found using the social network for the same.

Generally, when social network users are found to be more educated, they knew different things and thus they are always in search of the information which could enrich his or her knowledge base. Also, with the increase in educational qualifications, social network users are involved in the job which demanded more mental attention.

Often it was found that when social network users are more educated they left his or her home town in search of better opportunities. Thus, these social network users have assessed social networks to stay in touch with his or her family members or old friends.

Due to these reasons as mentioned above, social network users with more educational qualifications had found social networks more accessible, extensible and time convenient. Hence, the use of social networks had helped highly educated social network users to create more emotional and monetary value compared to the less educated social network users. Those social network users, who had left his or her hometown for any reason that was examined and it was found that social networks have helped them in the creation of social value from the use of social networks.

Businessman, Women, Professional and Homemakers have also reported social networks more accessible which has clearly shown an increase in the use of social networks by the companies. Social networks provide ease in connection with the various stakeholders of the business. Companies can pass on promotional messages to his or her customers through a different social network. Crowdsourcing and Crowdfunding through a social network have helped companies for identification, creation and delivery of the values perceived as important by the customers. Professionals have used social networks for the same purpose as the Businessman and Women.

The social networks have helped professionally to form his or her professional group where s/he could easily share various information regarding his or her profession and remain updated about the latest things in his/her profession. Constant up-gradation of knowledge is one of the crucial factors for the success of any professional. They could also easily take the opinion of the other experts through social networks which helped them to better serve their customers.

Housemaker have used social networks for varied purposes viz., seeking information about different things like cooking, the upbringing of a child, making new things for decorating their home or of any area of their interest. They were also found using a social network for entertainment and connecting with friends and family members. They have found social networks more accessible compared to other social network users. Different types of values were generated by Businessman, Women, Professional and Homemaker on the use of social networks as they had used it for diverse purposes. When the social network is used for connecting with people and making them socially more acceptable, social values are generated. When it is used for relaxing or for entertainment purposes, emotional values were generated, and when it was used for enriching knowledge which helped in the development of a business or it used for finding and communicating with customers, monetary values were generated from the use of social networks as compared to the other social network users like service people or self-employed people respectively.

Social networks have helped social network users in the generation of more income or savings of money from its use. It showed that social network users with more income have perceived social networks to be more useful for accessing the skills and expertise of other social network users. Social networks have provided them with ease of communication, which has aided them in providing better and timely services to their customers. Moreover, social networks are emerging as a new promotional tool where a company can advertise its product and services offered to the customers. Social networks have expanded the reach of a company where they can connect and advertise to any person of the world with the same promotional cost. It was generally found that social network users with more income frequently visit different places. At this time when, social network users are away from his or her family, friends and colleague, social networks have helped them to stay in touch through different social media. Connection with colleagues has helped them to provide continuous updates which help them in the better decision-making process regarding businesses while touring. Thus, based upon the use, perception of usefulness for the particular social networks was developed which further affected the behavioural intention and attitude of social network users towards the social networks. Social network users who have used social networks for different purposes and had revealed a positive experience for use of social networks have perceived social networks to be useful and thus intended to continue its use in near future as well as for various other purposes too showed the positive attitude towards the use of the social networks. Social network users who were satisfied by the use of social networks were not only the continuous users but could also be turned into frequent social networks users. Satisfied social networks users are like a Brand Ambassador for the particular social networks who can provoke other non-users to use the social network for the benefits that s/he perceived or have achieved with the use of the social networks.

5.3: FINDINGS OF THE KRUSKAL-WALLIS TEST OF SELECTED SOCIAL NETWORK USERS' EXPERIENCE OF SELECTED FEATURES OF SOCIAL NETWORKS, VALUES GENERATED VIS-À-VIS SELECTED SOCIAL NETWORK USERS' PERCEIVED USEFULNESS, BEHAVIOURAL INTENTION AND ATTITUDES FROM THE USE OF SOCIAL NETWORKS:

Non-parametric Test Kruskal-Wallis was carried out to examine the differences in the experience of Accessibility, Extensibility, Integration and Time Convenience; perceived usefulness as well as values that were generated; attitude; and behavioural intention of selected social network users of four different cities of the Gujarat State.

The results of the test are presented in Table Number 5.36 as follows.

Table Number: 5.36: Results of Independent Samples Kruskal-Wallis Test			
Sr. No	**Null Hypotheses**	**Level of Significance**	**Result of Test**
01	There is no difference in the experience of accessibility of social network among the social network users living in different cities of Gujarat State	0.000**	Rejected
02	There is no difference in the experience of extensibility of social network among the social network users living in different cities of Gujarat State	0.000**	Rejected
03	There is no difference in the experience of integration of social network among the social network users living in different cities of Gujarat State	0.003**	Rejected
04	There is no difference in the experience of Time convenience of social network among the social network users living in different cities of Gujarat State	0.000**	Rejected
05	There is no difference in the perceived usefulness of social network among the social network users living in different cities of Gujarat State	0.000**	Rejected
06	There is no difference in the experience of functional value generated from the use of social network among the Social network users living in different cities of Gujarat State	0.000**	Rejected
07	There is no difference in the experience of social value generated from the use of social network among the social network users living in different cities of Gujarat State	0.023**	Rejected
08	There is no difference in the experience of emotional value generated from the use of social network among the social network users living in different cities of Gujarat State	0.000**	Rejected
09	There is no difference in the experience of monetary value generated from the use of social network among the social network users living in different cities of Gujarat State	0.000**	Rejected
10	There is no difference in the attitude of social network users living in different cities of Gujarat State for social networks.	0.004**	Rejected
11	There is no difference in behavioural intention of social network users living in different cities of Gujarat State for the use of social networks.	0.001**	Rejected
Note: .** Difference is significant at .05 level			

From Table Number 5.36, it was examined that there was a difference in the experience and other selected variables under this research study amongst the social network users of four different cities of the Gujarat State. The differences were examined significant at 0.05 level. Social network users living in four different cities viz., Experience Accessibility, Extensibility, Integration and Time Convenience of social networks differently. There was also a difference in the perceived usefulness, the value generated through use, attitude and behavioural intention of selected social network users of four different cities of the Gujarat State.

Kruskal-Wallis Test was applied to test the hypothesis, "There is no significant difference in the experience of Accessibility, Extensibility, Integration and Time Convenience; as well as values generated viz., Functional Value, Social Value, Emotional Value and Monetary Value of selected social network users of four selected cities of the Gujarat State" & "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". Both the hypothesis was rejected as the result showed 'P' values less than 0.05.

Post Hoc Test was carried out to identify the cities amongst which there was a difference in experience and other selected variables under this research study.

5.3.1: Post Hoc Test to Identify Differences in the Experience of Accessibility of Social Networks Amongst the Selected Social Network Users of Selected Cities of Gujarat State:

Table Number 5.37 exhibits the results of Post Hoc Test which was applied to identify the differences in the mean score of the experience from the variable of Accessibility of social networks amongst of the selected social network users of four different cities of the Gujarat State.

Table Number: 5.37:
City-wise Differences in the Experience of Accessibility of Social Networks Amongst Selected Social Network Users of Gujarat State

Selected Cities	Mean Rank Score	The difference in Mean Value	Std. Error	Std. Test Statistic	Sig.	Adj. Sig
Surat - Ahmedabad	703.88 - 734.49	-30.615	28.604	1.070	0.284	1.000
Surat - Rajkot	703.88 - 852.99	-149.155	33.937	4.394	0.000	0.000**
Surat -Vadodara	703.88 - 854.42	-150.543	33.027	-4.558	0.000	0.000**
Ahmedabad - Rajkot	734.49 - 852.99	-118.500	32.893	-3.603	0.000	0.002**
Ahmedabad -Vadodara	734.49 - 854.42	-119.927	31.954	-3.753	0.000	0.001**
Rajkot - Vadodara	852.99 - 854.42	-1.428	36.805	-.039	0.969	1.000

Note: .** Difference is significant at .05 level (2-Sided tests)
Significance value has been adjusted by the Bonferroni correction for multiple tests

Table Number 5.37 demonstrate a high mean rank score of Vadodara and Rajkot cities compared to Ahmedabad and Surat cities. The high mean rank score indicates good experience for accessibility compared to the cities with the lower mean rank score. Thus, two groups can be formed based on the mean rank scores of the four selected cities of the Gujarat State. One group consist of social network users of Surat and Ahmedabad city and the other group consists of social network users of Rajkot and Vadodara city.

From the findings, it is inferred that social network users of Vadodara and Rajkot cities were found using social networking websites more for connection with other social network users and for accessing information from all around the world compared to social network users living in Ahmedabad and Surat cities of Gujarat State.

Thus, the use of social network applications for the purpose provided more accessibility to the users of these two cities compared to the other two cities of the Gujarat State. A social network marketer should undertake the promotional effort to increase the awareness and use for the different feature providing accessibility to the social network users of the Surat and Ahmedabad city of the Gujarat State. The step will help the social networks to increase the use of social network among the internet users of these two cities of Gujarat State.

5.3.2: Post Hoc Test to Identify Differences in the Experience of Extensibility of Social Networks Amongst the Selected Social Network Users of Different Selected Cities of Gujarat State:

Table Number 5.38 displays the results of a Post Hoc Test which was applied to identify the differences in the mean score of the experience from the variable of Extensibility of social networks amongst of the selected social network users of four different cities of the Gujarat State.

Table Number: 5.38:
City-wise Differences in the Experience of Extensibility of Social Networks Amongst Selected Social Network Users of Gujarat State

Selected Cities	Mean Rank Score	The difference in Mean Value	Std. Error	Std. Test Statistic	Sig.	Adj. Sig
Surat-Ahmedabad	703.53 - 747.86	-44.328	28.014	1.582	0.114	0.681
Surat-Rajkot	703.53 - 845.94	-142.415	33.237	4.285	0.000	0.000**
Surat-Vadodara	703.53 - 838.26	-134.736	32.346	-4.166	0.000	0.000**
Ahmedabad-Rajkot	747.86 - 845.94	-98.088	32.215	-3..45	0.002	0.014**
Ahmedabad-Vadodara	747.86 - 838.26	-90.409	31.295	-2.889	0.004	0.023**
Vadodara-Rajkot	838.26 - 845.94	-7.679	36.045	.213	0.831	1.000

Note: .** Difference is significant at .05 level (2-Sided tests)
Significance value has been adjusted by the Bonferroni correction for multiple tests

From Table Number 5.38, it was found that Vadodara and Rajkot cities had higher mean rank score compared to Ahmedabad and Surat cities. The high mean rank score shows good experience of respondents of Vadodara and Rajkot cities for extensibility variable of the social network compared to the Ahmedabad and Surat cities which had a lower mean rank score. Thus, based on the mean comparison rank for the Post Hoc Test, social network users of four cities can be combined into two groups based on the experience of extensibility feature of system quality. One group consists of social network users of Surat and Ahmedabad city and the other group is of social network users of Rajkot and Vadodara city.

From the Post Hoc Test, it was examined that social network users of the Rajkot and Vadodara cities were using social networks for connection, getting information from all around the world, using the expertise of the other social network users in their work and develop a feeling of improved capabilities for working beyond geographic boundaries.

