

**CHAPTER:6:**  
**CONCLUSIONS**  
**RECOMMENDATIONS**  
**AND**  
**SUGGESTIONS**  
**OF THE RESEARCH**  
**STUDY**

**CHAPTER:6:**  
**CONCLUSIONS RECOMMENDATIONS AND SUGGESTIONS**  
**OF THE RESEARCH STUDY**  
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## **CHAPTER:6:**

### **CONCLUSIONS RECOMMENDATIONS AND SUGGESTIONS OF THE RESEARCH STUDY**

#### **6.0: INTRODUCTION:**

A large number of people in the world are using Internet for different purposes. Amongst, 7.81 Billion world population of October 2020, 4.66 Billion (60 per cent) of them used Internet. 4.14 Billion Internet users were found using Internet to access different social applications. Among the total population, 67 per cent of them had access to Internet application through their mobile phones or smartphones. They use different devices for accessing Internet or to make any electronic transaction called as e-Commerce transaction, and if mobile device is used, then it is known m(mobile)-commerce. It was found that nearly 74 per cent of the world Internet users used e-Commerce transactions through use of different devices in Q2 of the year 2020. While 69 per cent of them in India had engaged into e-Commerce activities (Datareportal, n.d., a).<sup>1</sup> Anderson (2007)<sup>2</sup> had defined social technologies as “Internet-based technologies that facilitate creativity, information, knowledge sharing, and collaboration.” Bryer & Zavattaro had identified “Electronic Blogs, Audio/Video tools (YouTube), Internet Chat Rooms, Cellular and Computer Texting, and Social Networking sites” as some of the applications of social technology (Bryer & Zavattaro, 2011).<sup>3</sup> Among all the applications of social technologies, Social Networks (SNWs) are the applications which are widely used by the people around the world. A social network is web-based service that allows individuals to construct a semi-public or public profile in a bounded system (Boyd & Ellison, 2008).<sup>4</sup>

Social network users are being found using social networks for variety of reasons. Some of them use social networks for staying connected with other social network users whereas some use it to develop their business and maintain contacts with dealer and suppliers of the products and services which s/he want to sell or purchase. Other uses of social networks include viz., to seek enjoyment, reverse depressed moods, feel relaxed and to empower own selves with a feeling of achievement by uploading and sharing his or her creative work on the social networks. The number of likes, views, and shares are found to be increasing creativity of the social network users of the social networks.

Social media users can access anything available in electronic format viz., News, Information, any document, Audio, Video etc. being offered for access is called as “Accessibility”. When s/he accesses social network, which is other than the user’s social network, this feature of Internet is called as “Extensibility”. When Internet users create or forward any content after intermixing it through different features to make it more presentable, it is called as “Integration”. Internet is operated through different devices and can be accessed at any time by the Internet users which are called as “Time Convenience” (Wixom, et al., 2005; Di Gangi, 2010; Balasubramanian, et al., 2002)<sup>5,6,7</sup>.

Social networks are responsible for creating and or generating different type of values for the social network users, considering its use for different purposes and reasons. Social value is generated when social network users use social networks to stay connected with other users of the social network. Monetary value is generated when the social network is used for the business purpose. Emotional value is generated when social networks are used for emotional support by its users and Functional value is generated when social network are able to satisfy the needs of the social network users for which they are using it. Thus, social networks are helpful in creating and or generating different set of values based on his or perceived usefulness of different social networks which directly affects his or her attitudes and behavioural intentions as the user of the social networks at a given point of time. Some of the most popular social networks include viz., Facebook; Pinterest; Twitter; Instagram; WhatsApp; WeChat; Tumblr; Google+; Skype; Viber; LINE; Snapchat; Telegram; YouTube, and Xing (Datareportal, n.d).<sup>8</sup>

## **6.1: ORGANISATION OF THE Ph.D. THESIS:**

The Ph.D. Thesis has been organized into six chapters as follows.

Chapter One: Reviewing Manifestations of Social Networks

Chapter Two: Review of Literature

Chapter Three: Research Methodology

Chapter Four: Data Analysis & Interpretations of the Research Study

Chapter Five: Findings and Implications of the Research Study

Chapter Six: Conclusions, Recommendations & Suggestions of the Research Study

## **6.2: A BRIEF ABOUT THE RESEARCH STUDY:**

Because of the adoption of Information Technology (IT) by the Internet users or social media users with the help of use of social medias and social networks in his or her daily chores and life styles, one now finds that companies too are using social medias and social networks as part of social technologies to create and generate value for its target customers and other diverse groups of stakeholders (Constantinides, 2002; Constantinides, et al., 2008; Amelia & Hidayatullah, 2020).<sup>9,10,11</sup>

This empirical research study was undertaken to know, examine and evaluate perceived usefulness of selected social networks in the value creation for social network users. The researcher has considered the terms Internet users or social network users or social media users as synonymous. Under this research study, the term value creation and value generation too have been considered as synonymous.

This research study was conducted to understand, examine, and evaluate the effect of selected features of system quality of social networks viz., accessibility, extensibility, integration, and time convenience on the perception of the perceived usefulness of selected social networks. The effect of perceived usefulness was then examined on selected values generated or created viz., functional value, social value, emotional value, and monetary value from the use of the selected social networks. The effect of perceived usefulness and values generated or created was assessed on the attitudes and behavioural intentions in use of social networks by selected social network users being residents of the selected four cities viz., Ahmedabad, Surat, Rajkot and Vadodara of the State of Gujarat.

<b>Table Number: 6.1: A Brief Factual Profile of the Research Study</b>	
<b>Bibliography</b>	
Number of Books Referred	49
Number of Journals Referred	168
Number of Research Papers Reviewed	282
Number of Research Report/ Thesis /Dissertation Referred	13
Articles and White Papers Referred	5
Number of Conference Proceedings Referred	20
<b>Number of Websites Accessed</b>	75
<b>Name of Search Engines Used</b>	ProQuest, JSTOR, Google Scholar, SpringerLink and J-Gate
<b>Name of Statistical Tools Applied</b>	Frequency Distribution, Percentages, Mean, Proportion, Correlation, Chi-square Test, T-test, Kruskal-Wallis Test, Post Hoc Test, Friedman Test, Factor Analysis & Partial Least Square Structural Equation Modeling (PLS-SEM)
<b>Sources of Secondary Data Used</b>	Reference Book, Journals, Newspaper articles, Ph.D. Thesis, Master Dissertation, Working paper, Conference proceeding, Websites
<b>Group of Hypotheses Tested</b>	10
<b>Research Design Used</b>	Exploratory and Descriptive research design
<b>Research Instrument Used</b>	Structured Non-Disguised questionnaire

<b>A Brief Factual Profile of the Research Study</b>	
<b>Sampling Decisions</b>	
Representative Sample	Social Network Users
Sampling Design	Non-Probability Sampling Design
Sampling Method	Convenient and Snowball Sampling Method
Sampling Frame	Cross-Sectional Social Network Users as per data published by Internet Mobile Association of India (IAMAI), and Telecom Regulatory Authority of India (TRAI)
Sample Size	1540 Social Network Users from the Gujarat State (302, SNWUs from Vadodara; 522, SNWUs from Ahmedabad; 440, SNWUs from Surat, and 276, SNWUs from Rajkot city respectively)
Sampling Media	Structured Non-Disguised Questionnaire filled up through Electronic format and supported with the help of personal interviews with the Social Network Users
Details of Model	Technology Acceptance Model (TAM), and Uses and Gratification Theory
Number of Tables in Ph.D. Thesis	127
Number of Graphs in Ph.D. Thesis	13
Number of Figures in Ph.D. Thesis	30

### **6.3: RESEARCH METHODOLOGY:**

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

The Key objective of this research study was to understand, examine and evaluate perceived usefulness of selected social networks in the value creation or generation for social network users. The researcher had tried to study and examine the linkages between perceived usefulness and value creation or value generation from use of social networks which affects their attitudes and behavioural intentions considering features of social networks viz., accessibility, extensibility, integration of content and time convenience, vis-à-vis social network users' overall experience, perceived usefulness in creating or generating various types of value viz., functional value, social value, emotional value and monetary value from the use of social networks for the measurement and evaluation of differences considering the demographic profiles of the selected social network users.

The researcher had adopted exploratory and descriptive research design in conduct of the research study which was based on use of suitable sources of secondary whereas primary data were collected using structured-non-disguised questionnaire from total number of 1540 social network users who were conveniently drawn by applying non-probability sampling design being residents of the four selected cities of the Gujarat State viz., Ahmedabad (522), Rajkot (276) , Surat (440) and Vadodara (302) respectively.

The data analysis had been carried out using SPSS 25. The researcher had also applied Confirmatory Factor Analysis [CFA] and the PLS-SEM to study and examine the linkages between perceived usefulness and value creation or value generation from use of social networks which affects their behavioural intention, and attitudes considering features of social networks viz., accessibility, extensibility, integration of content and time convenience, vis-à-vis their experienced perceived usefulness in creating or generating various types of value viz., functional value, social value, emotional value and monetary value from the use of social networks along with assessment of differences taking into consideration selected background variables of the demographic profiles viz., Age, Gender, Marital Status, Type of Family, Educational Qualifications, Occupation and Annual Family Income of the selected social network users being residents of four selected cities of the Gujarat State viz., Ahmedabad, Rajkot, Surat and Vadodara respectively.

#### **6.3.1: Assessing the Normality of the Distribution of the Collected Primary Data:**

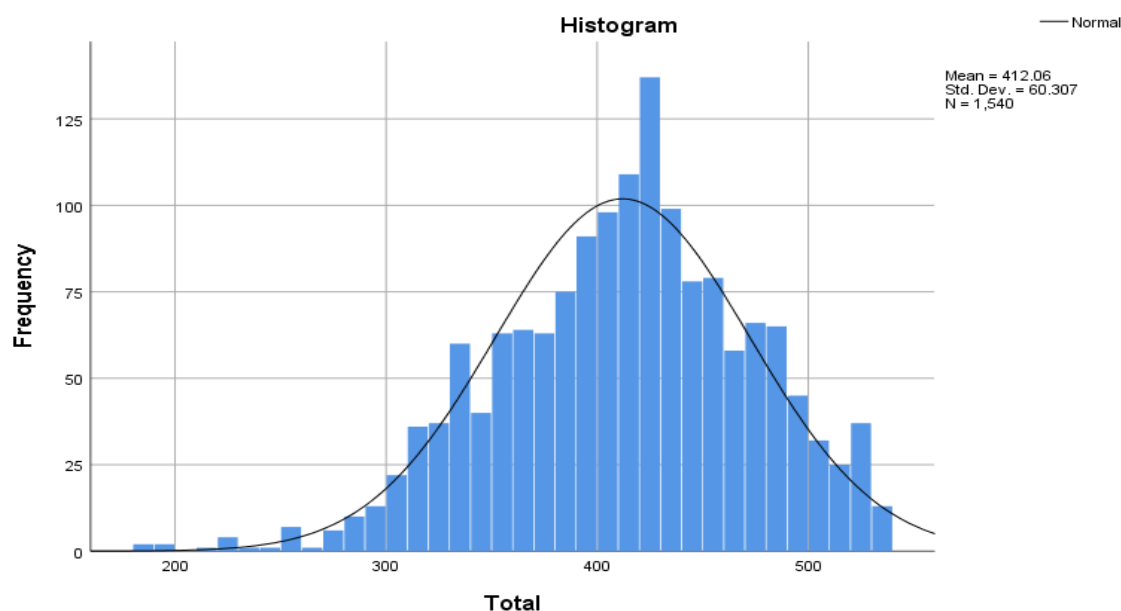
The researcher had put efforts to test the normality of the collected primary data using the Kolmogorov-Smirnov Test of Normality, Histogram and Normal Q-Q Plot. The results of the test are shown in Table Number 6.2, and results were found to be significant at 5 per cent level of significance. The distribution of the primary data is not exactly normal but close to normal distribution with negative skewness value of -.339 and 0.060 value of kurtosis as given in the Table Number 6.2 and Graph Number 6.2.



Table Number: 6.2 : Kolmogorov-Smirnov Test of Normality				
Sr. No.	Factors	Statistic	df	P-Value
01	Experience of Accessibility	0.141	1540	.000 <sup>c</sup>
02	Experience of Extensibility	0.197	1540	.000 <sup>c</sup>
03	Experience of Integration	0.274	1540	.000 <sup>c</sup>
04	Experience of Time Convenience	0.258	1540	.000 <sup>c</sup>
05	Experience of Functional Value	0.166	1540	.000 <sup>c</sup>
06	Experience of Emotional Value	0.102	1540	.000 <sup>c</sup>
07	Experience of Social Value	0.132	1540	.000 <sup>c</sup>
08	Experience of Monetary Value	0.139	1540	.000 <sup>c</sup>
09	Importance for Accessibility	0.163	1540	.000 <sup>c</sup>
10	Importance for Extensibility	0.216	1540	.000 <sup>c</sup>
11	Importance for Integration	0.284	1540	.000 <sup>c</sup>
12	Importance for Time Convenience	0.254	1540	.000 <sup>c</sup>
13	Perceived Usefulness	0.088	1540	.000 <sup>c</sup>
14	Attitude	0.194	1540	.000 <sup>c</sup>
15	Behaviour Intention	0.114	1540	.000 <sup>c</sup>
Note: c. Lilliefors Significance Correction.				