They had found social networking websites quick in addressing his or her issues and get updated faster compared to other modes of communication than the social network users living in Ahmedabad and Surat cities of the Gujarat State. The marketer, therefore, needs to improve the experience of extensibility by continuously update its application or bring new applications which are faster in addressing the issues of the ever-changing need to get access of information, knowledge and expertise of other social network users. Applications developed should be flexible enough which should provide ease in incorporating the new changes and discarding the obsolete one. The application so developed would be easy to operate to increase the use of application among the non-users.

5.3.3: Post Hoc Test to Identify Differences in the Experience of Integration of Content of Social Networks Amongst the Selected Social Network Users of Selected Cities of Gujarat State:

Table Number 5.39 demonstrates the results of Post Hoc Test that was used to identify the differences in the mean score of the integration variable of social networks amongst the selected social network users living in four different cities of the Gujarat State.

Table Number: 5.39:
City-wise Differences in the Experience of Integration of the Content of Selected Social Network Users of Gujarat State

Selected Cities	Mean Rank Score	The difference in Mean Value	Std. Error	Std. Test Statistic	Sig.	Adj. Sig
Surat-Ahmedabad	722.49 - 762.63	-40.138	26.809	1.497	0.134	0.806
Surat-Vadodara	722.49 - 795.06	-72.569	30.955	-2.344	0.019	0.114
Surat-Rajkot	722.49 - 835.04	-112.551	31.808	3.538	0.000	0.002**
Ahmedabad-Vadodara	762.63 - 795.06	-32.431	29.949	-1.083	0.279	1.000
Ahmedabad-Rajkot	762.63 - 835.04	-72.413	30.830	-2.349	0.019	0.113
Vadodara-Rajkot	795.06 - 835.04	-39.982	34.496	1.159	0.246	1.000

Note: .** Difference is significant at .05 level (2-Sided tests)
Significance value has been adjusted by the Bonferroni correction for multiple tests

Table Number 5.39 exhibits Rajkot city having the highest mean rank score, whereas Surat city the least. The high mean rank score shows good experience for integration of content variable compared to the cities which had a lower mean rank score. Thus, from the mean score of the Post Hoc Test, social network users of four cities can be combined into two groups based on the experience from Integration feature of system quality. The first group was of social network users of Surat and Ahmedabad city and the second group was of social network users of Ahmedabad, Rajkot and Vadodara city respectively. The significant difference was found in the experience for "integration' system quality features between the social network users of Rajkot and Surat city of Gujarat State.

Social network users were found to give their comments, opinions, likes, dislikes, and can share their experience with other social network users which they had identified on the social networks as an interesting group member.

Social network users of Rajkot, Vadodara and Ahmedabad cities were using the social networks more for the purposes compared to social network users living in Surat city of Gujarat State. Thus, they used the different features available in social network application more which allowed them to intermix different content of different websites or applications and allowed them to intermix content in a different format. This extensibility feature made them more presentable and effective in sharing their opinion, comment, skill, or any creative things on social networks.

5.3.4:Post Hoc Test to Identify Differences in the Experience of Time Convenience of Selected Social Networks Amongst the Selected Social Network Users of Selected Cities of Gujarat State:

Table Number 5.40 showcase the results of Post Hoc Test that was applied to identify the differences in the experience of time convenience of social networks among the selected social network users of four different selected cities of the Gujarat State.

Table Number: 5.40:
City-wise Differences in the Experience of Time Convenience of Selected Social Network Users of Gujarat State

Selected Cities	Mean Rank Score	The difference in Mean Value	Std. Error	Std. Test Statistic	Sig.	Adj. Sig
Surat-Ahmedabad	684.90 - 789.52	-104.621	27.302	3.832	0.000	0.001**
Surat-Vadodara	684.90 - 817.60	-132.698	31.524	-4.209	0.000	0.000**
Surat-Rajkot	684.90 - 819.44	-134.537	32.392	4.156	0.000	0.000**
Ahmedabad-Vadodara	789.52 - 817.60	-28.077	30.499	-.921	0.357	1.000
Ahmedabad-Rajkot	789.52 - 819.44	-29.916	31.396	-.953	0.341	1.000
Vadodara-Rajkot	817.60 - 819.44	-1.839	35.129	.052	0.958	1.000

Note: .** Difference is significant at .05 level (2-Sided tests)
Significance value has been adjusted by the Bonferroni correction for multiple tests

From Table Number 5.40 it was found that Surat city had the least mean rank score compared to the mean rank score of Rajkot, Vadodara and Ahmedabad cities. The higher mean rank score shows good experience for Time Convenience variable compared to the cities which had a lower mean rank score. Thus, from the Post Hoc Test, social network users of four cities can be combined into two groups based on the experience of Time Convenience system quality feature. The first group was of social network users of Surat and the second group is of social network users of Ahmedabad, Rajkot and Vadodara cities. The significant difference was also found in the experience for "Time Convenience" system quality features between the social network users of Surat city with other three cities namely Rajkot, Vadodara and Ahmedabad of the Gujarat State.

Social networks service providers allow social network users to access information or drop a message to the other users of the social network at a convenient time. Social networks are assessed by social network users at anytime, anywhere in the world, using diverse portable devices.

Due to the diverse feature of social networks, social network users can deliver things more efficiently and timely compared to other modes of communication. The social network developer should develop more such feature to make it more time convenient for the users to use the social network.

5.3.5: **Post Hoc Test to Identify Differences in the Experience of Perceived Usefulness of Selected Social Networks Amongst the Selected Social Network Users of Selected Cities of Gujarat State:**

Table Number 5.41 shows the results of a Post Hoc Test that was applied to identify the differences in perceived usefulness of social networks among the selected social network users of four different selected cities of the Gujarat State.

Table Number: 5.41:
City-wise Differences in the Experience of Perceived Usefulness of Selected Social Network Users of Gujarat State

Selected Cities	Mean Rank Score	The difference in Mean Value	Std. Error	Std. Test Statistic	Sig.	Adj. Sig
Surat-Vadodara	692.88 - 758.33	-65.453	33.217	-1.970	0.049	0.293
Surat-Ahmedabad	692.88 - 807.60	-114.720	28.768	3.988	0.000	0.000**
Surat-Rajkot	692.88 - 837.39	-144.510	34.132	4.234	0.000	0.000**
Vadodara-Ahmedabad	758.33 - 807.60	-49.267	32.138	1.533	0.125	0.752
Vadodara-Rajkot	758.33 - 837.39	-79.057	37.017	2.136	0.033	0.196
Ahmedabad-Rajkot	807.60 - 837.39	-29.790	33.083	-.900	0.368	1.000

Note: .** Difference is significant at .05 level (2-Sided tests)
Significance value has been adjusted by the Bonferroni correction for multiple tests

From Table Number 5.41 it can be inferred that the Surat city had the least mean rank score compared to the mean rank score of Rajkot, Vadodara and Ahmedabad cities. The high mean rank score shows good experience for Perceived Usefulness variable compared to the cities which had a lower mean rank score. Thus, two groups can be formed based on the mean rank scores of the four selected cities of the Gujarat State. The first group was of social network users of Surat, Vadodara and Ahmedabad cities the other group is of social network users of Vadodara, Ahmedabad and Rajkot cities of Gujarat State. The significant difference was also found in the Perceived usefulness of social network between the social network users of Surat city with the Ahmedabad and Rajkot cities of the Gujarat State.

Perceived usefulness is the social network user's subjective perception of the usefulness of using any technology which is perceived to be useful when social network users find it useful in increasing his/her performance (Yang, 2006)[1]. Increase in use of technology is dependent upon the perception of the usefulness of technology amongst the selected social network users and use of the technology was also found to be influenced by the perception of the usefulness of that technology.

The use of specific application makes aware the users of the social network about different features of specific application and hence s/he create more value compared to the other social network users who were unaware of these features. Social network users of Rajkot were using the social network more while social network users of Surat were using the social network least compared to the other two cities of the Gujarat state. Thus, based on findings it can be inferred that the strength of feeling about the usefulness of using social network is higher amongst the Users of Rajkot city compared to social network users of Surat city. The marketer needs to put efforts to promote the use of technology by the social network users in Surat city to improve the perception of the usefulness of social networking applications amongst social network users.

5.3.6: Post Hoc Test to Identify Differences in the Experience of Functional Value Generated from Use of Selected Social Networks Amongst the Selected Social Network Users of Selected Cities of Gujarat State:

Table Number 5.42 shows the results of a Post Hoc Test that was used to recognize the differences in the experience of functional value generated from the use of social networks amongst the selected social network users of four different cities of the Gujarat State.

Table Number: 5.42:
City-wise Differences in the Experience of Functional Value Generated from Use of Selected Social Networks Amongst the Selected Social Network Users of Selected Cities of Gujarat State

Selected Cities	Mean Rank Score	The difference in Mean Value	Std. Error	Std. Test Statistic	Sig.	Adj. Sig
Surat-Ahmedabad	700.25 - 775.41	-75.167	28.418	2.645	0.008	0.049**
Surat-Rajkot	700.25 - 818.24	-117.999	33.717	3.500	0.000	0.003**
Surat-Vadodara	700.25 - 820.73	-120.486	32.813	-3.672	0.000	0.001**
Ahmedabad-Rajkot	775.41 - 818.24	-42.832	32.680	-1.311	0.190	1.000
Ahmedabad-Vadodara	775.41- 820.73	-45.319	31.746	-1.428	0.153	0.921
Rajkot-Vadodara	818.24 - 820.73	-2.487	36.566	-0.68	0.946	1.000

Note: .** Difference is significant at .05 level (2-Sided tests)
Significance value has been adjusted by the Bonferroni correction for multiple tests

From Table Number 5.42 it was found that Surat city had the least mean rank score compared to the mean rank score of Ahmedabad, Rajkot and Vadodara cities of the Gujarat State. The high mean rank score shows more Functional Value generated from the use of social network compared to the cities which had a lower mean rank score. Thus, two groups can be formed based on the mean rank scores of the four selected cities of the Gujarat State. First group consists of social network users of Surat city and the other group consists of social network users of Vadodara, Ahmedabad and Rajkot cities of Gujarat State. The significant difference was found considering the value of the post hoc test for the Functional Value generated from the use of social network between the social network users of Surat city, and the Ahmedabad, Rajkot and Vadodara cities of the Gujarat State.

Value creation is the basic thing in Customer Relationship Management (CRM) and a key source of competitive advantage. Value creation involves innovation that establishes or increases the social network user's valuation of the benefits of the use of social networks. Any company aims to create a value proposition for its customers whether implicit or explicit. Such a value proposition of a company should be superior and more profitable than that of the competitors increase in the use of products and services of a company. Functional value is the expectations of the social network users for the quality and technical support from the use of a particular application.

The research study identified the least mean rank score for functional value generated from the use of social networks by the respondents of Surat city.

Social network users who primarily used the social networks for connecting with other social network users were found to be benefited by taking advantage of the knowledge and skills of other social network users who could get information from all around the world, and s/he could work without geographic restriction. Social network marketer thus needs to put more marketing effort for making aware the users of the social network of Surat city about the benefit that can be availed from the use of the network and thus can increase the awareness about the features and different type of use of the social network. Such efforts will help in the generation of functional value from the use of the social network by the social network users in the city.

5.3.7: Post Hoc Test to Identify Differences in the Experience of Social Value Generated from Use of Selected Social Networks Amongst the Selected Social Network Users of Selected Cities of Gujarat State:

Table Number 5.43 indicates the results of a Post Hoc Test that was applied to detect the differences in the experience of social value generated from the use of social networks amongst the selected social network users of four different cities of the Gujarat State.