Below given is Histogram of social network users. Values on vertical axis indicate frequency of cases and values of Horizontal axis are mid points of value ranges that are total score as given by social network users for attributes. From the histogram (Figure Number 6.1) it was be inferred that data were negatively skewed. From the Table Number 6.3 and Graph Number 6.2 of Q-Q Plot, it can be interpreted that the distribution of data is close to normal distribution.

**Graph Number: 6.1:**  
**Histogram Showing Distribution of Data**



The criterion wise validity and overall means' score too was calculated. The researcher has measured convergent validity by comparing mean scores of scales with other measures of the same construct. The review of the literature was primarily considered in the drafting of the questions and statements that were included in the structured questionnaire. As shown in the Table Number 6.3, the skewness for the collected primary data was found to be -0.339 with 0.060 kurtosis. The values for skewness and kurtosis are zero if the observed distribution was exactly normal. Positive values of skewness indicated a positive skew while the positive value for kurtosis indicated a distribution that is peaked. A negative value of skewness indicated negative skew while negative values of kurtosis indicated a distribution that is flatter. The above distribution is close to normal distribution with -0.339 with negative skewness and the distribution is flatter with .060 as the kurtosis value.

<b>Table Number: 6.3:</b>			
<b>Descriptive Values for Normality Test of Social Network Users</b>			
<b>Particulars</b>		<b>Statistic</b>	<b>Std. Error</b>
Mean		412.06	1.537
95% Confidence Interval for Mean	Lower Bound	409.04	
	Upper Bound	415.07	
5% Trimmed Mean		413.24	
Median		416.00	
Variance		3636.875	
Std. Deviation		60.307	
Minimum		184	
Maximum		530	
Range		346	
Interquartile Range		83	
Skewness		-0.339	0.062
Kurtosis		0.060	0.125

**Graph Number: 6.2:**  
**Q-Q Plot of the Normality of the Distribution of Data of Social Network Users**



#### **6.4: A BRIEF ABOUT THE STRUCTURED NON-DISGUISED QUESTIONNAIRE:**

The researcher had drafted the structured non-disguised questionnaire with the support of the review of available literature and it was pre-tested through conduct of pilot study. A pre-test was performed for the selected social network users whose feedback was incorporated to improve and finalise the draft of the structured non-disguised questionnaire.

##### **6.4.1: Assessing the Reliability of the Structured Non-Disguised Questionnaire:**

To test the reliability of the different constructs of the questionnaire, the Cronbach's Coefficient Alpha equivalent to the average of all the split half correlation coefficients was used by the researcher.

Table Number 6.4 shows the result of reliability test and the Cronbach's Alpha score (Cronbach, 1951)<sup>12</sup> ranging from 0.722 to 0.958 indicates internal reliability of the scale and reflected the degree of cohesiveness amongst the selected items/statements for the selected variables for under study Gujarat State (Malhotra, 2007 and Nunnally, 1981).<sup>13,14</sup>

<b>Table Number: 6.4:</b>						
<b>Selected Social Network Users' Reliability of Opinion on Selected Criteria of the Research Study</b>						
<b>Variables</b>	<b>Number of Statements</b>	<b>Cronbach's Alpha</b>				
		<b>Ahmedabad</b>	<b>Rajkot</b>	<b>Surat</b>	<b>Vadodara</b>	<b>Gujarat State</b>
Accessibility	12	0.881	0.833	0.896	0.878	<b>0.880</b>
Extensibility	06	0.744	0.662	0.757	0.803	<b>0.748</b>
Integration	04	0.634	0.591	0.660	0.735	<b>0.656</b>
Time Convenience	04	0.742	0.640	0.714	0.746	<b>0.722</b>
Perceived Usefulness	33	0.958	0.950	0.960	0.957	<b>0.958</b>
Functional Value	08	0.819	0.766	0.818	0.846	<b>0.817</b>
Emotional Value	18	0.902	0.896	0.916	0.937	<b>0.912</b>
Social Value	14	0.895	0.896	0.913	0.937	<b>0.909</b>
Monetary Value	12	0.873	0.856	0.901	0.919	<b>0.889</b>
Behavioural Intention	10	0.902	0.871	0.917	0.918	<b>0.905</b>
Attitude	03	0.693	0.566	0.706	0.776	<b>0.690</b>
<b>Total</b>	<b>124</b>	<b>0.982</b>	<b>0.979</b>	<b>0.986</b>	<b>0.986</b>	<b>0.983</b>

##### **6.4.2: Assessing the Validity Test of the Structured Non-Disguised Questionnaire:**

The researcher had measured convergent validity by comparing the average mean scores of selected criteria/statements related with respective selected variables with the overall satisfaction and the perceived importance of the selected variables under the research study.

Table Number 6.5 displays the result of comparison of mean scores of selected criteria/statements with Expectation/ Perception of social network users from use of social networks. The Table Number 6.6 demonstrates comparison of mean scores of selected criteria/statements with Experience /Satisfaction of social network users from social networks.

From the mean scores of the expectation and experience of system quality features and values generated from the use of social network it can be inferred that social network users had a positive perception and satisfactory experience from the use of social network.

The Mean score of the overall perception and satisfaction of social network users revealed the positive perception and satisfaction of the users from the use of social network. The scores of expectation and perception, as well as experience and overall satisfaction of the specific variable were almost close to each other. The response of the respondents was found placed between positive score of 3 to 5.

That the means of same construct were measured and less variation was observed in the given question categories and average satisfaction score for Expectation/ Perception and Experience /Satisfaction was found to be as close to each other thus, fulfils the condition of convergent validity

.

**Table Number: 6.5:**  
**Comparison of Mean Scores of Expectation/ Perception from Use of Social Networks**

Grouping Variable	Ahmedabad			Rajkot			Surat			Vadodara			Total		
	EX	PI	Diff	EX	PI	Diff	EX	PI	Diff	EX	PI	Diff	EX	PI	Diff
Accessibility	4.03	4.00	<b>0.03</b>	3.82	3.93	<b>-0.11</b>	3.91	3.91	<b>0.00</b>	4.18	4.23	<b>-0.04</b>	3.99	4.01	<b>-0.02</b>
Extensibility	3.95	4.13	<b>-0.18</b>	3.86	4.04	<b>-0.18</b>	3.86	3.91	<b>-0.04</b>	4.10	4.01	<b>0.08</b>	3.94	4.03	<b>-0.09</b>
Integration	3.96	4.05	<b>-0.09</b>	3.75	3.91	<b>-0.16</b>	3.82	3.85	<b>-0.03</b>	3.95	4.02	<b>-0.06</b>	3.88	3.96	<b>-0.08</b>
Time	3.89	4.12	<b>-0.23</b>	3.68	3.86	<b>-0.18</b>	3.65	3.84	<b>-0.19</b>	3.89	4.04	<b>-0.15</b>	3.78	3.98	<b>-0.20</b>
Perceived	3.32	4.12	<b>-0.80</b>	3.35	4.00	<b>-0.65</b>	3.21	3.89	<b>-0.68</b>	3.26	4.14	<b>-0.88</b>	3.94	4.04	<b>-0.10</b>
Functional Value	3.87	4.06	<b>-0.19</b>	3.76	4.01	<b>-0.25</b>	3.80	3.79	<b>0.01</b>	4.08	4.03	<b>0.05</b>	3.87	3.97	<b>-0.09</b>
Emotional Value	3.76	4.06	<b>-0.29</b>	3.69	3.87	<b>-0.18</b>	3.71	3.72	<b>-0.01</b>	3.90	3.76	<b>0.13</b>	3.76	3.87	<b>-0.11</b>
Social Value	3.68	4.08	<b>-0.41</b>	3.50	3.95	<b>-0.46</b>	3.66	3.84	<b>-0.17</b>	3.67	3.91	<b>-0.24</b>	3.64	3.96	<b>-0.32</b>
Monetary Value	3.79	4.04	<b>-0.25</b>	3.48	3.88	<b>-0.40</b>	3.69	3.67	<b>0.02</b>	3.87	3.82	<b>0.05</b>	3.72	3.86	<b>-0.14</b>
<b>Overall Average</b>	<b>3.81</b>	<b>4.07</b>	<b>-0.27</b>	<b>3.65</b>	<b>3.94</b>	<b>-0.29</b>	<b>3.70</b>	<b>3.82</b>	<b>-0.12</b>	<b>3.88</b>	<b>3.99</b>	<b>-0.12</b>	<b>3.84</b>	<b>3.96</b>	<b>-0.13</b>

**Note:** Expectation (EX), Perception (PI) and Difference (Diff)

**Table Number: 6.6:**  
**Comparison of Mean Scores of Experience /Satisfaction from Social Networks**

Grouping Variable	Ahmedabad			Rajkot			Surat			Vadodara			Total		
	EP	OS	Diff	EP	OS	Diff	EP	OS	Diff	EP	OS	Diff	EP	OS	Diff
Accessibility	4.03	4.04	<b>-0.02</b>	4.21	4.15	<b>0.06</b>	3.94	3.93	<b>0.01</b>	4.20	4.21	<b>-0.01</b>	4.07	4.06	<b>0.01</b>
Extensibility	4.01	4.13	<b>-0.12</b>	4.17	4.15	<b>0.02</b>	3.92	3.93	<b>-0.01</b>	4.15	4.06	<b>0.10</b>	4.04	4.06	<b>-0.02</b>
Integration	3.99	4.00	<b>-0.01</b>	4.14	4.06	<b>0.08</b>	3.87	3.89	<b>-0.03</b>	4.05	4.01	<b>0.04</b>	3.99	3.98	<b>0.01</b>
Time Convenience	3.94	4.16	<b>-0.22</b>	3.98	4.06	<b>-0.08</b>	3.60	3.87	<b>-0.27</b>	3.99	4.04	<b>-0.05</b>	3.86	4.04	<b>-0.18</b>
Perceived Usefulness	3.32	4.17	<b>-0.85</b>	3.35	4.22	<b>-0.87</b>	3.21	3.93	<b>-0.72</b>	3.26	4.11	<b>-0.85</b>	3.94	4.10	<b>-0.16</b>
Functional Value	4.02	4.10	<b>-0.07</b>	4.08	4.18	<b>-0.10</b>	3.87	3.90	<b>-0.03</b>	4.09	3.98	<b>0.11</b>	4.00	4.03	<b>-0.03</b>
Emotional Value	3.85	4.11	<b>-0.26</b>	4.02	3.98	<b>0.04</b>	3.81	3.70	<b>0.10</b>	3.92	3.76	<b>0.16</b>	3.88	3.90	<b>-0.02</b>
Social Value	3.76	4.20	<b>-0.44</b>	3.84	4.03	<b>-0.19</b>	3.70	3.86	<b>-0.17</b>	3.81	3.90	<b>-0.09</b>	3.76	4.01	<b>-0.25</b>
Monetary Value	3.89	4.08	<b>-0.19</b>	3.95	4.02	<b>-0.07</b>	3.70	3.78	<b>-0.08</b>	3.87	3.77	<b>0.10</b>	3.84	3.92	<b>-0.08</b>
<b>Overall Average</b>	<b>3.87</b>	<b>4.11</b>	<b>-0.24</b>	<b>3.97</b>	<b>4.09</b>	<b>-0.12</b>	<b>3.73</b>	<b>3.87</b>	<b>-0.13</b>	<b>3.93</b>	<b>3.98</b>	<b>-0.06</b>	<b>3.93</b>	<b>4.01</b>	<b>-0.08</b>