Table Number: 5.43:
City-wise Differences in the Experience of Social Value Generated from Use of Selected Social Networks Amongst the Selected Social Network Users of Selected Cities of Gujarat State

Selected Cities	Mean Rank Score	The difference in Mean Value	Std. Error	Std. Test Statistic	Sig.	Adj. Sig
Surat-Ahmedabad	731.98 - 756.87	-24.891	28.658	.869	0.385	1.000
Surat-Vadodara	731.98 - 798.36	-66.376	33.089	-2.006	0.045	0.269
Surat-Rajkot	731.98 - 827.19	-95.209	34.001	2.800	0.005	0.031**
Ahmedabad-Vadodara	756.87 - 798.36	-41.486	32.014	-1.296	0.195	1.000
Ahmedabad-Rajkot	756.87 - 827.19	-70.318	32.955	-2.134	0.033	0.197
Vadodara-Rajkot	798.36 - 827.19	-28.833	36.874	.782	0.434	1.000

Note: .** Difference is significant at .05 level (2-Sided tests)
Significance value has been adjusted by the Bonferroni correction for multiple tests

Table Number 5.43 display the highest mean rank score for the social value generated from the use of the social network by the social network users of the Rajkot city followed by the social network uses of Vadodara, Ahmedabad and Surat cities of the Gujarat State. The high mean rank score indicates more Social Value generated from the use of social network compared to the cities which had a lower mean rank score. From the table, it was inferred that as there was not much difference among the mean rank score of selected four cities, only one group can be formed for Social Value generated from the use of the social network. Hence the significant difference was between the highest and lowest mean rank score which is among the social network users of Rajkot and Surat city of the Gujarat State.

The use of the social network by a person offer access to other social network and thus S/he can communicate, share, discuss and do many things with the use of social networks. Activities carried by the social network users on social networks offer him or her the feeling of being connected and accepted by other social network users. Social value is created when social network users feel connected and accepted with the use of social networks. Hence from the findings, it is inferred that social networks users of the four selected cities used social network for connection purposes. They used to connect with this family, friends, and the similar like-minded people with the use of different social network and thus there was no difference in the experience of social value generated from the use of the social network.

5.3.8: Post Hoc Test to Identify Differences in the Experience of Emotional Value Generated from Use of Selected Social Networks Amongst the Selected Social Network Users of Selected Cities of Gujarat State:

Table Number 5.44 displays the results of a Post Hoc Test that was applied to find out the difference in the experience of emotional value generated from the use of social networks amongst the social network users of four different cities of the Gujarat State.

Table Number: 5.44:
City-wise Differences in the Experience of Emotional Value Generated from Use of Selected Social Networks Amongst the Selected Social Network Users of Selected Cities of Gujarat State

Selected Cities	Mean Rank Score	The difference in Mean Value	Std. Error	Std. Test Statistic	Sig.	Adj. Sig
Surat-Ahmedabad	724.33 - 743.94	-19.611	28.707	.683	0.495	1.000
Surat-Vadodara	724.33 - 802.40	-78.066	33.146	-2.355	0.019	0.111
Surat-Rajkot	724.33 - 859.43	-135.096	34.060	3.966	0.000	0.000**
Ahmedabad-Vadodara	743.94 - 802.40	-58.455	32.069	-1.823	0.068	0.410
Ahmedabad-Rajkot	743.94 - 859.43	-115.485	33.012	-3.498	0.000	0.003**
Vadodara-Rajkot	802.40 - 859.43	-57.030	36.938	1.544	0.123	0.736

Note: .** Difference is significant at .05 level (2-Sided tests)
Significance value has been adjusted by the Bonferroni correction for multiple tests

Table Number 5.44 exhibit the highest mean rank score for the experience of emotional value generated from the use of the social network by the social network users of the Rajkot city followed by the social network uses of Vadodara, Ahmedabad and Surat cities of the Gujarat State. The high mean rank score indicates more Social Value generated from the use of social network compared to the cities which had a lower mean rank score. Thus, based on the findings of the Post Hoc Test, social network users of four cities can be combined into two groups based on the experience of Emotional Value generated from the use of the social network. The first group consists of social network users of Rajkot and Vadodara cities and the other group is of social network users of Surat, Ahmedabad and Vadodara cities of Gujarat State. The difference in the mean rank score between the social network users of Surat and Ahmedabad city is very less hence significant difference was found for the Emotional Value generated from the use of social network between the social network users of Rajkot city with the social network users of Surat and Ahmedabad city of the Gujarat State.

Emotional value refers to the meeting of mental or psychological needs of the social network users using the social network. The use of Social networks generates good emotional experience from the use of different features of the network in the selected four cities of Gujarat State. From the findings it can be inferred that Social network users of Rajkot city were using the different feature of the social network to fulfil their emotional requirement compared to the other cities of Gujarat State. The marketer needs to put efforts to market the features of social network for fulfilling the emotional needs of the social network users and thus generating more emotional value from its use.

5.3.9: Post Hoc Test to Identify Differences in the Experience of Monetary Value Generated from Use of Selected Social Networks Amongst the Selected Social Network Users of Selected Cities of Gujarat State:

Table Number 5.45 shows the results of a Post Hoc Test that was applied to identify the differences in the experience of monetary value generated from the use of social networks among the selected Social network users of four different cities of the Gujarat State.

Table Number: 5.45:
City-wise Differences in the Experience of Monetary Value Generated from Use of Selected Social Networks Amongst the Selected Social Network Users of Selected Cities of Gujarat State

Selected Cities	Mean Rank Score	The difference in Mean Value	Std. Error	Std. Test Statistic	Sig.	Adj. Sig
Surat-Ahmedabad	696.80 - 782.42	-85.623	28.636	2.990	0.003	0.017**
Surat-Vadodara	696.80 - 788.85	-92.050	33.065	-2.784	0.005	0.032**
Surat-Rajkot	696.80 - 845.37	-148.571	33.976	4.373	0.000	0.000**
Ahmedabad-Vadodara	782.42 - 788.85	-6.428	31.990	-.201	0.841	1.000
Ahmedabad-Rajkot	782.42 - 845.37	-62.948	32.931	-1.912	0.056	0.336
Vadodara-Rajkot	788.85 - 845.37	-56.520	36.847	1.534	0.125	0.750

Note: .** Difference is significant at .05 level (2-Sided tests)
Significance value has been adjusted by the Bonferroni correction for multiple tests

From Table Number 5.45, it can be inferred that Surat city had the least mean rank score compared to the mean rank score of Ahmedabad, Rajkot and Vadodara cities of the Gujarat State. The high mean rank score shows more Monetary Value generated from the use of social network compared to the cities which had a lower mean rank score. Thus, based on findings of the Post Hoc Test, social network users of four cities can be combined into two groups based on the experience of Monetary Value generated from the use of the social network. The first group consists of social network users of Surat city and the other group is of social network users of Vadodara, Ahmedabad and Rajkot cities of Gujarat State. The significant difference was found with the application of the post hoc test in the Monetary Value generated from the use of social network between the social network users of Surat city, and the Ahmedabad, Rajkot and Vadodara cities of the Gujarat State.

Monetary value is determined and created based on the satisfaction of selected social network users regarding cost, time or effort spent in using a product or a service of a company (Sweeney & Souter, 2001).[2] From the findings it can be inferred that Social networks are increasingly used by social network users for business networking, which includes maintaining existing business connections and generating new business connections using social networks. They are also gradually used as a mode of communication which provides easy and fast communication to the number of people at the same time. Social network users communicate in a different form with the use of the social network. The feature provides the experience for saving of money compared to the other mode of communication. Due to the increase in the use of social network among the internet users for the different purposes, it is identified as an emerging marketing tool by the companies to advertise their product and services among the social network users. The company develops its business page or account on the different social network applications and go with a different promotional strategy. Some accounts were also found created on the specific social network for internal communication among the employees of the organisation. Such types of account were found providing fast and quick communication and thus helping employees in taking quick actions regarding decisions and situations. Hence social networks users were found generating monetary value from the use of the social network.

5.3.10:Post Hoc Test to Identify Differences in Attitudes from Use of Selected Social Networks of the Selected Social Network Users of Different Selected Cities of Gujarat State:

Table Number 5.46 demonstrates the result of Post Hoc Test that was put to use to detect the differences in attitude for social networks among the selected social network users of four different cities of the Gujarat State.

Table Number: 5.46: City-wise Differences in Attitudes from Use of Selected Social Networks of the Selected Social Network Users of Different Selected Cities of Gujarat State						
Selected Cities	**Mean Rank Score**	**The difference in Mean Value**	**Std. Error**	**Std. Test Statistic**	**Sig.**	**Adj. Sig**
Surat-Vadodara	715.88- 760.06	-53.176	32.673	-1.628	0.104	0.622
Surat-Ahmedabad	715.88 - 783.75	-67.871	28.297	2.399	0.016	0.099
Surat-Rajkot	715.88 - 834.08	-118.192	33.573	3.520	0.000	0.003**
Vadodara-Ahmedabad	760.06 - 783.75	-14.695	31.611	.465	0.642	1.000
Vadodara-Rajkot	760.06 - 834.08	-65.016	36.410	1.786	0.074	0.445
Ahmedabad-Rajkot	783.75 - 834.08	-50.321	32.540	-1.546	0.122	0.732
Note: .** Difference is significant at .05 level (2-Sided tests) Significance value has been adjusted by the Bonferroni correction for multiple tests						

Table Number 5.46 displays the highest mean rank score for the variable of attitude for the use of the social network by the social network users of the Rajkot city followed by the social network uses of Ahmedabad, Vadodara and Surat cities of the Gujarat State. The high mean rank score indicates a positive attitude for the use of social network compared to the cities which had a lower mean rank score. From the table it can be inferred that as there was not much mean rank difference among the selected four cities, only one group can be formed for attitude for use of the social network. Hence, the significant difference was identified between the highest and lowest mean rank score among the social network users of Rajkot and Surat city of the Gujarat State.

Attitude indicates the liking or disliking of a person regarding products, services persons, situations etc. Good experience helps in building a positive attitude towards the product and services whereas bad experience results in a negative attitude. From the findings, it is inferred that as a social network was used for different purposes by the social network users of selected four cities, a different type of experience was created from its use. As the social network was considered as usefulness by the social network users in terms of getting and giving information, connecting with people, passing the time, getting enjoyment while using, and saving them time and money of social network users, they had a positive attitude for its use. Hence, social network users of the different city had a positive attitude for the use of the social network in which social network users of Rajkot city had more favourable attitude compared to social network users of the other selected cities.

5.3.11: Post Hoc Test to Identify Differences in Behavioural Intention from Use of Selected Social Networks of the Selected Social Network Users of Different Selected Cities of Gujarat State:

Table Number 5.47 reveals the results of a Post Hoc Test that was used to find out the differences in the behavioural intention for social networks amongst the selected social network users of four different cities of the Gujarat State.

Table Number: 5.47: City-wise Differences in Behavioural Intention from Use of Selected Social Networks of the Selected Social Network Users of Different Selected Cities of Gujarat State						
Selected Cities	**Mean Rank Score**	**The difference in Mean Value**	**Std. Error**	**Std. Test Statistic**	**Sig.**	**Adj. Sig**
Surat-Vadodara	717.49 - 735.97	-18.478	33.167	-.557	0.577	1.000
Surat-Ahmedabad	717.49 - 808.50	-91.010	28.725	3.168	0.002	0.009**
Surat-Rajkot	717.49 - 820.91	-103.411	34.081	3.034	0.002	0.014**
Vadodara-Ahmedabad	735.97 - 808.50	-72.532	32.089	2.260	0.024	0.143
Vadodara-Rajkot	735.97 - 820.91	-84.934	36.961	2.298	0.022	0.129
Ahmedabad-Rajkot	808.50 - 820.91	-12.402	33.033	-.375	0.707	1.000
Note: .** Difference is significant at .05 level (2-Sided tests) Significance value has been adjusted by the Bonferroni correction for multiple tests						

From Table Number 5.47 it can be inferred that Surat city had the least mean rank score compared to the mean rank score of Rajkot, Ahmedabad and Vadodara cities of the Gujarat State. The high mean rank score shows high Behavioural Intention for use of social network compared to the cities which had a lower mean rank score. Thus, based on the result of the Post Hoc Test, social network users of four cities can be combined into two groups based on the Behavioural Intention for use of the social network. The first group consists of social network users of Surat city and Vadodara city the other group consists of social network users of Vadodara, Ahmedabad and Rajkot cities of Gujarat State. As not much difference is found in the mean rank score of the social network users of Vadodara city with the social network users of Rajkot and Ahmedabad cities of Gujarat State, the difference is said to be not significant. But the significant difference was found in the Behavioural Intention for use of social network between the social network users of Surat city, and the Ahmedabad and Rajkot cities of the Gujarat State. Behavioural intention is the subjective probability that social network users would be engaged in a specific kind of behaviour (Fishbein and Ajzen, 1975).[3] The behavioural intention of the social network users provides insight about the efforts put by the user's social network in the actual behaviour and future use of the social network. Social network users were found having the positive behavioural intention for future use of the social network. Social network users intend to use it for different purposes like getting information, forwarding content, for connecting with people, for development of business etc. Social network users of the different cities use the social network for different purposes and hence the difference was identified in the behavioural intention regarding the future use of the social network. Social network users of the Rajkot city were found using it for a varied reason and thus the strength of behavioural intention to use it for different purposes is higher compared to the social network users of the other cities.

5.4: FINDINGS OF THE FRIEDMAN TEST OF SELECTED SOCIAL NETWORK USERS' EXPERIENCE OF SELECTED SYSTEM QUALITY FEATURES OF SOCIAL NETWORKS AND THE VALUES GENERATED FROM THE USE OF SOCIAL NETWORK:

Non-parametric Test "Friedman" was carried out to compare the mean rank for measuring the experience of system quality features and the values generated from the use of social network by the selected social networks' of four selected cities viz., Vadodara, Surat, Rajkot and Ahmedabad of the Gujarat State.

5.4.1:Findings of the Friedman Test to Rank the Experience of System Quality Features of Social Networks:

The researchers had analyzed the data and the results in case of experience for System Quality features of social networks as experienced by active social network users are shown in Table Number 5.48 to Table Number 5.52.

Table Number 5.48 shows the results of the testing of the hypothesis "There is no difference in the mean ranks for experience of the selected social network users' of Vadodara city about their experience for selected system quality features of social networks."

Table Number:5.48:
Results of the Friedman Test for Experience for System Quality Features of Selected Social Network Users' of Vadodara City

Descriptive Statistics (N= 302)							Friedman Test Score Value	
System Quality Features	N	**Percentiles**			Mean Rank	Median Value		**Rank**
		25th	50th (Median)	75th				
Accessibility	302	4.00	4.20	4.60	2.65	4.2	χ^2 = 10.317 **df** = 3 **P-Value** =0.016	**01**
Extensibility	302	4.00	4.00	5.00	2.53	4.0		**02**
Integration	302	4.00	4.00	5.00	2.40	4.0		**04**
Time Convenience	302	3.00	4.00	5.00	2.41	4.0		**03**

From the Table Number 5.48 it becomes clear that there was a difference in the mean rank score for the experience of selected system quality features among the social network users' of the Vadodara city. The difference was overall statistically significant with a $\chi 2$ value (DF 3) = 10.317, $p< 0.05$. Social network users' of Vadodara city experienced accessibility feature the most followed by extensibility, time convenience and the integration features of system quality.

Table Number 5.49 shows the results of the testing of the hypothesis "There is no difference in the mean ranks for experience of the selected social network users' of Surat city about their experience for selected system quality features of social networks."

Table Number:5.49: Results of the Friedman Test for Experience for System Quality Features of Selected Social Network Users' of Surat City								
Descriptive Statistics (N= 440)							Friedman Test Score Value	
System Quality Features	N	**Percentiles**						
		25th	50th (Median)	75th	Mean Rank	Median Value		**Rank**
Accessibility	440	3.40	4.00	4.60	2.66	4.0	χ^2 = 24.754 **df** = 3 **P-Value** =0.000	**01**
Extensibility	440	3.50	4.00	4.50	2.53	4.0		**02**
Integration	440	3.00	4.00	5.00	2.50	4.0		**03**
Time Convenience	440	3.00	4.00	4.75	2.31	4.0		**04**

From the Table Number 5.49 it becomes clear that there was a difference in the mean rank score for the experience of selected system quality features among the social network users' of the Surat city. The difference was overall statistically significant with a $\chi 2$ value (DF 3) = 24.754, $p < 0.001$. Social network users' of Surat city experienced accessibility feature the most followed by extensibility, integration and the time convenience features of system quality.

Table Number 5.50 shows the results of the testing of the hypothesis "There is no difference in the mean ranks for experience of the selected social network users' of Rajkot city about their experience for selected system quality features of social networks."

Table Number:5.50: Results of the Friedman Test for Experience for System Quality Features of Selected Social Network Users' of Rajkot City								
Descriptive Statistics (N= 276)							Friedman Test Score Value	
System Quality Features	N	**Percentiles**						
		25th	50th (Median)	75th	Mean Rank	Median Value		**Rank**
Accessibility	276	3.80	4.20	4.75	2.55	4.2	χ^2 = 4.022 **df** = 3 **P-Value** =0.259	**01**
Extensibility	276	4.00	4.00	4.50	2.52	4.0		**03**
Integration	276	4.00	4.00	5.00	2.55	4.0		**02**
Time Convenience	276	3.00	4.00	5.00	2.39	4.0		**04**

From the Table Number 5.50 it becomes clear that there was a difference in mean rank score for the experience of selected system quality features among the social network users' of the Rajkot city. But, the difference was overall statistically non-significant with a $\chi 2$ value (DF 3) = 4.022, $p > 0.05$. Social network users' of Rajkot city experienced accessibility features the most followed by integration, extensibility and the time convenience features of system quality.

Table Number 5.51 shows the results of the testing of the hypothesis "There is no difference in the mean ranks for experience of the selected social network users' of Ahmedabad city about their experience for selected system quality features of social networks."

Table Number:5.51:
Results of the Friedman Test for Experience for System Quality Features of Selected Social Network Users' of Ahmedabad City

Descriptive Statistics (N= 522)							Friedman Test Score Value	
System Quality Features	N	**Percentiles**			Mean Rank	Median Value		**Rank**
		25th	50th (Median)	75th				
Accessibility	522	3.60	4.00	4.40	2.55	4.0	χ^2 = 2.637 **df** = 3 **P-Value** =0.451	**01**
Extensibility	522	3.50	4.00	4.50	2.52	4.0		**02**
Integration	522	4.00	4.00	5.00	2.48	4.0		**03**
Time Convenience	522	3.00	4.00	5.00	2.45	4.0		**04**

From the Table Number 5.51 it becomes clear that there was a difference in mean rank score for the experience of selected system quality features among the social network users' of the Ahmedabad City. But, the difference was overall statistically non-significant with a $\chi 2$ value (DF 3) = 2.637, $p > 0.05$. Social network users' of Ahmedabad city experienced accessibility the most followed by extensibility, integration and the time convenience features of system quality.

Table Number 5.52 shows the results of the testing of the hypothesis "There is no difference in the mean ranks for experience of the selected social network users' of Gujarat State about their experience for selected system quality features of social networks."

Table Number:5.52:
Results of the Friedman Test for Experience for System Quality Features of Selected Social Network Users' of Gujarat State

Descriptive Statistics (N= 1540)							Friedman Test Score Value	
System Quality Features	N	**Percentiles**			Mean Rank	Median Value		**Rank**
		25th	50th (Median)	75th				
Accessibility	1540	3.60	4.20	4.60	2.60	4.2	χ^2 = 30.218 **df** = 3 **P-Value** =0.000	**01**
Extensibility	1540	3.50	4.00	4.50	2.53	4.0		**02**
Integration	1540	4.00	4.00	5.00	2.49	4.0		**03**
Time Convenience	1540	3.00	4.00	5.00	2.39	4.0		**04**

From the Table Number 5.52 it becomes clear that there was a difference in the mean rank score for the experience of selected system quality features among the social network users' of the Gujarat State. The difference was overall statistically significant with a $\chi 2$ value (DF 3) = 30.218, $p < 0.001$. Social network users' of Gujarat State experienced accessibility feature the most followed by extensibility, integration and the time convenience features of system quality.

5.4.2:Findings of the Friedman Test to Rank the Experience of Values Generated from Use of Social Networks:

The researchers had analyzed the data and results in case of experience for values generated from use of social networks as experienced by active social network users are shown in Table Number 5.53 to Table Number 5.57.

Table Number 5.53 shows the results of the testing of the hypothesis "There is no difference in the mean ranks for experience of the selected social network users' of Vadodara city about their experience for selected values generated from use of social networks."

Table Number:5.53:
Results of the Friedman Test for Experience for Values Generated from Use of Selected Social Network Users' of Vadodara City

Descriptive Statistics (N= 302)							Friedman Test Score Value	
Value Generated	N	**Percentiles**			Mean Rank	Median Value		**Rank**
		25th	50th (Median)	75th				
Functional Value	302	3.67	4.17	4.67	2.96	4.17	χ^2 = 71.688 **df** = 3 **P-Value** =0.000	**01**
Social Value	302	3.33	4.00	4.33	2.21	4.00		**04**
Emotional Value	302	3.50	4.00	4.38	2.47	4.00		**02**
Monetary Value	302	3.40	4.00	4.40	2.37	4.00		**03**

From the Table Number 5.53 it becomes clear that there was a difference in the mean rank score for the experience of selected value generated from the use of social networks by the social network users' of Vadodara city. The difference was overall statistically significant with a $\chi 2$ value (DF 3) = 71.688, $p< 0.001$. Social network users' of Vadodara city experienced generation of functional value the most followed by emotional value, monetary value and the social value from the use of social networks.

Table Number 5.54 shows the results of the testing of the hypothesis "There is no difference in the mean ranks for experience of the selected social network users' of Surat city about their experience for selected values generated from use of social networks."