**Note:** Experience (EP), Satisfaction (OS) and Difference (Diff)

## 6.5: PROFILE OF THE SELECTED SOCIAL NETWORK USERS' (SNWUs) OF THE RESEARCH STUDY:

The profile of selected social network users is presented in Table Number 6.7

<b>Table Number: 6.7:</b>					
<b>Profile of Selected Social Network Users (Number &amp; Percentages)</b>					
<b>Background variables</b>	<b>Selected Cities of the Gujarat State</b>				
	<b>Vadodara</b>	<b>Surat</b>	<b>Rajkot</b>	<b>Ahmedabad</b>	<b>Gujarat State</b>
<b>Age Groups (In Years)</b>					
18 to 30	208(69)	340(77)	149(54)	173(33)	870(56)
31 to 45	70(23)	66(15)	85(31)	255(49)	476(31)
46 to 60	16(5)	26(6)	36(13)	75(14)	153(10)
More than 60	08(3)	08(2)	06(2)	19(4)	41(3)
<b>Gender</b>					
Male	125(41)	294(67)	153(55)	319(61)	891(58)
Female	177(59)	146(33)	123(45)	203(39)	649(42)
<b>Marital Status</b>					
Married	105 (35)	265 (60)	113 (41)	245 (47)	728 (47)
Unmarried	190 (63)	163 (37)	159( 58)	260 (50)	772 (50)
Single	7 (2)	12 (3)	4 (1)	17 (3)	40 (3)
<b>Type of Family</b>					
Joint	162(54)	200(45)	191(69)	278(53)	831(54)
Nuclear	140(46)	240(55)	85(31)	244(47)	709(46)
<b>Educational Qualifications</b>					
Less than Graduation	68(23)	178(40)	47(17)	38(7)	331(21)
Graduation	115(38)	134(30)	134(49)	187(36)	570(37)
Post-Graduation	96(32)	92(21)	67(24)	209(40)	464(30)
Professional Degree	23(8)	36(8)	28(10)	88(17)	175(11)
<b>Occupation</b>					
Home Maker	48(16)	36(8)	34(12)	41(8)	159(10)
Businessman/Woman	31(10)	56(13)	40(14)	46(9)	173(11)
Self-Employed	88(29)	185(42)	68(25)	85(16)	426(28)
Service	80(26)	68(15)	82(30)	304(58)	534(35)
Professional	55(18)	95(22)	52(19)	46(9)	248(16)
<b>Annual Family Income</b>					
Less than 4 Lakhs	150(50)	146(33)	135(49)	128 (25)	559 (36)
4 to 8 Lakhs	81(27)	157(36)	91(33)	209 (40)	538 (35)
8 to 12 Lakhs	41(14)	100(23)	25(9)	129 (25)	295 (19)
More than12 Lakhs	30(10)	37(8)	25(9)	56 (11)	148 (10)
<b>Total Number of Social Network Users</b>	<b>302(100)</b>	<b>440(100)</b>	<b>276(100)</b>	<b>522(100)</b>	<b>1540(100)</b>

It was found that 56 per cent of the social network users were of the age group of 18 to 30 years followed by the age group of 31 to 45 years with 31 per cent of the total responses. The social network users' belonging to age group of more than 60 years revealed a figure of 3 per cent of the total responses. Male social network users (58 per cent) were found as dominant social network users compared with female social network users in the Gujarat State. Taking into consideration of educational qualifications of social network users, it was found that, 37 per cent of them were Graduates followed with Postgraduates (30 per cent), and 21 per cent were either having education of less than Graduation whereas figure for Professional revealed 11 per cent respectively.

In case of Occupation of social network users, it was found that those belonging to service category (35 per cent) followed with self-employed (28 per cent), professional (16 per cent) as well as Businessman or Businesswomen (11 per cent) and were, and 10 per cent of them were having occupation as Homemaker.

## **6.6: KEY RESULTS OF THE RESEARCH STUDY:**

The key results of the research study derived from analysis of collected primary data using frequency distribution, averages and percentages have mainly revealed following.

### **6.6.1: Selected Social Networks Users' Awareness, Actual Use and Unawareness of Social Network:**

Twitter was the social networks for which the social network users of selected four cities were found as aware of but not using in high proportion, whereas WhatsApp was used the most by them. Most of the social network users of Surat and Rajkot cities were found as unaware of Care2 social network whereas social network users of Vadodara city were unaware of ReverbNation and the social network users of the Ahmedabad city were found as unaware of QQ social network respectively.

### **6.6.2: Selected Social Network Users' Frequency of Use of Social Networks in a Day:**

Considering the social network users', frequency of use of social network in a day, 47 per cent of social network users of Vadodara city and 55 per cent social network users of Rajkot city used social networks many times in a day whereas 49 per cent social network users of Surat city and 85 per cent social network users of Ahmedabad city used social networks for few times in a day.

### **6.6.3: Selected Social Network Users' Frequency of Use of Social Networks in Minutes:**

Nearly, half of the respondents (42 per cent) used social network for 30 to 60 minutes a day which was followed by 33 per cent of the respondents who used social network for more than 60 minutes. Hence, it can be inferred that three out of four (75 per cent) of the social network users of Gujarat State used social network for more than 30 minutes in a day.

### **6.6.4: Selected Social Network Users' Expectations from Use of Social Networks:**

Expectations of social network users were measured for system quality features and value generated from the use of the social network. For the accessibility feature of system quality, predominant number of selected social network users of Vadodara (>90 per cent), and Surat (>75 per cent) cities expected social network to give them information from all around the world.

More than 76 per cent of selected social network users of Rajkot city expected social networks to provide them ease in connection with other social network users whereas most of (>83 per cent) selected social network users of the Ahmedabad city shared their expectation that social networks should help them in taking advantage of the knowledge and skill of other social network users of the social networks.

For Extensibility feature of system quality of social networks, most of (>71 per cent) selected social network users of each of the selected four cities of the Gujarat State had shared their expectation that social network should update faster to meet his or her changing requirement and to provide them with the latest information.

Most of (>71 per cent) the social network users of the selected four cities of the Gujarat State had reported expectation concerning use of social network to improve his or her knowledge as the main purpose of use of social networks. Hence, functional value was found as generated from the use of the social network when the social network users could satisfy this particular need through use of social networks.

Similarly, most of (>71 per cent) the selected social network users of Vadodara, Surat and Rajkot cities of the Gujarat State had conveyed their expectation of having good connection with the friends through use of social network which gave them feeling of happiness, and thus, the use of social networks was found as generated emotional value for them from the use of the social networks.

Large number of (>70 per cent) social network users of Ahmedabad city expected social networks to keep them connected with family member to gain happiness from use of social networks.

More than 61 per cent of selected social network users of Vadodara, Surat and Rajkot cities of the Gujarat State had shared their expectation from use of social networks that it should help them in creating new relationships.

Large number of (>65 per cent) selected social network users of Ahmedabad city conveyed their expectation from use of social networks that it should provide them social support to generate social value for themselves.

Majority of (>75 per cent) selected social network users of each of the selected cities of the Gujarat State reported that social networks should help them in development of their business to generate monetary value from use of social networks.

#### **6.6.5: Selected Social Network Users' Experiences from Use of Social Networks:**

Experiences of selected social network users were measured for system quality features and value generated from the use of the social network. Majority (>75 per cent) of the social network users of the selected four cities experienced social networks providing ease in connection with other users of the social networks.



They also experience social networks updating faster in terms of improving its feature and availability of new and different content in it. They examined availability of the latest content helped social network users to be aware of the changes occurring in the world.

Majority of (>78 per cent) the social network users of Vadodara and Ahmedabad cities experiences improvement in knowledge using the social network, whereas nearly three out of four of (>77 per cent) the social network users for Surat and Rajkot cities found it easy to upload the photo and video on the social network. These were examined as a prime purpose for use of network by the social network users in the selected cities, thus leading to creation of functional value from use of network.

Most of (>74 per cent) social network users of Vadodara and Surat cities, were found using social network for communicating with their friends, whereas pre-dominant number of (>81 per cent) social network users of Rajkot city were found using social network for enjoyment. Most of (>72 per cent) social network users of Ahmedabad city used social network for connecting with their family and thus generate emotional value from the use of the social network.

Large number of (>67 per cent) social network users of Rajkot and Ahmedabad cities used social network for creating a new relationship. Whereas most of (>71 per cent) social network users of Vadodara city used social network more for improving existing relationship. More than 65 per cent of social network users of Surat city used it for improving their existing relationship and for creating a good impression on other users.

The use of social network for improving the relationship develops a feeling of social acceptance among the social network users hence creates social value from the use of network. Large number of (>67 per cent) social network users of the selected four cities of the Gujarat State were found using the social networks for developing their business and thus creating monetary value from the use of social network.

#### **6.6.6: Selected Social Network Users' Perceived Usefulness of Social Networks:**

Predominant number of (>84 per cent) social network users of the selected four cities of the Gujarat State perceived social network as useful in connecting the users; getting knowledge and information which helped the users to make informed decisions; generated money by its use; and provided them capability to work beyond geographical boundaries.

#### **6.6.7: Selected Social Network Users' Behavioural Intentions of Use of Social Networks:**

More than 75 per cent of social network users of Vadodara city agreed to continue the use of social network in future and spread positive word of mouth about it. Majority (>77 per cent) of social network users of Surat city agreed to use it for acquiring knowledge. Majority (>77 per cent) of social network users of Rajkot city agreed to continue to use it for acquiring information, connecting with people, and forwarding content.

Whereas majority of (>76 per cent) social network users of Ahmedabad city agreed to use social networks for acquiring information and knowledge, connecting people, for contributing new and for expanding their business in future. Thus, social network users of different cities had the different behavioural intentions to use the social networks in future.

#### **6.6.8: Selected Social Network Users' Attitudes of Use of Social Networks:**

Social network users had positive attitudes towards the use of social networks. More than 77 per cent of social network users of Vadodara, Surat and Ahmedabad cities considered using social network as good idea, whereas majority (>78 per cent) of social network users of Vadodara, Rajkot and Ahmedabad cities were found in favour of using the social networks.

#### **6.6.9: Selected Social Network Users' Perceived Importance and Overall Satisfaction on Use of Social Networks:**

Selected social network users were satisfied with the system quality features and the values generated with the use of social network. They also experienced satisfaction from the usefulness of social network. The satisfaction was more than the perceived importance in most of the social network users of selected cities of Gujarat State.

The variables related with perceived importance with higher score than the variables related with the satisfaction were found with as having less difference in the mean score of the variables.

### **6.7: SUMMARISED FINDINGS OF THE RESEARCH STUDY:**

The researcher had applied Correlation, Chi-Square Test, Kruskal-Wallis Test, Friedman Test and Factor Analysis to test various hypotheses that were formulated based on analysis of the collected primary data that were gathered from the social network users in the State of Gujarat.

The key findings of the research study are highlighted as follows:

#### **6.7.1: Correlation between Experiences and Expectations of System Quality Features and Experiences of Social Network Users:**

A significant and positive correlation was found between the expectations of system quality features viz., accessibility, extensibility, integration and time convenience and its experiences amongst selected social network users

#### **6.7.2: Correlation of Perceived Usefulness with System Quality Features, Values Created, Attitude and Behavioural Intentions of Social Network Users:**

A significant positive relationship was found between the perceived usefulness of social network and values that were generated with its use of social network by users considering functional value, social value, emotional value and monetary value as well as attitudes and the behavioural intentions of the selected social network users' use of social networks.

### **6.7.3: Chi-Square Test:**

A significant association was identified between the selected demographic variables of the selected social network users' viz., Age, Gender, Marital Status, Type of Family, Educational Qualifications, Occupation and Income of family with regard to several statements identifying system quality features of social networks viz., accessibility, extensibility, integration and time convenience as well as perceived usefulness of the selected social network users' use of social networks and the values that were generated or created through use of social networks viz., functional value, social value, emotional value and monetary value as well as attitudes and the behavioural intentions of the selected social network users' use of social networks.

### **6.7.4: Kruskal-Wallis Test:**

A significant difference was detected for actual experience amongst the selected social network users from system quality features of social networks viz., accessibility, extensibility, integration and time convenience as well as perceived usefulness of social networks and the values that were generated or created through use of social networks viz., functional value, social value, emotional value and monetary value as well as attitudes and the behavioural intentions of the selected social network users' use of social networks in selected four cities of the Gujarat State.

### **6.7.5: Friedman Test:**

A significant difference was detected for the experience of the selected social network users of Vadodara and Surat cities, and the overall responses received from Gujarat State for the system quality features of social networks viz., accessibility, extensibility, integration and time convenience and the values generated viz., function value, social value, emotional value and monetary value from the use of social network.

The difference in the mean rank score was detected but, the difference was not statistical significant for the system quality features of social networks of Rajkot and Ahmedabad cities of Gujarat State. But, the significant difference was seen for the experience of values generated from the use of social network amongst the social network users' of Rajkot and Ahmedabad cities.

Table Number 6.8 and 6.9 displays the ranks for the experience of system quality features and the values generated from the use of social network based on the Friedman Test.

<b>Table Number:6.8:</b> <b>Results of Friedman Test for Experience for System Quality Features of Selected Social Network Users' of Selected Cities of Gujarat State</b>										
<b>System Quality Features</b>	<b>Vadodara (Mean Rank)</b>	<b>Rank</b>	<b>Surat (Mean Rank)</b>	<b>Rank</b>	<b>Rajkot (Mean Rank)</b>	<b>Rank</b>	<b>Ahmedabad (Mean Rank)</b>	<b>Rank</b>	<b>Gujarat (Mean Rank)</b>	<b>Rank</b>
Accessibility	2.65	01	2.66	01	2.55	01	2.55	01	2.60	01
Extensibility	2.53	02	2.53	02	2.52	03	2.52	02	2.53	02
Integration	2.40	04	2.50	03	2.55	02	2.48	03	2.49	03
Time Convenience	2.41	03	2.31	04	2.39	04	2.45	04	2.39	04

<b>Table Number: 6.9:</b> <b>Results of Friedman Test for Experience of Values Generated from use of Social Network by Selected Social Network Users' of Selected Cities of Gujarat State</b>										
<b>Value Generated</b>	<b>Vadodara (Mean Rank)</b>	<b>Rank</b>	<b>Surat (Mean Rank)</b>	<b>Rank</b>	<b>Rajkot (Mean Rank)</b>	<b>Rank</b>	<b>Ahmedabad (Mean Rank)</b>	<b>Rank</b>	<b>Gujarat (Mean Rank)</b>	<b>Rank</b>
Functional Value	2.96	1	2.74	1	2.79	1	2.84	1	2.83	1
Social Value	2.21	4	2.33	4	2.14	4	2.21	4	2.23	4
Emotional Value	2.47	2	2.57	2	2.59	2	2.44	2	2.51	2
Monetary Value	2.37	3	2.36	3	2.48	3	2.51	3	2.43	3

From the above Table Number 6.8, it becomes evident that social network users of Vadodara, Surat, Rajkot and Ahmedabad cities preferred Accessibility as first choice from system quality feature.

The extensibility feature of system quality feature was second preference for social network users of Vadodara, Surat and Ahmedabad cities, but social network users of Rajkot city gave second preference to Integration feature of system quality feature.

The third preference was given to Integration feature of system quality feature by the social network users of Surat and Ahmedabad cities, but social network users of Vadodara showed third preference for Time Convenience feature and social network users of Rajkot city showed third preference for extensibility feature. The Time convenience is fourth preferred feature for social network users of, Surat, Rajkot and Ahmedabad cities but social network users of Vadodara city showed preference for Integration feature of system quality feature.

From the above Table Number 6.9 it becomes evident that social network users of Vadodara, Surat, Rajkot and Ahmedabad cities preferred and give more importance to functional value generated by use of social network. Generation of Emotional value was second preference for social network users of all the four selected cities of Gujarat State. The third preference was given to generation of Monetary value from use of social networks by the social network users of all the four selected cities and Social value generation was the fourth preference for the use of social networks.

### 6.7.6: Factor Analysis:

The researcher has offered summarised key findings received from application of the factor analysis as follows:

<b>Table Number: 6.10: Summary of Important Criteria of Selected System Quality Features and Value Created from Use of Social Networks</b>			
<b>Sr. No.</b>	<b>Selected Factors</b>	<b>Important Criteria</b>	<b>Factor Loading Score</b>
01	Accessibility	Social Network (SNWs) help in taking advantage of knowledge & skills of other users	0.621
		SNWs users easily get connected to each other.	0.741
		SNWs make possible to get the information from all around the world	0.755
		SNWs provide me with the capabilities to work beyond geographical boundaries	0.689
02	Extensibility	SNWs gets updated fast	0.679
03	Integration	SNWs effectively combine information from different websites	0.608
04	Emotional Value	SNWs influence my behaviour	0.601
		SNWs are enjoyable	0.645
		SNWs are relaxing	0.689
		SNWs make me feel good when I am sad	0.689
		Connection with friends make me happy	0.727
		Connection with family make me happy	0.648
		Use of SNWs makes me feel less lonely	0.688
05	Social Value	SNWs create new relationships	0.648
		SNWs improve my existing relationships	0.641
		SNWs make me feel accepted by others	0.607
		SNWs provide me a social support	0.606
06	Monetary Value	SNWs provide me new business opportunities	0.650
		SNWs save money	0.733
		SNWs offer value for the money	0.741
		SNWs help in generation of money	0.768

The Table Number 6.10 consisted of 21 statements which social network users had considered important for the use of social networks for expressing his or her satisfaction/dissatisfaction with regard to system quality features and the values created from the use of social networks.

<b>Table Number: 6.11:</b> <b>Summary of Criteria which Needs Improvement for Selected System Quality Features and Value Created from Use of Social Networks</b>			
<b>Sr. No.</b>	<b>Selected Factors</b>	<b>Selected Statements/Criteria</b>	<b>Factor Loading Score</b>
01	Accessibility	SNWs make us to use the expertise of other users	0.598
02	Extensibility	SNWs are quick in addressing issues as they arise	0.581
03	Time Convenience	SNWs save time	0.513
04	Functional Value	SNWs improve my knowledge	0.526
		SNWs help me to take informed decisions	0.564
		Uploading & sharing of photos & Videos is easy in SNWs	0.512
05	Social Value	SNWs help me to create good impression on other people	0.558
		SNWs give me a social approval	0.571
06	Emotional Value	SNWs make me more interactive	0.538
07	Monetary Value	SNWs are useful for developing business	0.494

The Table Number 6.11 has listed out 10 statements (with Factor Loading score less than 0.6) which social network users had considered less important and thus it can be inferred that it needs further improvement in case of use of social networks. Four factors were identified from the total 31 statements asked to measure the perception of the usefulness of the social network using the principal component method for exploratory factor analysis. These factors can be considered as underlying factors that determine the construct related with the perception of usefulness for building structural equation model under the study.

#### **6.7.7: Key Findings of Social Network Users' Future Use Intentions Considering the Selected Demographic Variables of Social Network Users (SNWUs):**

<b>Table Number: 6.12:</b> <b>Key Findings of Social Network Users' Future Use Intentions Considering the Selected Demographic Variables of Social Network Users (SNWUs)</b>					
<b>Sr. No.</b>	<b>Selected Demographic Variables of Social Network Users</b>	<b>To continue use of social networks in the future</b>	<b>Intend to Use Social Networks to forward content shared by other users</b>	<b>Use Social Networks to contribute new content</b>	<b>Use Social Networks to Retrieve content from other websites</b>
01	Age (In Years)	77.7 per cent of the Social Network Users in the selected Age Group of 18 to 30 years had an intention to continue to use social networks in future.	71.6 per cent of the Social Network Users of the Age Group 18 to 30 year intended to use social networks for forwarding the content shared by other.	73.5 per cent of the Social Network Users of the Age Group 18 to 30 years intended to contribute new content in social network.	73.4 per cent of the Social Network Users of the Age Group 18 to 30 years intended to retrieve content from the other websites.
02	Gender	84.9 per cent of the Female and 76.94 per cent Male Social Network users' intention to continue to use social networks in future.	75.5 per cent of the Female and 72.7 per cent Male Social Network Users intended to use social networks for forwarding the content shared by other.	75.9 per cent of the Female and 75.3 per cent Male Social Network Users intended to contribute new content in social networks.	76.2 per cent of the Female and 75.3 per cent Male Social Network Users intended to retrieve content from the other websites.
03	Marital Status	78.2 per cent of Married and 82.3 per cent of Unmarried Social Network User's Intention to continue to use social networks in future.	71.3 per cent of Married and 76.7 per cent of Unmarried Social network users intended to use social networks for forwarding the content shared by other	73.4 per cent of Married and 77.8 per cent of Unmarried Social Network Users intended to contribute new content in social networks.	74 per cent of Married and 77.7 per cent of Unmarried Social Network Users intended to retrieve content from the other websites.
04	Type of Family	78.2 per cent of Joint Family and 82.3 per cent of Nuclear Family Social Network user's intention to continue to use social networks in future.	71.5 per cent of Joint Family and 76.6 per cent of Nuclear Family Social Network Users intended to use social network for forwarding the content shared by other	76.4 per cent of Joint Family and 74.5 per cent of Nuclear Family Social Network Users intended to contribute new content in social networks.	74.4 per cent of Joint Family and 77.3 per cent of Nuclear Family Social Network Users intended to retrieve content from the other websites.

<b>Sr. No.</b>	<b>Selected Demographic Variables of Social Network Users</b>	<b>To continue use of social networks in the future</b>	<b>Intend to Use Social Networks to forward content shared by other users</b>	<b>Use Social Networks to contribute new content</b>	<b>Use Social Networks to Retrieve content from other websites</b>
05	Educational Qualifications	83 per cent of the Post Graduate and 87.4 per cent of the Professional Social Network User's intention to continue to use social networks in future.	74.8 per cent of the Post Graduate and 72 per cent of the Professional Social Network Users intended to use social networks for forwarding the content shared by others	78.2 per cent of the Post Graduate and 81.7 per cent of the Professional Social Network Users intended to contribute new content in social network.	76.3 per cent of the Post Graduate and 79.4 per cent of the Professional Social Network Users intended to retrieve content from the other websites.
06	Occupation	83.2 per cent Business Man/Woman 82.4 per cent Social Network Users engage in providing service intended to continue to use social network in future.	79.8 per cent Business Man/Woman 74.7 per cent Social Network Users engage in providing service intended to use social networks for forwarding the content shared by other	75.7 per cent Business Man/Woman 79.6 per cent Social Network Users engage in providing service intended to contribute new content in social network.	78.6 per cent Business Man/Woman 77 per cent Social Network Users engage in providing service intended to retrieve content from the other websites.
07	Annual Family Income (In Rupees)	More than 80 per cent of the Social Network Users with the Family Income of more than Rs. 4 lakhs Rs. intended to continue to use social networks in future.	80 per cent of the Social Network Users of the Annual Family Income group of 8 to 12 lakhs intended to use social networks for forwarding the content shared by others	More than 80 per cent of the Social Network Users with the Family Income more than 8 lakhs Rs. intended to contribute new content in social network.	81 per cent of the Social Network Users of the Annual Family Income group of 8 to 12 lakhs intended to retrieve content from the other websites.

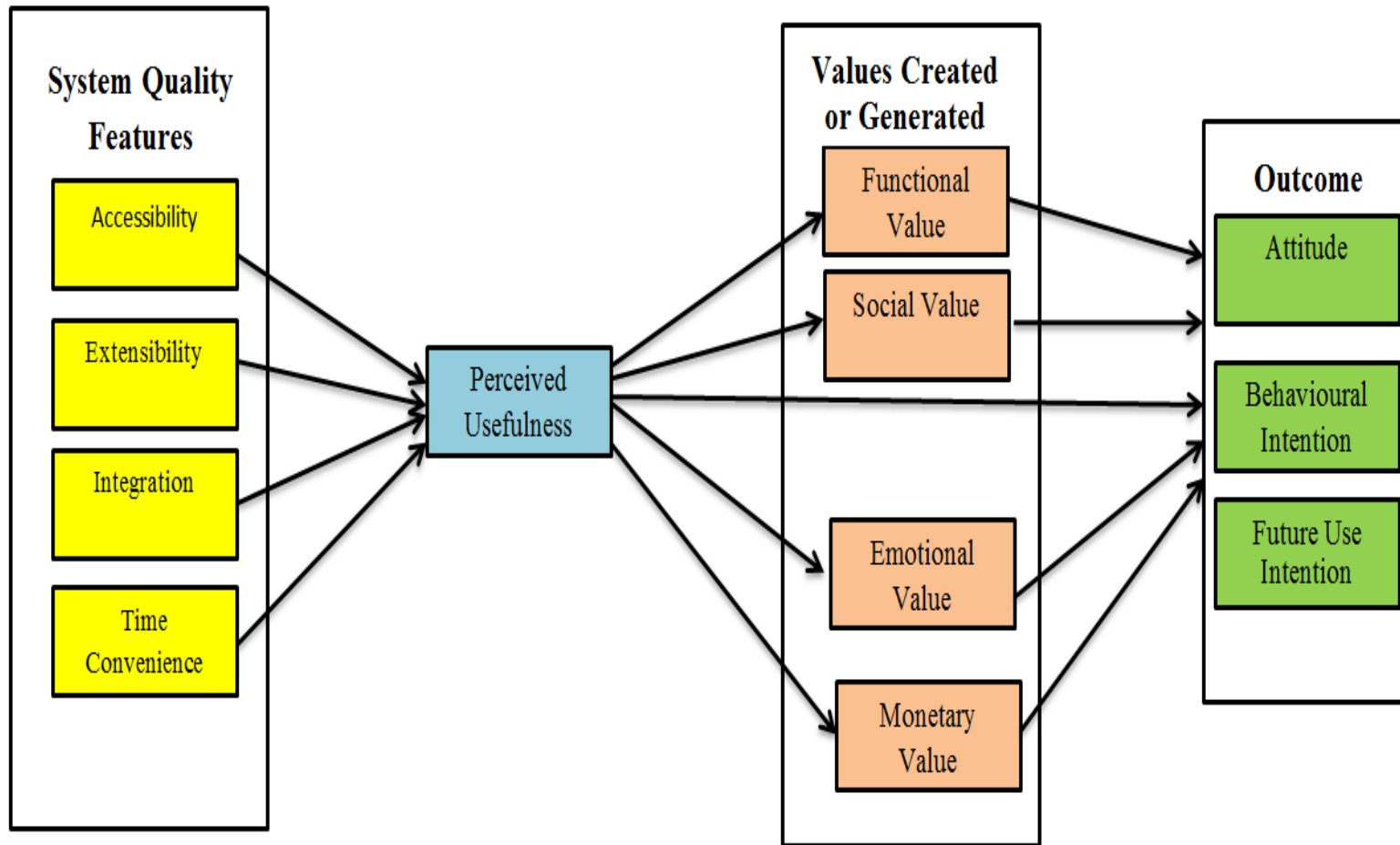


#### **6.8: CONCEPTUAL MODEL DEVELOPED AND USED IN THE RESEARCH STUDY:**

In order to achieve the objectives of the research study, an in-depth review of the available literature was undertaken, and subsequently, a theoretical structural model was developed as shown in the Figure Number 6.1 that incorporated concepts from the subject domain of attitude, behavioural intentions and future use of social networks by the social network users. Based on review of literature regarding TAM, perceived usefulness is seen as a good predictor for the acceptance of the social technology. System quality features affects the perception of usefulness of the social networks by its users. Good features that help in satisfying different needs of the social network users were seen as more useful by the social network users of the social technology.