Table Number:5.54:
Results of the Friedman Test for Experience for Values Generated from Use of Selected Social Network Users' of Surat City

Descriptive Statistics (N= 440)							Friedman Test Score Value	
Value Generated	N	**Percentiles**			Mean Rank	Median Value		**Rank**
		25th	50th (Median)	75th				
Functional Value	440	3.33	4.00	4.33	2.74	4.00	$\chi 2$ = 38.926 **df** = 3 **P-Value** =0.000	**01**
Social Value	440	3.17	3.83	4.17	2.33	3.83		**04**
Emotional Value	440	3.25	4.00	4.25	2.57	4.00		**02**
Monetary Value	440	3.20	4.00	4.20	2.36	4.00		**03**

From the Table Number 5.54 it becomes clear that there was a difference in the mean rank score for the experience of selected value generated from the use of social networks by the social network users' of Surat city. The difference was overall statistically significant with a $\chi 2$ value (DF 3) = 38.926, $p< 0.001$. Social network users' of Surat city experienced generation of functional value the most followed by emotional value, monetary value and the social value from the use of social networks.

Table Number 5.55 shows the results of the testing of the hypothesis "There is no difference in the mean ranks for experience of the selected social network users' of Rajkot city about their experience for selected values generated from use of social networks."

Table Number:5.55:
Results of the Friedman Test for Experience for Values Generated from Use of Selected Social Network Users' of Rajkot City

Descriptive Statistics (N= 276)							Friedman Test Score Value	
Value Generated	N	**Percentiles**			Mean Rank	Median Value		**Rank**
		25th	50th (Median)	75th				
Functional Value	276	3.67	4.33	4.67	2.79	4.33	χ^2 = 42.645 **df** = 3 **P-Value** =0.000	**01**
Social Value	276	3.33	4.00	4.50	2.14	4.00		**04**
Emotional Value	276	3.63	4.13	4.63	2.59	4.13		**02**
Monetary Value	276	3.40	4.00	4.60	2.48	4.00		**03**

From the Table Number 5.55 it becomes clear that there was a difference in the mean rank score for the experience of selected value generated from the use of social networks by the social network users' of Rajkot city. The difference was overall statistically significant with a $\chi 2$ value (DF 3) = 42.645, $p< 0.001$. Social network users' of Rajkot city experienced generation of functional value the most followed by emotional value, monetary value and the social value from the use of social networks.

Table Number 5.56 shows the results of the testing of the hypothesis "There is no difference in the mean ranks for experience of the selected social network users' of Ahmedabad city about their experience for selected values generated from use of social networks."

Table Number:5.56:
Results of the Friedman Test for Experience for Values Generated from Use of Selected Social Network Users' of Ahmedabad City

Descriptive Statistics (N= 522)							Friedman Test Score Value	
Value Generated	N	**Percentiles**			Mean Rank	Median Value		**Rank**
		25th	50th (Median)	75th				
Functional Value	522	3.67	4.00	4.67	2.84	4.00	$\chi 2$ = 75.468 **df** = 3 **P-Value** =0.000	**01**
Social Value	522	3.29	3.83	4.33	2.21	3.83		**04**
Emotional Value	522	3.47	4.00	4.38	2.44	4.00		**02**
Monetary Value	522	3.40	4.00	4.40	2.51	4.00		**03**

From the Table Number 5.56 it becomes clear that there was a difference in the mean rank score for the experience of selected value generated from the use of social networks by the social network users' of Ahmedabad city. The difference was overall statistically significant with a $\chi 2$ value (DF 3) = 75.468, p< 0.001. Social network users' of Ahmedabad city experienced generation of functional value the most followed by emotional value, monetary value and the social value from the use of social networks.

Table Number 5.57 shows the results of the testing of the hypothesis "There is no difference in the mean ranks for experience of the selected social network users' of Gujarat State about their experience for selected values generated from use of social networks."

Table Number:5.57:
Results of the Friedman Test for Experience for Values Generated from Use of Selected Social Network Users' of Gujarat State

Descriptive Statistics (N= 1540)							Friedman Test Score Value	
Value Generated	N	**Percentiles**						
		25th	50th (Median)	75th	Mean Rank	Median Value		**Rank**
Functional Value	1540	3.67	4.00	4.67	2.83	4.00	***χ2*** = 207.943 **df** = 3 **P-Value** =0.000	**01**
Social Value	1540	3.17	4.00	4.33	2.23	4.00		**04**
Emotional Value	1540	3.50	4.00	4.38	2.51	4.00		**02**
Monetary Value	1540	3.40	4.00	4.40	2.43	4.00		**03**

From the Table Number 5.57 it becomes clear that there was a difference in the mean rank score for the experience of selected value generated from the use of social networks by the social network users' of Gujarat State. The difference was overall statistically significant with a $\chi 2$ value (DF 3) = 207.943, p< 0.001. Social network users' of Gujarat State experienced generation of functional value the most followed by emotional value, monetary value and the social value from the use of social networks.

5.4.3: Implications of the Test of Hypothesis:

Social network users were found using social network more for accessing different type of contents and for connecting with like-minded people. Hence social network developers and marketers by ensuring the availability of the features proving accessibility for the contents which are informational, and/or helpful in improving skills, and/or taking informed decisions and/or improving connection, and/or providing capability to work across the geographical boundaries will help in increasing the use of social network in selected cities of Gujarat State. Social network developer and marketer should also be constant in updating its features that increases the connection and the availability of the content on social network.

The social networks features as designed by social network developer should also be quick enough for solving the issue regarding working of social network. They should constantly upgrade their features to meet the changing requirement of the social network users.

Social network marketer through the marketing techniques should constantly make the current users aware about the different features and the ways to use this newly develop features. The efforts put in by the social network developer and marketer would help in increasing the use of social network among the internet users.

Social network users were viewing the content irrespective of their geographical location and appreciated the content posted by the other users of different culture and location. This feature of social network motivated active social network users to place different type of content on the social network. Social network users of some cities were seen active in generation of content compared to social network users of other cities. Whereas social network users of some cities were more active in sharing information to, and from different social network applications. It was also seen that social network users enjoyed and circulated the content available on the different social network after intermixing it. Hence features providing extensibility and integration were used differently by different social network users. Improvement and awareness about the features providing extensibility and integration of the content would increase the use of active social network users for circulating the content in different social networks.

As use of the social network differs, the kinds of values generated depend upon its use. From the Friedman test it was examined that current features of social network were mainly used for search of information which help the users to take informed decisions and improve their knowledge regarding various aspect. Users feel relax and happy when they used the social network. Users were also found using it to pass their free time. Social networks were also been used by the users to develop their business or save money from the use of social network. Hence social network were able to generate functional, emotional, monetary and social value from the use of its current features. Social network developers and marketers by constant modification in the features can thus improve the experience for generation of different types of values and thus increase the use of social network for different purposes.

5.5:FINDINGS OF STRUCTURAL EQUATION MODELING [SEM] USING SMART PARTIAL LEAST SQUARE PATH MODELING [SMART PLS]:

The researcher has attempted to develop a Structure Equation Model using 10 constructs viz., Accessibility, Extensibility, Integration of the Content, Time Convenience, Perceived Usefulness, Functional Value, Social Value, Emotional Value, Monetary Value and Behavioural Intention. The result of the measurement model and the development of a structured equation model are given as follows.

SEM was developed using smart "Partial Least Square" (PLS) software. In PLS-SEM results are evaluated through two different stages. The first stage examines the "measurement model". If the "measurement model evaluation provides satisfactory results, the researcher moves on to the second stage which involves evaluating the structural equation model" (Hair, Hult, Hult, Ringle & Sarstedt, 2014).[4]

The stage two includes checking the significance and meaningfulness of the relationships between the construct and testing of hypotheses. The SEM requires examination of the factor loading, composite Reliability, Convergent Validity, Construct Reliability and Discriminate Reliability respectively. Factor loading is the indicator of weight assigned to the statements (Questions asked to the respondents).

Loadings above 0.70 indicate that the construct having a variance of more than 50 per cent (Sarstedt, Ringle, Smith, Reams & Hair, 2014).[5] After checking the "Factor Loading", Constructs' "Internal Consistency Reliability" is measured through the "Composite Reliability" formula to measure the same as given by Jo¨reskog (1971).[6]

According to Hair, et al., (2014)[4] values of "Composite Reliability between 0.60 and 0.70 are considered to be 'Acceptable in Exploratory Research, whereas values between 0.70 and 0.95 are considered to be Satisfactory to Good. But, values higher than 0.95 are considered to be problematic as it indicates that the statements are redundant, leading to issues such as the undesirable pattern of responses (e.g., straight-lining), and inflated correlations among indicator error terms" (Drolet & Morrison, 2001).[7]

After checking the "composite reliability", the "Convergent Validity" of the constructs was examined. "Convergent validity measures the extent to which a construct converges in its indicators by explaining the variance of statements" (Sarstedt, et al., 2014).[5]

"Convergent validity" was assessed by the "Average Variance Extracted" (AVE) for all statements associated with each of the constructs. The AVE value is calculated as "the mean of the squared loadings for all indicators associated with a construct". An "acceptable AVE is 0.50 or higher, as it indicates that on an average, the construct explains over 50 per cent of the variance of its statements" (ibid).

The next step is to check for SEM for measuring its" Construct Reliability". "Construct reliability" is checked through "Cronbach Alpha". "Cronbach's alpha", α or "coefficient alpha" was developed by Lee Cronbach in 1951. It measures "reliability or internal consistency of a set of scale or test statements. Reliability of any given measurement refers to the extent to which it is a consistent measure of a concept, and Cronbach's alpha is one way of measuring the strength of that consistency" (Gliem & Gliem, 2003).[8]

"Cronbach's alpha is computed by correlating the score for each scale item with the total score for each observation and then comparing that to the variance for all individual item scores". "Cronbach's alpha reliability coefficient normally ranges between 0 and 1. However, there is no lower limit to the coefficient. The closer the score of Cronbach's alpha coefficient to 1.0 indicates higher internal consistency of the statements in the scale" (ibid). If the value of Cronbach alpha is "more than 0.9, the scale is said to be Excellent; if, it is between 0.9 to 0.8 scale is Good; between 0.8 to 0 .7, the scale is Acceptable; between 0.7 to 0.6, the scale is Questionable; between 0.6 to 0 .5, the scale is said as Poor, and if the alpha value is less than 0.5 scale is Unacceptable" (George & Mallery, 2003, p. 231).[9]

13 Statements of the questionnaire, 5.10, 6.8, 6.10, 6.11, 6.12, 6.13, 6.14, 6.28, 7.02, 7.03, 7.04, 7.05 and 7.06 were removed from the model to improve the predictability of the constructs of the model. Attitude and Behavioural intention were analysed and were combined to form a single construct 'Behavioural Intention'. The details of the codes of the statements are shown in Table Number 5.65 to 5.68 **(Please Refer -Annexure-6, pp. 440-441)**.

Perceived usefulness construct earlier consisted of 31 statements but only 22 statements were taken into consideration for SEM (statements removed due to poor loading). The dimension of the statements was reduced using factor analysis.

The results of Factor analysis are given from Table Number 5.58 to 5.60.

5.5.1: Factor Analysis of Perceived Usefulness:

Table Number 5.58 shows the results of Kaiser-Meyer-Olkin (KMO) which measures the Sampling Adequacy and Bartlett's Test of Sphericity which measures correlation among the statements that are prerequisite to apply factor analysis.