In this research study, effect of system quality features of social networks viz, accessibility, extensibility, integration and time convenience were examined on the perception of usefulness of the social technology. Effect of perceived usefulness was than observed on the different values that are generated or created from the use of social networks by the social network users. The “Uses and Gratification Theory” examined different type of needs satisfied with the use of the media as a good predictor of the future use intention of the social medias. Hence, the effect of perceived usefulness and values created by use of social network was than observed on the attitude, behavioural intention and future use intention of the social network. Values created or generated by the social networks that were considered for the purpose of this research study included viz., functional value, social value, emotional value and monetary value respectively.

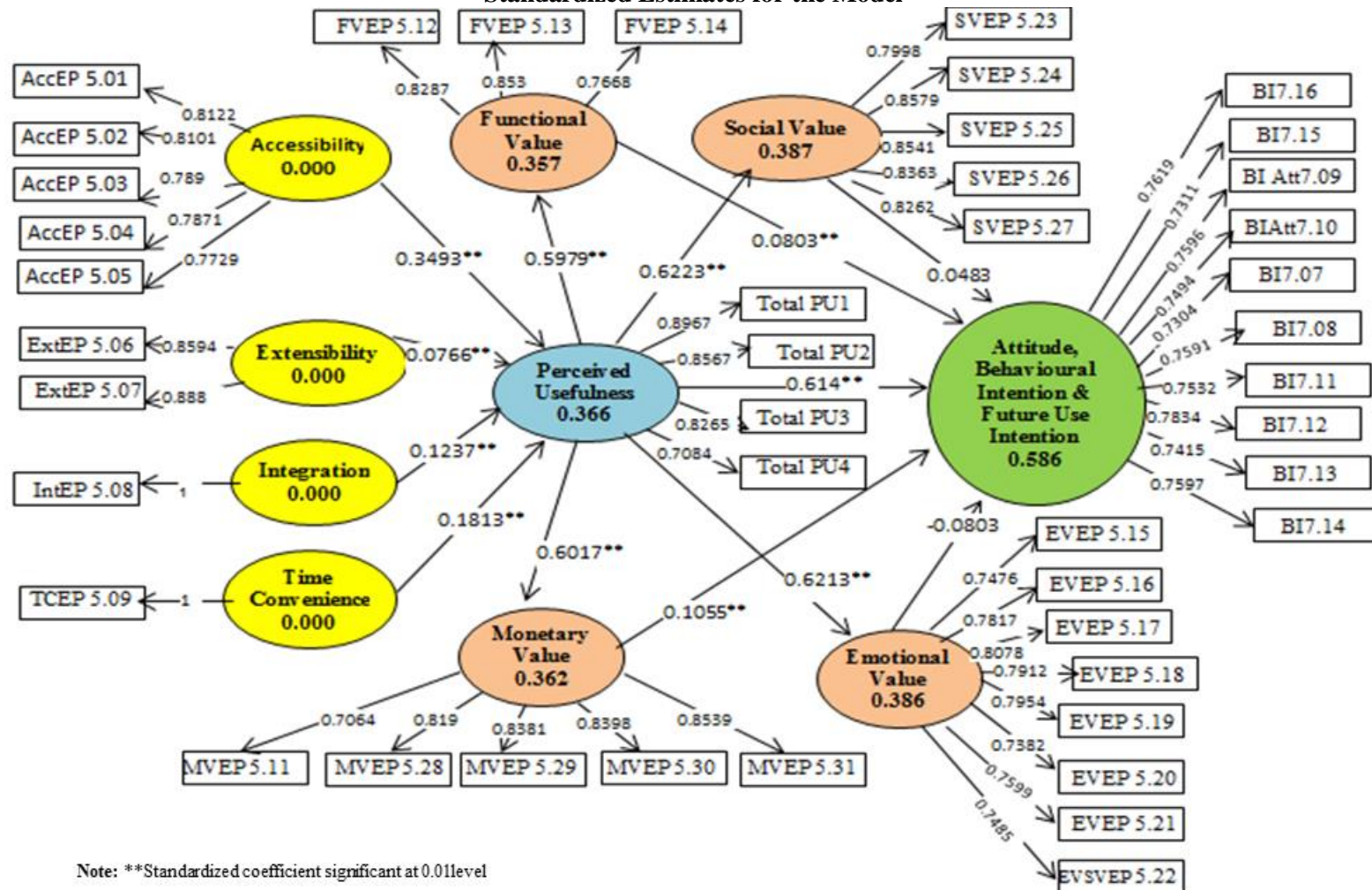
**Figure Number:6.1:**  
**Conceptual Model Developed and Used in the Research Study**



### **6.9: STRUCTURAL EQUATION MODEL OF THE RESEARCH STUDY:**

In order to test the conceptual structural model of this research study, the researcher has developed the model to study and test the relationships among the different constructs using PLS-SEM. Figure Number 6.2 shows standardized estimates of the model of the research study. Statements reflecting the construct are displayed through a rectangular box whereas constructs of the research study are shown in an oval shape. Arrows show the relationship between the statement and construct, and from one construct to another. Numeric values between the statements and the constructs are the factor loading of the statement for the construct, whereas numeric values between the constructs are the t-value for the relationships among the variables of the construct. The numeric value in the oval shape is the  $R^2$  value of the construct.

Figure Number:6.2:  
Standardized Estimates for the Model



From the above Figure Number 6.2, it can be inferred that System Quality features viz., accessibility, extensibility, integration and time convenience had a significant effect on perception of social network users with regard to perceived usefulness of use of social networks. Among the effect of system quality features, accessibility feature had shown the highest effect followed by time convenience, integration and extensibility features respectively. Perceived usefulness was found affecting the values created from the use of social networks. Social network users had expressed high satisfaction for gratification of his or her social, emotional and monetary needs and effect of Functional value was minimum among all the four selected values created or generated from the use of social networks. Perceived usefulness was found affecting high on attitudes, behavioural intention and future use intention for social network users than, the values created or generated to satisfy needs of selected social network users through use of network. Among the four selected values that were created or generated from use of social networks, effect of Monetary Value and the Functional Value was found to be significant on attitudes, behavioural intentions, and future intention of making continual use of social networks by the social network users, whereas effect of Emotional Value and Social Value was found to be insignificant.

#### **6.10: CUSTOMER SATISFACTION INDEX [CSI] OF THE SELECTED SOCIAL NETWORK USERS' SATISFACTION OF SYSTEM QUALITY FEATURES AND VALUES CREATED FROM USE OF SOCIAL NETWORKS:**

Based on the responses of selected social network users about their expectations and experiences which are separately analysed for selected cities in the State of Gujarat, the researcher has computed "Mean Importance Ratings" (Im) and "Mean Satisfaction Ratings" (Sa) for the selected system quality features and the values created or generated from use of social networks to evaluate whether the Social network users' were delighted; satisfied; or dissatisfied.

These criteria were defined as: (1) Social Network Users were delighted if  $Sa/Im > 1$ ; (2) Social Network Users were satisfied if  $1 > Sa/Im > 0.90$ ; (3) Social Network Users were dissatisfied if  $Sa/Im < 0.90$ .

**Table Number: 6.13:**  
**Social Network Users' Satisfaction Score for the System Quality Features of Social Networks**

System Quality features		Vadodara			Surat			Rajkot			Ahmedabad			Gujarat State		
		Im	Sa	S.S.= Sa/ Im	Im	Sa	S.S.= Sa/ Im	Im	Sa	S.S.= Sa/ Im	Im	Sa	S.S.= Sa/ Im	Im	Sa	S.S.= Sa/ Im
<b>Accessibility</b>	SNWs help in taking advantage of knowledge & skills of other users	4.13	4.17	1.01**	3.91	3.88	0.99*	3.77	4.18	1.11**	4.06	3.94	0.97*	3.98	4.01	1.01**
	SNWs make us to use the expertise of other users	3.88	4.00	1.03**	3.77	3.80	1.01**	3.63	4.16	1.15**	3.91	3.94	1.01**	3.81	3.95	1.04**
	SNWs users easily get connected to each other.	4.35	4.30	0.99*	3.97	4.06	1.02**	4.00	4.24	1.06**	4.06	4.11	1.01**	4.08	4.16	1.02**
	SNWs make possible to get the information from all around the world	4.41	4.35	0.99*	4.00	4.02	1.01**	3.89	4.33	1.11**	4.09	4.11	1.01**	4.09	4.17	1.02**
	SNWs provide me with the capabilities to work beyond geographical boundaries	4.15	4.20	1.01**	3.89	3.93	1.01**	3.80	4.14	1.09**	4.05	4.03	1.00*	3.98	4.06	1.02**
<b>Extensibility</b>	SNWs gets updated fast	4.25	4.28	1.01**	3.93	3.99	1.01**	3.92	4.26	1.09**	3.98	4.09	1.03**	4.01	4.13	1.03**
	SNWs are quick in addressing issues as they arise	3.95	4.03	1.02**	3.79	3.86	1.02**	3.79	4.08	1.08**	3.92	3.93	1.00*	3.86	3.95	1.02**
<b>Integration</b>	SNWs effectively combine information from different websites	3.95	4.05	1.02**	3.82	3.87	1.01**	3.75	4.14	1.10**	3.96	3.99	1.01**	3.88	3.99	1.03**
<b>Time Convenience</b>	SNWs save time	3.89	3.99	1.03**	3.65	3.60	0.98*	3.68	3.98	1.08**	3.89	3.94	1.01**	3.78	3.86	1.02**
<b>Note:</b> ** Delight, * Satisfied Mean Importance Ratings' (Im), Mean Satisfaction Ratings (Sa), Satisfaction Score (S.S)																

**Table Number: 6.14:**  
**Social Network Users' Satisfaction Score for Values Created from Use of Social Networks**

Values Created or Generated		Vadodara			Surat			Rajkot			Ahmedabad			Gujarat State		
		Im	Sa	S.S.= Sa/ Im	Im	Sa	S.S. = Sa/ Im	Im	Sa	S.S.= Sa/ Im	Im	Sa	S.S.= Sa/ Im	Im	Sa	S.S.= Sa/ Im
Functional Value	SNWs improve my knowledge	4.20	4.18	1.00*	3.88	3.91	1.01**	3.82	4.10	1.07**	3.89	4.01	1.03**	3.94	4.03	1.02**
	SNWs help me to take informed decisions	3.91	3.92	1.00*	3.69	3.67	1.00*	3.62	3.86	1.07**	3.78	3.94	1.04**	3.75	3.84	1.03**
	Uploading & sharing of photos & Videos is easy in SNWs	4.14	4.16	1.00*	3.83	4.03	1.05**	3.85	4.29	1.11**	3.94	4.12	1.05**	3.93	4.13	1.05**
Emotional Value	SNWs influence my behaviour	3.65	3.70	1.01**	3.59	3.65	1.02**	3.48	3.87	1.11**	3.69	3.79	1.03**	3.62	3.75	1.04**
	SNWs make me more interactive	3.92	3.93	1.00*	3.68	3.81	1.04**	3.75	4.08	1.09**	3.77	3.92	1.04**	3.77	3.92	1.04**
	SNWs are enjoyable	3.97	3.99	1.01**	3.75	3.89	1.04**	3.80	4.16	1.09**	3.81	3.93	1.03**	3.82	3.97	1.04**
	SNWs are relaxing	3.71	3.89	1.05**	3.68	3.74	1.02**	3.66	4.00	1.10**	3.71	3.80	1.02**	3.69	3.84	1.04**
	SNWs make me feel good when I am sad	3.73	3.78	1.01**	3.62	3.75	1.04**	3.59	3.91	1.09**	3.71	3.77	1.01**	3.67	3.79	1.03**
	Connection with friends make me happy	4.20	4.13	0.98*	3.83	4.01	1.05**	3.89	4.07	1.04**	3.86	3.89	1.01**	3.92	4.00	1.02**
	Connection with family make me happy	4.21	4.16	0.99*	3.95	3.96	1.00*	3.80	4.14	1.09**	3.87	3.91	1.01**	3.95	4.02	1.02**
	Usage of SNWs makes me feel less lonely	3.79	3.77	0.99*	3.58	3.63	1.02**	3.52	3.90	1.11**	3.69	3.77	1.02**	3.65	3.75	1.03**
Social Value	SNWs create new relationships	3.79	3.86	1.02**	3.73	3.72	1.00*	3.63	3.93	1.08**	3.72	3.82	1.03**	3.72	3.82	1.03**
	SNWs improve my existing relationships	3.73	3.83	1.03**	3.68	3.73	1.01**	3.59	3.84	1.07**	3.68	3.83	1.04**	3.67	3.81	1.04**
	SNWs make me feel accepted by others	3.65	3.82	1.05**	3.60	3.68	1.02**	3.51	3.80	1.08**	3.67	3.75	1.02**	3.62	3.75	1.04**
	SNWs help me to create good impression on other people	3.58	3.81	1.06**	3.62	3.75	1.04**	3.39	3.81	1.12**	3.63	3.76	1.04**	3.57	3.78	1.06**
	SNWs give me a social approval	3.61	3.76	1.04**	3.70	3.60	0.97*	3.47	3.80	1.09**	3.64	3.69	1.01**	3.62	3.70	1.02**
	SNWs provide me a social support	3.66	3.77	1.03**	3.66	3.70	1.01**	3.39	3.85	1.14**	3.73	3.68	0.99*	3.63	3.73	1.03**
Monetary Value	SNWs are useful for developing business	4.25	4.10	0.96*	3.90	3.83	0.98*	3.76	4.13	1.10**	3.89	3.94	1.01**	3.94	3.97	1.01**
	SNWs provide me new business opportunities	3.96	3.99	1.01**	3.75	3.71	0.99*	3.58	3.98	1.11**	3.79	3.89	1.03**	3.77	3.87	1.03**
	SNWs save money	3.72	3.77	1.01**	3.63	3.67	1.01**	3.39	3.82	1.13**	3.75	3.84	1.03**	3.64	3.78	1.04**
	SNWs offer value for the money	3.74	3.77	1.01**	3.56	3.64	1.02**	3.30	3.92	1.19**	3.77	3.89	1.03**	3.62	3.80	1.05**
	SNWs help in generation of money	3.67	3.73	1.02**	3.59	3.65	1.02**	3.36	3.88	1.16**	3.76	3.89	1.03**	3.62	3.79	1.05**
<b>Note:</b> ** Delight, * Satisfied Mean Importance Ratings (Im), Mean Satisfaction Ratings (Sa) and Satisfaction Score (S.S)																

From the Table Number 6.13 and 6.14, it can be inferred that social network users of the different cities of the Gujarat State were either delighted or satisfied with the system quality features and the values created or generated from the use of the social networks. Hence, service providers of social networks were able to satisfy its social network users with the system quality features and the values created or generated from the social networks. Thus, Social networks must continuously deploy more efforts for the improvement in the system quality features and values created, as with the passage of time the things that gave them feeling of delight would be considered as normal by the social network users and their expectations from the same. By making continuous improvement in the features of social networks, it would be in position to deliver similar type of satisfaction to the social network users from the use of networks in future.

## **6.11: FINDINGS AND IMPLICATIONS OF THE RESEARCH STUDY:**

In this section, the researcher has offered implications based on the findings and results of the empirical research study conducted in the selected cities of the Gujarat State.

### **6.11.1: Overall Findings and Implications of the Research Study:**

Table number 6.15 provides summary of the hypotheses tested, findings and implications of the research study.

<b>Table Number: 6.15:</b>		
<b>Table Providing Details of Hypotheses, Findings and Implications of the Research Study</b>		
<b>List of Hypotheses</b>	<b>Summarised Findings of the Research Study</b>	<b>Implications of the Research Study</b>
There is no significant relationship between the selected social network users' selected demographic variables viz., Age Groups, Gender, Marital Status, Type of Family, Educational Qualifications, Occupation and Income of Family Vis-À-Vis Selected Social Network Users' Experience for Accessibility, Extensibility, Integration of Content, Time Convenience, as well as Values Generated viz., Functional Value, Social Value, Emotional Value and Monetary Value and their Perception of Usefulness (Perceived Usefulness); Attitude; and Behavioural Intention in use of social networks.	Based on Chi-Square Test, Age, Gender, Marital Status and Occupation of social network users were found as having higher significant influence on the system quality features and values generated for social network users from the use of social networks. Age, Occupation and Annual Family Income of social network users were found as having higher significant influence on the perception of perceived usefulness. Annual Family Income, Marital Status, and Occupation of social network users were found having higher significant influence on the behavioural intention and Marital Status was found as having higher significant influence on the attitudes of social network users in use of social networks.	As this research study had also evaluated the effect of specific selected background demographic variables of selected social network users vis-à-vis features of system quality features, different type of values generated, perception on their perceived usefulness in use of social networks as well as their attitudes and behavioural intention in use of social networks, this research study would be helpful to social network marketers and social network developers in making concentrated efforts to influence targeted population. It would be helpful in improving the rate of adoption and frequency of use of different social network applications. This research study has brought out the purposes for use of social networks by the social network users across the segment and thus it would facilitate social network marketers and developers to develop and promote innovative features of social networks amongst the targeted social network users for improving and inducing use of social networks.



<b>List of Hypotheses</b>	<b>Summarised Findings of the Research Study</b>	<b>Implications of the Research Study</b>
Greater the accessibility, extensibility, degree of integration in content of social networks, more positive selected social network users' experience would be in using selected social networks.	Based on correlation accessibility, extensibility, degree of integration in content of social networks were seen positively and found as significantly affecting the experience of selected social network users' experience in use of social networks.	The Social Network Developers should introduce innovative features as well as add new features in social networks for providing accessibility, extensibility, integration and time convenience to social network users in the use of social networks as these features have provided positive experience to social network users in the use of social networks
Greater perceived time convenience is associated with the greater perceived value in use of selected social networks	Based on correlation perceived time convenience was spotted positively and significantly associated with the perceived value in use of social network amongst the experience of selected users of social networks.	
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 for use of social networks	<p>Based on correlation, it was found that each of the selected system quality features of social technologies had revealed positive and significant association with the perceived usefulness for use of social networks amongst users of social networks. Accessibility feature had shown higher effect followed by Time Convenience, Extensibility and Integration of content features of social technologies.</p> <p>Based on PLS-SEM, each of the system quality features of social technologies had revealed positive and significant relationships with perceived usefulness for use of social networks amongst users of social networks. Accessibility feature had exhibited higher effect followed by Time Convenience, Integration and Extensibility features of social technologies.</p> <p>System quality feature of social technologies were able to predict 36.6 per cent variance in the perceived usefulness for use of social networks amongst users of social networks.</p>	<p>The Social Network Developers should also ensure continual availability of each of the selected system quality features of social technologies for providing Accessibility, Extensibility, Integration and Time Convenience as it affects perception of perceived usefulness for use of social networks amongst users of social networks.</p> <p>This research study is helpful particularly for Information Technology academicians as it provides details about the effect of specific system quality features on experience of the social network users of the social technologies. This would help them to undertake further research on the effect of the similar as well as various other system quality features of social networks on their experience for use of social networks and use of different or specific Information Technology.</p>

List of Hypotheses	Summarised Findings of the Research Study	Implications of the Research Study
<p>Greater the perceived usefulness, more would be the functional value, social value, emotional value and monetary values generated for social network users from use of social networks.</p>	<p>Based on correlation, it was inferred that perceived usefulness positively and significantly affected the selected functional value, social value, emotional value and monetary value generated from the use of social networks. Emotional value had shown highest effect followed by the social value, functional value and monetary values generated for social network users from use of social networks.</p> <p>Based on PLS-SEM, it was found that perceived usefulness positively and significantly affected functional value, social value, emotional value and monetary values generated for social network users from use of social networks.</p> <p>Generation of social value was found as affecting the most followed by emotional value, monetary value and the functional value by the perceived usefulness of social networks.</p> <p>The percentages of variance in perceived usefulness was found as 38.7 per cent in the generation of social value, 38.6 per cent in case of emotional value, 36.2 per cent for monetary value and 35.7 per cent variance in generation of functional value for social network users from use of social networks.</p>	<p>The marketers of the Social Networks should ensure different type of use of social networks which would be helpful in generation of different types of values for social network users from use of social networks.</p> <p>The Social Network Developers should ensure accessibility of the different types of content and connections. They should also ensure availability of the varied features of social technologies that would be useful for generation of different types of values by social network users from use of social networks.</p> <p>The marketers of the Social Networks should put efforts to proliferate the features of social networks to increase and improve awareness amongst social network users regarding availability of the different features of social networks and thus motivate them to use the different features for development, circulation or findings of the content and connections in the use of the social network.</p> <p>The research study would be helpful particularly for researchers who are pursuing researches on social technologies in general and social networks in particular as it would provide detailed findings about the perception of the perceived usefulness of the social network users.</p> <p>It would also demonstrate how the perceived usefulness affects the actual use of social networks and resultant generation of different types of values from the use of social networks.</p> <p>This research study provides support to the “Uses and Gratification Theory” which advocates that an individual uses social medias for different motives. The study based upon the used of social network users had identified four different types of values generated for the users. Thus the study provides direction for further studies that can be under taken on the value generation by the use of social network.</p>

List of Hypotheses	Summarised Findings of the Research Study	Implications of the Research Study
<p>Greater the perceived usefulness, more positive attitudes and stronger the behavioural intention would be for social network users from use of social networks.</p>	<p>Based on the correlation test and PLS-SEM, the findings of the research study supported the earlier findings which had examined significant positive effect of perceived usefulness on the attitude and behavioural intention and future use intention of social network users from use of social networks.</p> <p>Based on the correlation test perception of perceived usefulness was found as affecting the behaviour intention more compared to the attitude develop with the use of social network.</p> <p>PLS-SEM examined nearly 58.6 per cent of variance in the attitude, behaviour intention and future use intention of social network users in use of social networks.</p>	<p>The Social Network Developers and Marketers should develop and market the different features of social networks to better satisfy the needs of the social network users to strengthen and sustain positive perception of perceived usefulness amongst the social network users from use of social networks. Thus, it would be useful in developing positive attitudes, behavioural intention and continual use of the social networks by the social network users.</p> <p>For academicians, this research study would provide support and strengthen findings of the earlier research studies which had identified perceived usefulness of the social technologies and use of social networks as strongly and positively affecting the attitudes and behavioural intention of social network users in use of social technologies.</p>
<p>Experience for Functional, Social, Emotional and Monetary value generated from the use of social network affect the attitude, behaviour intention and future use intention of social network (Leung, 2009; Dolan et al., 2016)<sup>19</sup></p>	<p>Based on PLS-SEM, functional value and monetary value generated from the use of network affected the attitude, behaviour intention and future use intention of social network whereas generation of social value affected positively and emotional affected negatively but their relationships were not found to be significant with the attitude, behavioural intention and future use intention by social network users in use of social networks</p>	<p>The Social Network Marketers shall be required to identify, explore and critically assess the purposes for the use of social networks by the social network users and thereafter undertake marketing efforts for improving and ensuring generation of different types of values by social network users through use of social networks.</p> <p>The Social Network Developers should make necessary changes in the features of social networks to ensure better use of these features by the social network users, resulting into generation of additional values by better satisfying the needs of the social network users.</p> <p>The researcher had also used 'Uses and Gratification Theory' to identifying the specific motives for the use and the different types values that are generated from the use of social networks. The researcher had put efforts to measure the effect of the selected specific values generated on the attitude, behavioural intentions and the future uses by social network users in use of social networks This would be helpful to the academicians to understand and undertake further future research studies on the various type of values generation from the use of social network applications.</p>

List of Hypotheses	Summarised Findings of the Research Study	Implications of the Research Study
There is no significant difference in the experience of accessibility, extensibility, integration and time convenience; as well as values created viz., functional value, social value, emotional value and monetary value of selected social network users of four selected cities of the Gujarat State	<p>Based on Kruskal-Wallis Test, social network users' experience for system quality features of social technologies viz., accessibility, extensibility, integration and time convenience and values generated viz.; functional value, social value, emotional value and monetary value differed in each of the selected cities of the State of Gujarat.</p> <p>The city wise differences in the experiences of social network users were as follows.</p> <p><b><u>System Quality Features</u></b></p> <p><b><u>Accessibility and Extensibility:</u></b> Social Network users of Vadodara and Rajkot cities experiences social network more accessible and extensible compared to social network users of Surat and Ahmedabad cities.</p> <p><b><u>Integration:</u></b> Social Network users of Rajkot city found social network more integrated compared to social network users of Surat city.</p> <p><b><u>Time Convenience:</u></b> Social Network users of Rajkot, Vadodara and Ahmedabad cities experienced social network more time convenient compared to social network users of Surat city.</p> <p><b><u>Values Generated</u></b></p> <p><b><u>Functional Value and Monetary Value:</u></b> Social Network users of Rajkot, Vadodara and Ahmedabad cities had a good experienced for the generation of Functional and Monetary values compared to social network users of Surat city.</p> <p><b><u>Emotional Value:</u></b> Social Network users of Rajkot city found generating more emotional value compared to social network users of Ahmedabad and Surat cities.</p> <p><b><u>Social Value:</u></b> Social Network users of Rajkot city had a good experience for generation of social value compared to social network users of Surat city.</p>	As the significant differences was found considering the experiences of social network users on selected system quality features and the selected type of values generated from the use of social network. Social network marketers and social network developers should continuously undertake the periodic surveys to identify the changes in the use pattern of the social networks by targeted social network users, this would help them to build and deploy concentrated efforts for the social network users at different geographical location and of different culture to offer satisfying experience with improved results on generation of different type of values using innovative marketing strategies in near future.
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.	<p>Based on Kruskal-Wallis Test, perception of perceived usefulness; attitude; and behavioural intention were found as different in each of the selected cities of the State of Gujarat.</p> <p>The city wise differences in the experience of social network users were found as follows.</p> <p><b><u>Perceived Usefulness and Behavioural Intention:</u></b> Social Network users of Rajkot, and Ahmedabad cities perceived social network more useful and had more positive behavioural intention for the use of social network compared to social network users of Surat city.</p> <p><b><u>Attitude:</u></b> Social Network users of Rajkot city had a more positive attitude towards the social network compared to social network users of Surat city.</p>	