Table Number: 5.58:
Findings of KMO and Bartlett's Test of Selected Social Network Users' Perceived Usefulness for Selected Cities of Gujarat State

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.959
Bartlett's Test of Sphericity	Approx. Chi-Square	23865.123
	df	351
	Sig.	0.000

From the table, it can be inferred that the score of "KMO measure of sampling adequacy" for the data was '0.959' which indicated that responses obtained were adequate and the present data was suitable for application of factor analysis. Similarly, "Bartlett's Test of Sphericity" is '0.00' which was also found to be significant at the 0.05 level. The results of "Bartlett's Test of Sphericity" too indicated that there was an existence of sufficient correlation between the statements and the researcher could proceed with the present data for applying factor analysis. Table Number 5.49 shows the extracted component having Eigenvalues of more than 1 and the cumulative sums of squared loading of the components.

The principal component analysis method was used to extract the component from the 22 statements considered for the measurement of the perception of perceived usefulness. From the Table Number 5.59, four components can be identified having Eigenvalues of more than 1. According to" Kaiser Criterion", the component having Eigenvalues of more than 1 should only be considered as a factor for the purpose of application of factor analysis. Four extracted four components explains 59.84 per cent of the total variance in case of perception of the usefulness of the selected social network users of the selected social networks.

Table Number : 5.59:
Findings of Total Variance of Selected Social Network Users' Perceived Usefulness for Selected Cities of Gujarat State

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
01	12.064	44.681	44.681	12.064	44.681	44.681	5.758	21.327	21.327
02	1.823	6.752	51.433	1.823	6.752	51.433	4.533	16.789	38.116
03	1.194	4.423	55.856	1.194	4.423	55.856	2.979	11.033	49.149
04	1.075	3.982	59.838	1.075	3.982	59.838	2.886	10.689	59.838

Note: Extraction Method: Principal Component Analysis.

Table Number 5.60 provides details of statements to be combined as a factor which are extracted through Principal Component Analysis (PCA). The table demonstrates the factor loading score of each of the selected statement based on the Rotated Component Matrix (RCM). Sum of the individual factor was taken as an item of the construct Perceived Usefulness for performing PLS-SEM.

Table Number: 5.60:
Findings of Factor Loading Score Based on Rotated Component Matrix on Selected Social Network Users' Perceived Usefulness for Selected Cities of Gujarat State

Sr. No.	Selected Statements	Factor Loading Score			
		1	2	3	4
01	I can create a good impression on other people	0.773			
02	I get social support via SNWs	0.715			
03	I feel less lonely when I use SNWs	0.709			
04	I feel relaxed when I use SNWs	0.679			
05	I can change the perception of other users about me	0.674			
06	I feel accepted by others	0.663			
07	I have become more interactive after joining SNWs	0.608			
08	I get value for the money	0.598			
09	I can generate money through connections of SNWs	0.564			
10	I can access the skills of other users through SNWs		0.723		
11	I get connected with the other SNWs users		0.710		
12	SNWs had helped in sharing information		0.699		
13	I can work with SNWs beyond geographical boundaries		0.641		
14	I get information from all around the world		0.596		
15	I can use the expertise of other users		0.587		
16	I get access to the issues as they arise		0.532		
17	I have improved my knowledge through SNWs		0.508		
18	I enjoy using SNWs			0.689	
19	I can easily upload photos & videos			0.686	
20	I feel good when I use SNWs			0.616	
21	I use SNWs because my friends use it				0.785
22	I use SNWs because my family uses it				0.697

Note: "Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization."
a. Rotation converged in 9 iterations.

5.5.2: Factor Loading, Convergent Validity, Composite Reliability and Cronbach Alpha of the Constructs:

Table Number 5.61 demonstrates factor Loading, Convergent Validity, Composite Reliability and Cronbach Alpha of the constructs after deleting the selected statements and taking four dimensions of perceived usefulness.

Table: 5.61: Findings of Factor Loading, Convergent Validity, Composite Reliability and Cronbach Alpha of the Constructs					
Selected Constructs	**Selected Statements**	**Factor Loading**	**AVE**	**Composite Reliability**	**Cronbach Alpha**
Accessibility	AccEP 5.01	0.8122	0.6311	0.8953	0.8543
	AccEP 5.02	0.8101			
	AccEP 5.03	0.789			
	AccEP 5.04	0.7871			
	AccEP 5.05	0.7729			
Extensibility	ExtEP 5.06	0.8574	0.7619	0.8648	0.6884
	ExtEP 5.07	0.888			
Integration	IntEP 5.08	1	1	1	1
Time convenience	TCEP 5.09	1	1	1	1
Perceived Usefulness	Total PU1	0.8967	0.6807	0.8944	0.8417
	Total PU2	0.8567			
	Total PU3	0.8265			
	Total PU4	0.7084			
Functional Value	FVEP 5.12	0.8287	0.6675	0.8574	0.7509
	FVEP 5.13	0.853			
	FVEP 5.14	0.7668			
Social Value	SVEP 5.23	0.7998	0.6975	0.9201	0.8914
	SVEP 5.24	0.8579			
	SVEP 5.25	0.8541			
	SVEP 5.26	0.8363			
	SVEP 5.27	0.8265			
Emotional Value	EV(SV)EP 5.22	0.7485	0.5955	0.9217	0.9028
	EVEP 5.15	0.7476			
	EVEP 5.16	0.7817			
	EVEP 5.17	0.8078			
	EVEP 5.18	0.7912			
	EVEP 5.19	0.7954			
	EVEP 5.20	0.7382			
	EVEP 5.21	0.7599			
Monetary Value	MVEP 5.11	0.7064	0.6613	0.9067	0.8704
	MVEP 5.28	0.819			
	MVEP 5.29	0.8381			
	MVEP 5.30	0.8398			
	MVEP 5.31	0.8539			

Selected Constructs	Selected Statements	Factor Loading	AVE	Composite Reliability	Cronbach Alpha
Behaviour Intention	BIAtt7.09	0.7596	0.5671	0.9291	0.9151
	BIAtt7.10	0.7494			
	BI7.07	0.7304			
	BI7.08	0.7591			
	BI7.11	0.7532			
	BI7.12	0.7834			
	BI7.13	0.7415			
	BI7.14	0.7595			
	BI7.15	0.7311			
	BI7.16	0.7619			

As given in Table Number 5.61, factor loading score of all the statements of the different construct is more than 0.7 and is accountable for about 50 per cent of the observed variance of the construct.

Average Variance Extracted (AVE) column indicates the convergent validity of the construct. AVE of the constructs was more than 0.50 which meant that construct explained more than 50 per cent variance in its each of selected statement. Composite reliability of the constructs was examined between 0.70 to 0.95; which showed good internal consistency reliability of the constructs. Cronbach alpha of the construct also lied between 0.68 to 0.91, which showed scale was good and acceptable for the research study.

As constructs factor loading score is more than 0.7 with an acceptable score of convergent validity, composite reliability and Cronbach alpha, the discriminant validity of the constructs is assumed to be tested Discriminant validity determines the extent to which a construct is empirically distinct from other constructs in the path model, both in terms of its correlation with other constructs, and how distinctly the indicators represent only this single construct.

5.5.3: Discriminant Validity:

Fornell and Larcker (1981)[10] criterion is the most conservative criterion recommended to evaluate discriminant validity. "The method compares each construct's AVE Value with the Squared Inter-Construct Correlation which is a measure of the shared variance of that construct with all other constructs in the SEM. A construct should not exhibit shared variance with any other construct that is greater than its AVE value."

Table Number: 5.62:
Findings of AVE Values and Fornell–Larcker Test of Discriminant Validity

Selected Constructs	Access	Ext	Int	TC	PU	FV	SV	EV	MV	BI
Accessibility	**0.7944**									
Extensibility	0.6694	**0.8729**								
Integration	0.5687	0.6153	**1**							
Time convenience	0.4785	0.4386	0.4672	**1**						
Perceived Usefulness	0.5576	0.4660	0.4542	0.4398	**0.8250**					
Functional Value	0.6602	0.5544	0.5488	0.5359	0.5979	**0.8170**				
Social Value	0.5682	0.5016	0.4647	0.4441	0.6223	0.636	**0.8352**			
Emotional Value	0.6248	0.5513	0.4981	0.4882	0.6213	0.6931	0.7719	**0.7717**		
Monetary Value	0.6014	0.5355	0.5025	0.5513	0.6017	0.6820	0.7273	0.6579	**0.8132**	
Behaviour Intention	0.5208	0.4272	0.4459	0.4246	0.7504	0.5443	0.5518	0.5355	0.5594	**0.7530**

Note: Diagonals represent the square root of the AVE, while the off-diagonals represent the correlations.
Accessibility (Acc), Extensibility (Ext), Integration (Int), Time Convenience (TC), Perceived Usefulness (PU), Functional Value (FV), Social Value (SV), Emotional Value (EV), Monetary Value (MV) and Behaviour Intention (BI)

Table Number 5.62 shows the discriminant validity of the constructs. From the table, it can be inferred that Square root of AVE of the construct was more than the correlation with the other constructs. Hence, each construct of the research study was different from the other construct.

Discriminant validity of the construct can also be established through cross-loadings. Selected statements of the construct showed more weight in the construct than the other constructs in the SEM (Hair et al., 2014).[4] If the loadings of the indicators are consistently high on the construct with which they are associated, then the construct exhibits discriminant validity.