List of Hypotheses	Summarised Findings of the Research Study	Implications of the Research Study
There is no difference in the mean ranks for experience of the selected social network users' of Vadodara, Surat, Rajkot and Ahmedabad Cities of the Gujarat State about their experience for selected system quality features and the values generated from the use of social networks.	<p>Based on Friedman Test there was a significant difference in the mean rank score for experience of system quality features of selected social network users' of Vadodara, Surat cities and the overall responses of selected social network users'. But no significant difference was examined in the mean rank score of social network users' of Rajkot and Ahmedabad cities of Gujarat state.</p> <p>Significant difference in the mean rank score was examined for values generated among the social network users' of all the four selected cities of Gujarat State and the overall responses of selected social network users under study.</p> <p>The city wise and overall ranking for the system quality features and values generated.</p> <p><b><u>Ranking for System Quality Features</u></b></p> <p><b>Vadodara:</b> Social network users' of Vadodara city preferred accessibility feature the most followed by extensibility, time convenience and the integration features of system quality.</p> <p><b>Surat, Ahmedabad and overall responses of Gujarat State:</b> Social network users' of Surat and Ahmedabad cities and the overall responses of Gujarat State showed the preference for accessibility feature followed by extensibility, integration and the time convenience features of system quality.</p> <p><b>Rajkot:</b> Social network users' of Rajkot city preferred accessibility features the most followed by integration, extensibility and the time convenience features of system quality.</p> <p><b><u>Ranking for Value Generated</u></b></p> <p><b>Vadodara, Surat, Rajkot, Ahmedabad and the overall responses of Gujarat State:</b> Social network users of all the selected cities and the overall responses social network users' of Gujarat State preferred and give more importance to functional value generated by use of social network followed by the generation of Emotional value, Monetary value and the social value from the use of social network.</p>	<p>The Social Network developers should give more important for the development of the feature which increases the accessibility of content and connection of the social network users. As the feature was preferred by the selected social network users' upon the other feature under study.</p> <p>Social network applications were currently observed being used searching for informational content and for passing the time with the use of different social network application. Hence social network marketer by adopting the strategies that help in increasing the knowledge of the different type of features and content available to the social network users can increase the use of social network.</p>

### **6.11.2: Findings and Implications Based on the Responses of Social Network Users on the Selected System Quality Features:**

The researcher has tried to highlight the major findings and implications based on the responses of selected social network users on the selected system quality features of the social networks given as follows:

#### **6.11.2.1: Accessibility:**

“Accessibility” system quality feature positively and significantly affected the usefulness and thus the attitude, behaviour intention and future use intention of social network users. Among all the system quality features, accessibility feature had major impact on the perception of usefulness of social network. This shows that the social networks are used by the social network users to get access for different type of content and connection. Contents that are informative, knowledgeable, and/or entertaining are viewed by the social network users. Availability of the different type of content satisfies different type of needs of the users. Whereas, through the social network connection, users are able to satisfy their different type of social, emotional as well as monetary needs. Accessibility feature thus help the users to get different type of information, taking informed decisions, improving the connection with like-minded users and maintaining the connections with known people. Accessibility features had help active social network users to generate the content by providing the knowledge and information about the need and demand of the content on the social network, and had helped the passive social network users by providing access to the varieties of content by the use of social network. Thus, development and marketing of the different accessibility feature would increase the use of social network among the active and passive social network users.

#### **6.11.2.2: Extensibility:**

Extensibility feature positively and significantly affected the usefulness and thus the attitude, behaviour intention and future use intention of social network users. Social network can be used by any internet users by registering in the particular social network. Internet user when once registered can connect to any user of such network. The social network connection had improved the reach of the social network users. Contents uploaded on the network soon become viral as they are view and commented by users of the network. The feature of extensibility had thus increased the reach of the users from where they can receive comment in form of appreciation or suggestion to do the things in better way. More the extensibility more the exposure is felt by the users of the social network. The feature was perceived more useful by the active social network users who upload different types of content on the social network. Developing the extensibility features in the social network application would not only provide ease in uploading the content but also allow users to upload content in different format. This step of social network developer would help in increasing the use of social network among the active social network users.

#### **6.11.2.3: Integration:**

Integration of the content was the third most important system quality feature affecting the perception of usefulness and thus the attitude, behaviour intention and future use intention of social network. It was found that Social network users make the use of the social network for sharing content with the other social network users. Many time social network users were found inter-mixing and editing the content available on the different Internet applications to make the content more presentable and purposeful. Integration feature allowed the active social network users to do experiment with the content already available on the Internet. This system quality feature has developed a new type of creativity among the social network users. It was also found that Social network users make the use of the features of developing different type of content which were knowledgeable, informative and entertaining for the other users of the network. Comment received on the content further motivated and guided the users for development of similar or different type of connects on the network.

Social network developer and marketer thus should concentrate on developing and marketing the availability of features among such active users to ensure the use, and thus generation of such type of content on the social network. Generation of different type of content would not only increase the use of social network by such active users but would also help in increasing the use of social network by the passive users as they would find variety of content of their interest using social network.

#### **6.11.2.4: Time Convenience:**

“Time Convenience” was the second most important system quality feature affecting the perception of usefulness of social network. Social network users make the use of social network as it was easily accessible at any time and from any place. They were able to upload or view the content at their convenient time. They were able to pass on the different type of messages to the group of the people with just a click of the button.

Social network application also facilitates the users to view part of the content at their convenient time. “History” feature in some of the social network provided added advantage to the users to go back to the content partially viewed by them and thus saved their time from searching such contents. Features like “downloading” provided ease in viewing the content without internet connection providing time convenience for the social network users to see the content at the time when users does not have internet connection. “Sharing” feature of the social network application provided ease in forwarding of the content to the different social network users as well as different internet application. The sharing feature was found providing convenience regarding the use of time when such content were required to be forwarded to the same or different internet application. Availability of such different type of features in the social network increase the convenience of use of the social network. Such feature provides the feeling of saving of time or effective use of time to the social network users. Social network marketer by marketing about such type of features can increase the perception of usefulness and thus the use of social network.

Social Network developer should also come up with such new features to continuously satisfy the increasing requirement of time convenience for time sensitive social network users.

### **6.11.3: Findings and Implications Based on the Responses of Social Network Users on the Values Created from Use of Social Networks:**

The researcher has attempted to bring out implications based on the responses of social network users on the values created or generated from use of social networks as follows:

#### **6.11.3.1: Functional Value:**

Social network users of different demography viz., age group, gender, marital status, occupation etc. were found using social network for different purposes. Social networks were primarily used by the users for improving the knowledge. Accessibility of the content and the connection on the social network helped them to do so. Social networks users were also found using social network for uploading Photos, Audio or Video for entertainment, to make or improve the connection, to earn money etc. Such use of social network generated functional value for them resulting into satisfaction of functional needs of the social network users. With the increase in the competition in the market, user-friendly social networking applications are being continually updated as well as social networking applications with innovative and new features are also need to be developed and offered to increase the use of social network by the current as well as new users.

#### **6.11.3.2: Emotional Value:**

Emotional requirement of the social network users differed according to his or her Gender, Marital Status, Educational Qualifications, Occupation and Income of the family. Social network application through its different features attempts to satisfy emotional needs of social network users. The social networking application put efforts to reduce their loneliness, provide them entertainment like watching or listening to movie, song, short clip, entertaining video, and to help them to communicate with other social network users.

Through the development of different feature, efforts are being made by marketers to make social network users more relaxed, less lonely, interactive, happy which in turn can influence their behaviour or mood swings.

Social network developers and marketers should also ensure the development of assorted content in the network to satisfy emotional needs of social network users with different demographic profile. Through the periodic surveys regarding the emotional requirement of current social network users, social network developers and marketers can get an idea about the changing emotional needs of the users. Knowledge about the emerging requirement will help social network developers to develop the features which help in meeting the new emotional requirement of the social network users. It would also help social network marketer to develop the different marketing techniques to increase the awareness about the features capable for satisfying diverse emotional requirement of the users.



#### **6.11.3.3: Social Value:**

Social networks provides ease in connection with the social network users through connectivity and use of social networks with any other social network user at any time and from anywhere so for those users who are shy and hesitate to speak in public or with others, it serves as a boon with ease in communication. Under this research study, many social network users were found as relatively more active in communication as in person one-to-one face-to-face personal communication. Hence, use of social networks provides a feeling of social acceptance to them and generates social value from the use of social networks. This empirical research study found positive results in case of this feature in generating social value through delivery of desired satisfaction to social network users who were found highly satisfied on it. Social networks should continue with the features that satisfy social requirements of the users and put efforts to increase the use among the other non-users of social networks by positively influencing his or her feeling of social value generated from the use of the social networks.

#### **6.11.3.4: Monetary Value:**

Social network users were assessed in use of social networks for developing business. The social networks help them to improve business contacts, offering of demonstration and display of the product or services with the help of uploading of Photos or Videos, continual connectivity and communication with other social network users as well as their employees and various other groups of stakeholders. It is important that awareness for many of those features of social networks which would be helpful in generation of monetary value for social network users would be highly essential. The marketers should deploy promotional efforts about those features which are either not used or relatively less used by the social network users to generate monetary value from the use of social networks.

Under this research study, though with the low awareness about certain features of social networks, selected social network users were found to be highly satisfied from the use of social networks, spread of awareness among them would certainly improve their satisfaction as well as generation of monetary value from the use of social networks.

#### **6.11.4: Findings and Implications Based on City wise Responses of Social Network Users:**

The researcher has put efforts to highlight and offer important findings and implications based on the city of social network users.

##### **6.11.4.1: Vadodara City:**

Social network users in Vadodara city expressed relatively higher perceived importance for accessibility and extensibility features of social network compared to other identified features of social network. They perceived and accorded high importance for having information from all around the world as well as frequent updating of the social networks. Social network users in the city were conscious about getting information from all around the world.

They had reported positive experience of social network in satisfying their quest for the global information and developers were also quick in updating its features which helped them to post recent most information in different format on the social network. With the use of the features of social networks, functional value was created for the social network users. In functional value, Social network users of the Vadodara city reported favourably for increase in their knowledge using social networks.

In order to increase the use of social networks amongst social network users in the city the developer and marketer of social network ensure the availability of the informational content on the social networks. They should ensure the generation and availability of the authentic information from all around the world. Accessibility of the authentic information on social network will help its users in taking informed decisions and would lead satisfaction and thus continuous use intention to use the social network.

#### **6.11.4.2: Surat City:**

Social network users of Surat city too shared high importance to the accessibility feature with an emphasis on having information from all around the world. They reported positive experience for connecting with the family, friends and the known people with the use of social networks. Among the values generated or created by use of social networks, it was found that social network users of the Surat city experienced added functional value created from the use of social networks. Social network users of the Surat city frequently used the social networks to upload the photos and videos as well as to stay connected with the family, friends and other users of social networks. The social network marketer should put in the efforts to market the features of the social network to make the current users aware about the unique features capable for satisfying the diverse need of the users.

The social network developers should also come up with the new and innovative features to improve the accessibility of the social network users as well as generating of different type of values from the use of social networks. The efforts put in by social network marketer and developer will help to increase the use of social network in Surat City.

#### **6.11.4.3: Rajkot City:**

Social network users of Rajkot valued extensibility feature of social networks. They shared high perceived importance for quick updating of the system with provision for receiving the latest news and content. Social network users' in the city felt social network extend the reach of its users by providing them with an ability to access more compare to the other traditional method for receiving or circulating information. Social network users of the city also make the use of the network for connecting people with similar interest. Like, Students social network users were able to easily communicate and share different type of content with the other students in the network.

Professional, and Businessman and women social network users were using it to increase their professional connection and enriching their knowledge and business through such connections. Home maker were using it to learn new things which they found it difficult to access with the traditional networks. Thus, social network extended the connection and reach of the social network users of the city. The feature of extensibility was considered important for the use of social network by the internet users in the city hence social network marketer should undertake the marketing strategy to make the social network users and the internet users aware about the availability of different feature providing extensibility of the network and can increase the reach of social network users in different aspect. Proper marketing strategy adopted by the social network in the city would ensure more use of the social network by the internet users.

#### **6.11.4.4: Ahmedabad City:**

The social network users of Ahmedabad city experienced and reported higher perceived usefulness of accessibility feature of social networks. Social network users across the section used social network for taking advantage of knowledge and skills of other social network users. Professionals used it for enriching their information and knowledge. Businessman and businesswomen used it to take informed decisions regarding the business process with the help of expert advice or comments. Whereas students and home maker used social network to enriched their knowledge regarding different subjects of their interest.

Social network users' make the use of social network for application of such knowledge on the concern matter and generated different types of value from the use of social network application. Thus, social network marketer should put an effort to identify the most visible content by the users of the city and then prompt the social network users who generated the content for generating more such content on the network. Accessibility of, more of such content will ensure the use of social network by the social network users of the city.