Table Number: 5.63: Findings of Discriminant Validity of the Selected Constructs through Cross Loading										
Selected Statements	**Access**	**Ext**	**Int**	**TC**	**PU**	**FV**	**SV**	**EV**	**MV**	**BI**
AccEP 5.01	**0.8122**	0.4794	0.441	0.4032	0.4773	0.5283	0.4774	0.5017	0.5088	0.4335
AccEP 5.02	**0.8101**	0.5146	0.448	0.4389	0.4835	0.5356	0.5031	0.5243	0.5221	0.4380
AccEP 5.03	**0.7890**	0.5157	0.4424	0.3334	0.3845	0.5149	0.4050	0.4924	0.4104	0.3628
AccEP 5.04	**0.7871**	0.5643	0.4640	0.3465	0.4041	0.5012	0.4087	0.4857	0.4112	0.3928
AccEP 5.05	**0.7729**	0.5926	0.4663	0.3641	0.4497	0.5395	0.4480	0.4755	0.5163	0.4307
ExtEP 5.06	0.5931	**0.8574**	0.5114	0.3350	0.3830	0.4830	0.4083	0.4734	0.4275	0.3458
ExtEP 5.07	0.5774	**0.888**	0.5608	0.4262	0.4287	0.4854	0.4649	0.4889	0.5038	0.3977
IntEP 5.08	0.5687	0.6153	**1**	0.4672	0.4542	0.5488	0.4647	0.4981	0.5025	0.4459
TCEP 5.09	0.4785	0.4386	0.4672	**1**	0.4398	0.5359	0.4441	0.4882	0.5513	0.4246
Total PU1	0.4505	0.3864	0.3913	0.3974	**0.8967**	0.5293	0.6295	0.5808	0.5891	0.6895
Total PU2	0.6180	0.4898	0.4677	0.4026	**0.8567**	0.5734	0.4920	0.5179	0.529	0.6934
Total PU3	0.4284	0.3664	0.3435	0.3152	**0.8265**	0.4694	0.4915	0.5446	0.4311	0.5841
Total PU4	0.3089	0.2712	0.2730	0.3295	**0.7084**	0.3774	0.4235	0.3884	0.4166	0.4807
FVEP 5.12	0.5919	0.4744	0.4709	0.4365	0.4730	**0.8287**	0.5252	0.5579	0.5881	0.4496
FVEP 5.13	0.5183	0.4361	0.4467	0.5255	0.5375	**0.853**	0.5775	0.5757	0.6131	0.492
FVEP 5.14	0.5121	0.4538	0.4294	0.3351	0.4495	**0.7668**	0.4467	0.5688	0.4591	0.385
SVEP 5.23	0.4617	0.4026	0.3564	0.3584	0.5400	0.5372	**0.7998**	0.6866	0.5695	0.4597
SVEP 5.24	0.4808	0.4205	0.3685	0.3684	0.5386	0.5179	**0.8579**	0.6705	0.5995	0.4640
SVEP 5.25	0.4836	0.4196	0.365	0.3233	0.5062	0.5218	**0.8541**	0.6303	0.5862	0.457
SVEP 5.26	0.4610	0.4241	0.4428	0.3908	0.5059	0.5279	**0.8363**	0.609	0.6234	0.4587
SVEP 5.27	0.4848	0.4276	0.4088	0.4129	0.5053	0.5501	**0.8265**	0.6228	0.6588	0.4638
EVSVEP 5.22	0.4680	0.4112	0.3670	0.3719	0.4731	0.5200	0.6478	**0.7485**	0.5327	0.4310
EVEP 5.15	0.5309	0.4700	0.4161	0.4247	0.4975	0.6257	0.6061	**0.7476**	0.5674	0.4410
EVEP 5.16	0.498	0.4464	0.4125	0.3647	0.4722	0.5905	0.5364	**0.7817**	0.4799	0.4071
EVEP 5.17	0.4952	0.4234	0.3842	0.3978	0.5215	0.5460	0.6144	**0.8078**	0.5181	0.4286
EVEP 5.18	0.4473	0.4036	0.3765	0.3698	0.4987	0.5236	0.6345	**0.7912**	0.5385	0.4231
EVEP 5.19	0.5181	0.4296	0.3974	0.3400	0.4587	0.5042	0.5757	**0.7954**	0.4745	0.4100
EVEP 5.20	0.4951	0.4249	0.3923	0.3390	0.4115	0.4828	0.5342	**0.7382**	0.4688	0.3512
EVEP 5.21	0.4072	0.3949	0.3312	0.3972	0.4890	0.4757	0.6039	**0.7599**	0.4713	0.4034
MVEP 5.11	0.5389	0.4310	0.4366	0.4268	0.4495	0.5864	0.4904	0.5024	**0.7064**	0.4335
MVEP 5.28	0.5214	0.4634	0.4254	0.4070	0.4887	0.5595	0.6200	0.5525	**0.8190**	0.4654
MVEP 5.29	0.4845	0.4432	0.4097	0.5140	0.5057	0.5349	0.6046	0.5395	**0.8381**	0.4700
MVEP 5.30	0.4586	0.4298	0.3998	0.4690	0.5064	0.5617	0.6236	0.5536	**0.8398**	0.4671
MVEP 5.31	0.4446	0.4084	0.3729	0.4202	0.4923	0.5321	0.6102	0.5233	**0.8539**	0.4354

Selected Statements	Access	Ext	Int	TC	PU	FV	SV	EV	MV	BI
BI Att7.09	0.4163	0.3213	0.3579	0.3390	0.5549	0.4220	0.3990	0.4260	0.3636	**0.7596**
BIAtt7.10	0.4183	0.3570	0.3699	0.3886	0.5562	0.4148	0.3800	0.4151	0.4017	**0.7494**
BI7.07	0.4406	0.3543	0.3449	0.2911	0.5730	0.4333	0.4084	0.4241	0.3879	**0.7304**
BI7.08	0.3966	0.3124	0.3306	0.3046	0.5996	0.4005	0.4491	0.4350	0.4470	**0.7591**
BI7.11	0.3821	0.2959	0.3398	0.3079	0.5389	0.4337	0.4127	0.4073	0.4176	**0.7532**
BI7.12	0.4217	0.3533	0.3271	0.3190	0.6020	0.4282	0.4319	0.4165	0.4286	**0.7834**
BI7.13	0.3272	0.2678	0.3252	0.3161	0.5645	0.4009	0.4316	0.3799	0.4863	**0.7415**
BI7.14	0.3821	0.3232	0.3068	0.3153	0.5561	0.3992	0.4203	0.3720	0.4287	**0.7595**
BI7.15	0.3486	0.2988	0.2979	0.2942	0.5581	0.3745	0.4098	0.3856	0.4112	**0.7311**
BI7.16	0.3873	0.3324	0.3602	0.3242	0.5415	0.3916	0.4082	0.3686	0.4361	**0.7619**

Note: Accessibility (Acc), Extensibility (Ext), Integration (Int), Time Convenience (TC), Perceived Usefulness (PU), Functional Value (FV), Social Value (SV), Emotional Value (EV), Monetary Value (MV) and Behaviour Intention (BI)

Table Number 5.63 displays discriminant validity through cross-loading of selected statements in the constructs. From the table, it can be inferred that indicators loading were high on its associated construct and hence the indicators represented the particular construct.

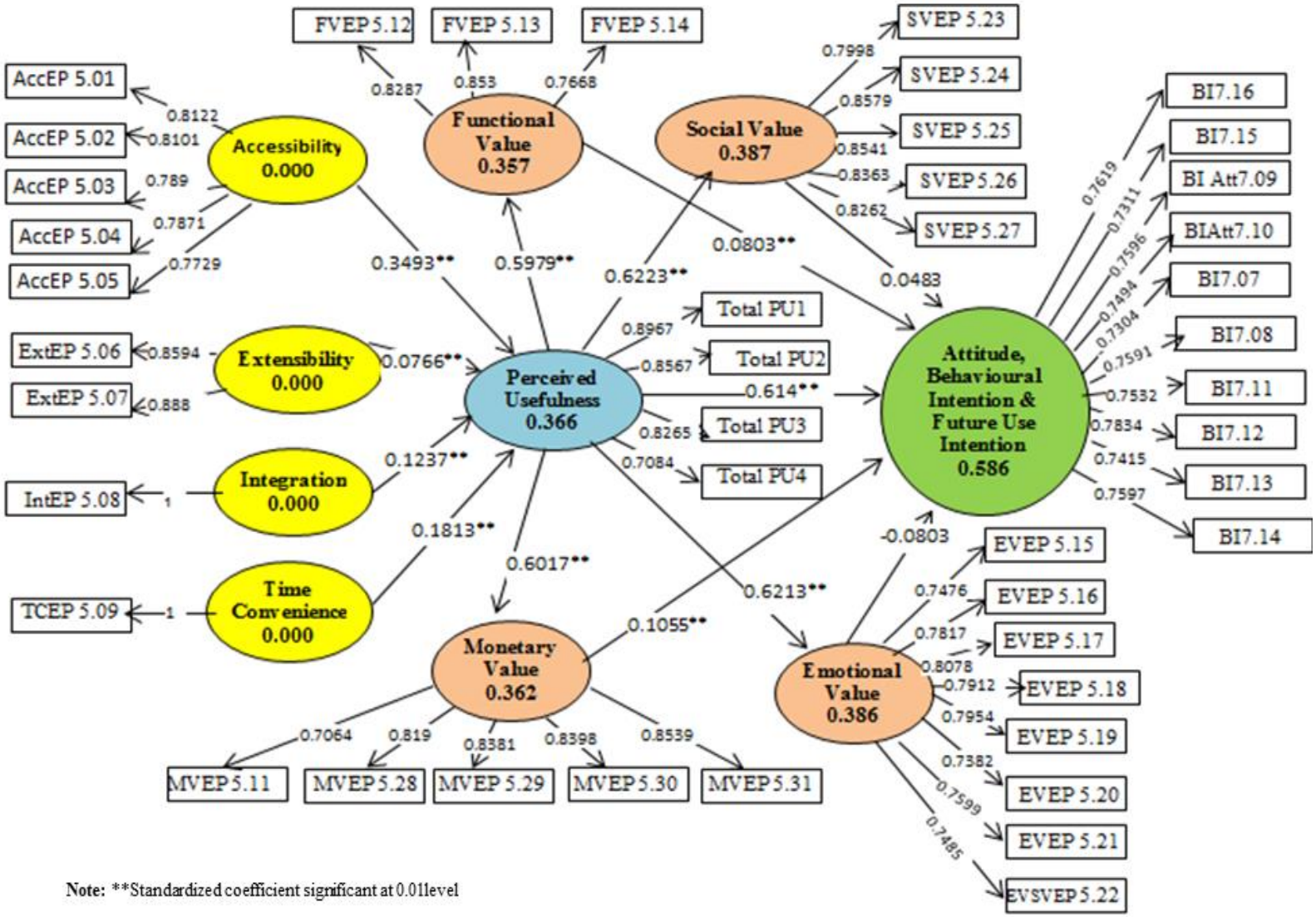
After checking the reliability and validity of the construct, a model was constructed for prediction. Figure Number 5.1 shows the results of the model developed for the research study.

5.5.4: Evaluation of Structured Equation Model:

Rectangular figures in the model indicate selected statements that were asked to the respondents to get primary data. Loading figures can also be seen in the Table Number 5.61 which shows 'Factor Loading, Convergent Validity, Composite Reliability and Cronbach Alpha of the Constructs' and Table Number 5.63 shows 'Discriminant Validity of the Constructs through Cross Loading'. Oval shape indicates 10 different constructs of the research study. Arrows from and to the construct determine the relationships among the selected statements and the construct and the construct. Arrows from construct to selected statements indicates factor loading of the statements which reflect the loading of each item for construct.

A one-sided arrow from one construct to other construct shows standardized beta coefficient (path coefficient) which determines the degree of change in the outcome (dependent) variables for each one of the units of change in the predictor (independent) variables. Significance of the path coefficients is shown in Table Number 5.64. "The path coefficient values are standardized on a range from -1 to +1, with coefficients closer to +1 which represents strong positive relationships and coefficients closer to -1 indicate strong negative relationships" (Sarstedt et al., 2014).[5]

Figure Number: 5.1
Results of Structural Equation Modeling



Note: **Standardized coefficient significant at 0.01level

Numbers in oval shapes display coefficient of determination (R^2) which shows the proportion of the variance in the dependent variable that is predictable from the independent variable, it measures the SEM's predictive accuracy. "The R^2 ranges from 0 to 1, and score with higher levels indicates a greater degree of predictive accuracy. An R^2 value of 0.75 is considered as substantial, 0.50 as moderate and 0.25 as week determinant of the SEM" (Hair, Ringle & Sarstedt, 2011; Henseler Ringle & Sinkovics, 2009).[11,12]

Table Number 5.64 shows the results of Regression applied among the constructs.

Table Number: 5.64:
Findings of Regression and Hypotheses Testing

Hypotheses	Testing of Hypotheses	Standardized Beta	T Statistics	P-Value	Decision
H1	Accessibility -> Perceived Usefulness	0.3493	11.7311	0.0000**	Support
H2	Extensibility -> Perceived Usefulness	0.0766	2.3933	0.0084**	Support
H3	Integration -> Perceived Usefulness	0.1237	4.2628	0.0000**	Support
H4	Time convenience -> Perceived Usefulness	0.1813	6.709	0.0000**	Support
H5	Perceived Usefulness -> Functional Value	0.5979	28.5058	0.0000**	Support
H6	Perceived Usefulness -> Emotional Value	0.6213	29.5292	0.0000**	Support
H7	Perceived Usefulness -> Social Value	0.6223	29.7121	0.0000**	Support
H8	Perceived Usefulness -> Monetary Value	0.6017	29.6457	0.0000**	Support
H9	Perceived Usefulness -> Behaviour Intention	0.614	16.7707	0.0000**	Support
H10	Functional Value -> Behaviour Intention	0.0803	2.5836	0.0000**	Support
H11	Emotional Value -> Behaviour Intention	-0.0083	0.249	0.4017	Reject
H12	Social Value -> Behaviour Intention	0.0483	1.3361	0.0909	Reject
H13	Monetary Value -> Behaviour Intention	0.1055	3.1945	0.0000**	Support

Note: .** 0.01 level of significant

The SEM revealed a positive effect of the construct on others. The positive significant effect is observed at 0.01 level for system quality features viz., Accessibility, Extensibility, Integration and Time Convenience on perceived usefulness amongst selected social networks. The influence of Accessibility was found as more on the perception of the usefulness of social networks compared to the other constructs, which can be inferred from the β value of 0.3493. Next, the major effect was observed for the Time Convenience (β = 0.1813) followed by Integration (β = 0.1237) and effect of Extensibility (β = 0.0766) was found to be least for prediction on the values generated viz., Functional Value, Social Value, Emotional Value and Monetary Value from the use of selected social networks. Change in perception of perceived usefulness of social networks was observed in the generation of Social Value (β = 0.6223) followed by the Emotional Value (β = 0.6213), Monetary Value (β = 0.6017) and Functional Value (β = 0.5979) respectively.

Effect of perceived usefulness was identified on Behaviour Intention (β = 0.614) for future use of selected social networks followed by generation of Monetary Value (β = 0.1055) and Functional Value (β = 0.0803) respectively. Generation of Emotional Value and Social Value was not found to be affecting Behavioural Intention of social network users in the use of selected social networks.

From the results of the coefficient of determination, one could predict 36.6 per cent of perception of the usefulness of selected social networks based on Accessibility, Extensibility, Integration and Time Convenience construct. Perceived usefulness, in turn, could predict 35.7 per cent of a generation of Functional Value; 38.7 per cent generation of Social Value; 38.6 per cent generation of Emotional Value and 36.02 per cent generation of Monetary Value from the use of selected social networks. Behavioural Intention of social network users can be predicted for 58.60 per cent of Perceived Usefulness, and generation of Functional Value and Monetary Value as independent variables as a path coefficient of Social Value and Emotional Value was not found significant for predicting the SEM. "Q^2 help to access SEM predictive relevance, it was considered as a measure of out of sample prediction" (Rigdon, 2014; Sarstedt, Ringle, Henseler & Hair, 2014).[13,14]

Q^2 values larger than zero for a particular endogenous construct indicates that the path model's predictive accuracy is acceptable for that particular construct. Q^2 value for the model predicting Behavioural Intention to use social networks included value 0.6311 for Accessibility, 0.7619 for Extensibility, 1 for Integration and Time Convenience, 0.6807 for Perceived Usefulness, 0.6674 for Functional Value, 0.6975 for Social Value, 0.5955 Emotional Value, and 0.6613 for Monetary Value respectively.

5.5.4.1: Implications of the Findings of the Structural Equation Modeling:

From the SEM, it can be inferred that system quality features of social networks viz., Accessibility, Extensibility, Integration and Time Convenience influenced the perception concerning the perceived usefulness of selected social network users for selected social networks. The influence of system quality features was found as significant on the perception of usefulness amongst social network users. Thus, more the availability of features more useful the social networks would be as perceived by its selected social network users. Among all features, Accessibility was examined having more impact followed by Time Convenience, Extensibility and Integration respectively. Thus, SEM provided guidance for social network developers for the development of different applications in social networks which would help increase the perception of usefulness and thus the use of selected social networks by the current social network users. Improvement in the features would also assure use of the social networks by the non-users of the social networks. Social network users use different social networks for different purposes based on the perception of his or her perceived usefulness of a particular social network.

As there was a difference in the use of social networks different types of values were created by the social network users. SEM of the research study also helps in analyzing the different values that can be created by the use of social networks.

This would give an idea to the developers of social networks the purpose for which social networks are used the most by the social network users. Identification of the purpose of use would provide developers with an idea for the development of features in the applications which would provide more satisfaction to the social network users and thus increase the use of social networks among the social network users and non-users of the social networks. From the SEM, it was identified that functional value and monetary value were the values that influenced behavioural intention of the social network users of the social networks. Social network users were analysed to increase the use of social networks for knowledge sharing and search.

The information available on social networks were perceived important for taking decisions in a different matter by social network users. Features which provided ease in finding and sharing of information, and availability of information in different format aided in creating positive behavioural intention amongst selected social network users for the use of social networks. Selected social network users were also examined using social networks for generating or saving money. Features like proving ease in sharing of content among known and unknown people, proving option to the social network users for sharing of content to be restricted to certain users, can share the content at any time and is quickly accessible to the other social network users of the social networks helped in generation and savings of money by the users of the social networks. Some selected social network users were found to be creating his or her channel to show his or her talent and skills among the users of social networks. Such social network users if become popular that is having a certain number of followers or subscriber earn through advertisement in the channel which they did personnel for selling of the product or the services of the company. Some of the social networks also provided social network users with the monetary incentive when s/he cross a certain number of followers or subscription. Such an initiative by social networks can motivate social network users to use more of the social network to upload his or her contents. Thus, developing different types of strategy for development and marketing of social networks by the social network owner can help in the creation of functional value and monetary value which could lead to the positive behaviour intention for the use of social networks amongst social network users. Companies were examined increasing use of social networks for different purposes. Unsolicited chat among the social network users provided them with the valuable insights about the products and services offered by them. Conversation among the social network users helped companies in building strategies regarding different matters for the achievement of its business goal.

These conversations can also help companies to know what social network users think about their brand and thus would be helpful in building Brand development strategy.

After identifying the purpose for which social networks were mainly used by the social network users, if the same is relating to their purpose or objective of business, s/he can use such social networks for the advertisement of their products or services. This new channel of marketing would be helpful in increasing the visibility of companies amongst the current and potential Social network users and thus it would increase the chances of generating more revenue in the near future.

5.6: KEY FINDINGS OF THE RESEARCH STUDY:

The research study revealed a key finding that system quality features of social networks viz., accessibility, extensibility, integration and time convenience positively affected the experience of social network users in the use of social networks. Thus, more of the availability of accessibility, extensibility, integration and time convenience while making use of social network application would result into creating more positive experience amongst the social network users that s/he is likely to feel while using the particular system quality feature of social networks. The experience for system quality features was found to be positively affecting the perception of usefulness that is perceived usefulness of social network users while making use of social networks. Perceived usefulness of social network too was found to be positively affected by all the features of social networks viz., accessibility, time convenience, extensibility and integration of content respectively.

Perceived usefulness was also found to be positively affecting to the perception of use while making use of social networks in the generation of the four selected values viz., functional value, social value, emotional value and monetary value respectively. Though the relationships between the perception of usefulness and values generated while making use of social networks amongst selected social network users were found as different in case of each of the selected cities in the State of Gujarat. To illustrate, social network users of the Ahmedabad city experienced more generation of monetary value followed by a functional value, social value and emotional value respectively. In the case of the Rajkot city, social network users reported a higher positive experience in the generation of emotional value followed by the functional value, monetary value and the social value respectively. Social network users of Surat city had revealed positive experience in the generation of emotional value followed by social value, functional value and monetary value respectively. The social network users of Vadodara city positively experienced generation of emotional value followed by social value, monetary value and functional value respectively.

Perceived usefulness of social network users was also found to be positively affecting their attitudes and behavioural intention in making use of social networks.

The effect of perceived usefulness in using different social networking applications amongst social network users was spotted more on the behavioural intention of social network users compared with their attitudes in making use of social networks.

Age, Gender, Marital Status, Educational Qualifications and Occupation of social network users were found affecting the majority of the statements that were used to measure the experience of social network users concerning the system quality features of social networks. Their Experience for the values generated from the use of the social network was found as associated with "Gender" and "Marital Status" demographic variables whereas "Occupation" of the social network users was found as affecting the generation of social value and monetary value in making use of the social networks. "Income of the family" demographic variables too were found as affecting the behavioural intention of social network users most in making use of the social networks compared to other selected demographic variables under this research study. Further, "Marital Status" too was found as affecting the attitudes of the social network users most compared to other selected demographic variables of this research study.

The researcher had also tried to measure differences in the experience of selected social network users concerning system quality features of social networks, values generated through the use of social networks and their perceived usefulness as well as behavioural intention and attitudes while making use of social networks in selected cities viz., Vadodara, Surat, Rajkot and Ahmedabad of the Gujarat State. It was found that experience of selected social network users for accessibility and the extensibility features of social networks amongst the social network users of Surat and Ahmedabad cities was found as different compared with a similar experience of social network users of Vadodara and Rajkot cities. In case of the experience of selected social network users for integration feature of social networks, it was also found as different amongst the social network users of Surat and Rajkot cities respectively. Experience of selected social network users on 'Time Convenience' feature of social networks also revealed different experience amongst the social network users of Surat city compared with the other social network users of remaining three selected cities of the Gujarat State. Perceived Usefulness of social network was also found as different for the social network users of Surat city compared with the social network users of Ahmedabad and Rajkot cities.

For a generation of values through the use of social networks, the researcher had attempted to measure differences in the experience of selected network users in the State of Gujarat which also revealed that the reported experience was found as different in the generation of functional value and monetary value amongst the social network users of Surat city compared with the other social network users of remaining three selected cities of the Gujarat State. Experience for the generation of social value was also found as different amongst selected social network users of Surat and Rajkot cities.

Further, the experience of selected social network users in the generation of emotional value was also revealed differences amongst the social network users of Rajkot city compared with the social network users of Ahmedabad and Surat cities of the Gujarat State.

Attitudes of social network users too revealed differences amongst the selected social network users of the Surat and Rajkot cities whereas in case of their behavioural intention in making use of social networks too revealed differences amongst selected social network users of the Surat city compared with the social network users of the Ahmedabad and Rajkot cities respectively.

Based on the results of the PLS-SEM, it was found that each of the system quality features of social networks revealed a significant and positive impact on the perceived usefulness amongst the selected social network users of the Gujarat State. System quality features of social networks were able to predict 36.60 per cent of the variance in the perceived usefulness of social networks. Amongst each of the system quality features of social networks, it was found that "Accessibility" feature of the social network was the major predictor followed by "Time Convenience", "Integration" and "Extensibility" in influencing the perception of the usefulness of social networks amongst the selected social network users of the Gujarat State.

Perceived usefulness was found positively and significantly affecting the generation of values as well as attitudes and behavioural intention and future use intention of social networks amongst the selected social network users of the Gujarat State. The effect of perceived usefulness was examined to be the most compared to the values generated from the use of social networks. Amongst each of the values that were selected to measure its generation through the use of social networks, it was found that "Functional Value" and "Monetary Values" were examined having a significant and positive effect on the "Attitude, Behavioural Intention" and "Future Use Intention" of social network users, whereas "Social Value" was found as having positive effect whereas the "Emotional Value" was found as having a negative effect but their effect was not significant for predicting its effect on the "Attitude, Behavioural Intention and Future Use Intention" of social network users of the Gujarat State.

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