#### **6.12: OVERALL RECOMMENDATIONS OF THE RESEARCH STUDY:**

In this part, the researcher has tried to offer recommendations based on the findings and results of empirical research study that was conducted in the selected cities of the Gujarat State.

- ◆ Purpose of use of social network differs with age of social network users. Social networks are used by users of different age group and thus should ensure availability of the varied content suitable to the people of different age group. Accessibility of different types of content on the social network would ensure the increasing use of social network by the current social network users. Procedure for using the features also played an important role in the use of different type of features by social network users of different age group. Thus, development of simple feature by the social network developer would encourage the less techno-savvy users or elderly users for the use different feature and thus increase the use of social network among the social network users of different age group.

- Use of social network differed based on the Gender of social network users. The research identified that Social network were used more by male compared to female users of social network. In Gujarat State it was detected that male users were technically sound compared to the female users and thus used different features of the social network. To increase the use of social network among female social network users, the Social network marketer should increase the awareness about the features in female social network users. The social network service provider can develop easily accessible tutorial videos to increase the awareness about making use of different features of social network. Knowledge about the features and steps to use different features would helpful in increasing the use of social network among the female social network users.
- Education plays an important role in adaptation of (information) technology. People who are highly educated can easily operate and make use of the different features of social networks. With the increase in education, the need to stay connected with other social network users too increases. More education also brings time pressures due to involvement in further studies, job or businesses. Thus, Social network users who have more education uses social network for education, job, or for business purposes. Therefore, more of educational, job- and business-related content need to be made available for the use by social network users.  
Unique and different system quality features if developed by the social network developers can certainly increase the uploading of web content beneficial to the social network users in increasing their use of social networks.
- The social networks are increasingly being used for sharing information among the employees of the organization. This could be one of the main reasons for use of the social networks by service people and businessmen. The social networks are also increasingly being used by social network users to develop and maintain contacts amongst the different stakeholders.  
To pass on the necessary information amongst the colleagues and other people associated with the business organizations. The social network developers should come up with such features that would be helpful in satisfying the needs of the social network users. Features so designed should help them to upload the web content in a different format. The social network developers should also ensure the privacy and restrict the authority for uploading the content by the selected group of the social network users. New and innovative features need to be added in social networks to make social networks effective and presentable in communicating its messages with other social network users of the social networks. The new features so designed would also help the social network users to develop trust and improving its maintenance and development of their contacts and businesses with other social network users.

- Social network users were found highly aware about the social networks viz., Twitter, We Chat, Skype, Viber and Snapchat but were not using the same. These social networks thus, should deploy promotional efforts regarding the features of these social networks among the aware non-users to convert them into the users of these social networks.
- Social network users perceived social network as useful due to its system quality features and the values generated from the use of social networks. As users of the social network were spread across the section of society, the use of social network differs from one section to another. The social networks were found having different types of features and thus a specific social network user was also seen using specific social networks for different purposes. Social networks were mainly used by the users to search and give information, improve and maintain their connection, and whenever and wherever possible to save or generate money with the use of social network. Users enjoy and reduce their loneliness with the use of social networks. Thus, addition in such type of features by the social networks' developers will help in increasing the perception of usefulness and thus future use of the social network by the current users as well as current non-users of the networks.
- Social value was generated when social network users felt that the social networks had helped them in the creation of relationships, the use of social networks have improved the existing relationships, make them feel accepted and sought social approval and recognition.  
More number of and interactive social network users in the social network would help the social network users to have such type of feeling. Social networks are thus recommended to have features which would be useful in increasing interactions among the social network users to generate social value from its use for them.

#### **6.13: OVERALL SUGGESTIONS OF THE RESEARCH STUDY:**

The researcher has employed efforts to offer suggestions concerning significant areas where improvement is expected from the developers of the social networks based on their responses that were gathered from the social network users of the selected four cities of the State of Gujarat.

- Social network developer should do the initial survey at the time of registration to know the likes and dislikes of the new users for the web content which would help them in development or avoiding development of the contents on social networks.
- Periodic survey should be undertaken by social networks to understand the preference for use of particular social networks. This would help the social networks to identify the expectation of the social network users and thus help them to decide on the features or content to be included or promoted among the Social network users.

This new step would help in enriching the experience of social network users for the use of social network and thus, would lead to an increase in the use of social network among the Social network users.

- Social network developers should develop the features that can recognise social network users who can influence the other users for more use of network. Such recognised users can then be awarded by different type of monetary as well as non- monetary awards by the social networks service provides who experienced the increase in its network by the referral of such users.
- Social network developer should put efforts to develop the new feature that enable the users to view the content mostly view by the other users in the network. Such feature will help in giving the recognition to the users whose content are mostly viewed or liked or appreciated in the network. This innovate feature will motivate the active users to frequently generate content on the social network.
- The social network should inform the users through different modes about the new content circulated in the social network according to his or her area of interest. This would increase the awareness about the newly uploaded web content in the social networks and thus would increase the use of the social network by the current users of the network.
- Social networks users were seen worried about the trust worthiness of the information available on the social networks. Hence social network developers should develop the features that filter the content based on the genuineness of the content. This step will ensure the availability of the genuine content on the social network. Accessibility of the genuine information on the network would increase the use of social network for the search of information.
- Social Network developer should modify and improve in the current features that make the content more presentable. Enhancing the features that facilitate generation and inter-mixing the content will motivate the active social network users for uploading variety of content on the social network and thus the particular social network will have more of the availability of presentable content in the network.
- Social network marketers can adopt the different type of promotion efforts where they share the success story (money, fame, recognition, social acceptance etc.) of users who achieve the success by using social network. Such promotion will motivate other internet users to use the social network for satisfaction of their different type of needs.
- Social network marketer should adopt different type of promotion efforts for social network users of different cities, as the experience about the system quality features and the values generated differed among the social network users of different cities. Social network marketer first should identify the features and values which are not much experienced by the social network users of the particular city. They can then share the stories about the social network users of the other cities who are using such features and are generating different types of values using network. These efforts will motive users to use different features and generation different types of values from the use of social network and thus increase the use of social network among the social network users of the particular city.

#### **6.14: CONCLUSIONS OF THE RESEARCH STUDY:**

From the research study, it was concluded that expectations of social network users positively and significantly affected the perception of system quality features viz., accessibility, extensibility, integration and time convenience respectively. Perception of the perceived usefulness of social networks was also found positively and significantly affecting values created viz, functional value, social value, emotional value and monetary value as well as attitudes, behavioural intentions and future use intention of social networks. The responses for the attributes under this research study viz., system quality features, the value created, perceived usefulness, attitudes, behavioural intention and future use behaviour was found affected by Demographic profile of the social network users under the research study. The differences in the responses was also found amongst the social network users of selected four cities viz., Vadodara, Surat, Rajkot and Ahmedabad cities of the Gujarat State for the variables under this research study.

The research model of the research study was based on the Technical Acceptance Model (TAM) and the Uses and Gratification Theory (UGT). With the system quality features, researcher could predict 36.6 per cent of the perceived usefulness for social networks. From the results, it can be concluded that, system quality features play an important role in increasing perceived usefulness of social networks. Thus, if the developers of the social networks consider the features while designing the applications of social networks, it would help the social network developers to improve its perceived usefulness in the mind of social network users. Perceived usefulness was found predicting 58.6 per cent of the variance in attitudes, behavioural intentions and future use intention of social network users.

The results of the research study confirmed the importance of TAM in the adoption of social technology by social network users. Perceived usefulness was also found capable for predicting values created or generated by the use of social networks in the research study.

The highest prediction was for the social value which was 38.7 per cent, followed by emotional value (38.6 per cent), the monetary value (36.2 per cent), and functional value (35.7 per cent) respectively. The results of this research study have identified the importance of perceived usefulness in value creation by the use of the social networks.

Thus, while designing the features of a social network, if the perception of usefulness is being considered it would not only be helpful to the developers of social networks for building a positive attitude, behavioural intention and favourable use intention to make continual use of the social networks in future. But, it would also be helpful in delivering satisfaction to them from the use and also by generating different types of values for them. All the values created or generated were found to be positively affecting behavioural intention of social network users except in case of an emotional value. The effect of the values created or generated was less than the perceived usefulness of social networks.

The results of the research study thus showed that the value created or generated does not have a greater role in predicting the attitudes, behavioural intentions and future use intention of social networks by its users. Thus, in this research study, it was found that TAM was superior to UGT in predicting the attitudes, behavioural intentions and future use intention of social network users.

#### **6.15: LIMITATIONS OF THE RESEARCH STUDY:**

- The research study involves the collection of primary data through filling up the structured-non-disguised questionnaire, though all efforts were made to check, reduce and minimize ambiguous responses as provided by the selected Social network users. The responses collected might lead to distorted and incorrect data information, analysis and findings of the research study.
- As this empirical study was mainly undertaken based on the collection of primary data and information mainly from the urban population, it would be inappropriate to generalize it as fit and representative for the entire population of the Gujarat State.
- The research study was mainly carried out only in the four selected cities viz., Vadodara, Surat, Rajkot, and Ahmedabad of the Gujarat State. This research work does not aim to cover the total picture of all urban social network users.
- The findings of the research study are suffering from limitations of restricted sampling size, sampling design that is convenience sampling method as followed by the researcher in the conduct and drawing of representative sampling units under this research study.
- In the research study, primary data were collected once at a point in time during 2018. Hence cross-sectional time scale cannot be applied.
- The research study had undertaken only the selected factors of system quality features viz, accessibility, extensibility, integration and time convenience.
- Effect of selected values created viz., functional value, social value, emotional value and monetary value were studied on attitude, behavioural intention and future use intention in the present study.
- In the research study, 30 most popular social networks were identified and Social network users who used the selected network gave the responses for the system quality features, values created, perceived usefulness, attitude, behavioural intention and future intention to use the social network. Thus, the result cannot be applied to a specific social network.
- In the research study, the researcher had studied the positive effect of social network on Social network users. Hence ignoring the negative impact of social network on its users
- The research study was conducted measuring the responses of an individual in the individual context. Hence lack the responses and thus applicability from the organisational context.
- The research study had collected responses from Social network users of different demographic profile. Hence the study cannot suggest more specific strategies to satisfy the use of social network by specific demographic Social network users.



- Errors due to misinterpretation or misunderstanding of Social network users', intention might or might not have affected results of this empirical research study systematically.
- In the research study, the model was developed measuring the effect of the variables on attitude, behavioural intention and future use intention of the social network. No mediation or moderating effect was considered while developing the model.

#### **6.16: DIRECTIONS FOR FUTURE RESEARCH STUDY:**

- The findings of this research study have implications for only selected system quality features. Future study can be undertaken taking other system quality features viz., Language, Flexibility, Efficient, Reliability etc. (Bailey & Pearson, 1983; Ives, Olson & Baroudi, 1983; Doll & Torkzadeh, 1988; Wixom & Todd, 2005)<sup>15, 16, 17, 5</sup> to improve the effect system quality features on the perception of usefulness and thus further explaining attitude, behavioural intention and future use intention of Social network users.
- The findings of this research study have implications for only selected values created from the use of the social network. Future studies can be undertaken by the researcher taking into consideration the other values viz., Recognition, Cognitive, Entertainment, Information etc. (Leung, 2009; Dolan, Conduit, Fahy & Goodman, 2016; Voorveld, van Noort, Muntinga & Bronner, 2018)<sup>18,19,20</sup> created from the use of social networks.
- Further research can be undertaken into different cities which are less developed which would help to know the attitude, behavioural intention and future intention to use the social network by the Social network users of the lesser develop cities of the Gujarat State. Research can also be done on cities of different state which would give a broader view of the attitude, behavioural intention and future intention to use the social network by the Social network users of India.
- Future research can also be conducted between the big or more develop cities and small or less developed cities in the state of the country such study would help in identifying the difference in the attitude, behavioural intention and future intention to use the social network by the Social network users living in such cities and is possible to go with the intercultural comparison of Social network users of such cities.
- Future research can be done on a particular social network which would measure the attributes for the specific social network. This would help social network developers of a particular social network to develop the features in applications after identifying the expectation and experience of the system features and needs satisfied. This will again help in delivering more satisfying experience from the use of that social network.
- Larger sample size in future research would help in reflecting a more precise measurement of the research model.

- Future studies can be conducted by the researcher taking cross-sectional timescale which can provide the effect of change in the attitude, behavioural intention and future use of the social network over the period.
- Future studies can be undertaken to investigate the negative effect on Social network users on the use of the social network.
- Future research can be undertaken to measure the responses of an individual in the organizational context or measure the organizational responses. Such a study will help in identifying the system quality features, the value generated, perceived usefulness, attitude, behavioural intention and future use intention from the organizational point of view.

This would help social network developer to develop the social network that will help in satisfying the needs of Social network users that are different type of organisations.

- A future research study can be undertaken by collecting responses from the respondents of same demographic profile which would help the social network and the business that use the social network for developing their business to develop the strategy which would suit to the particular group that uses the social network.
- Future research can be conducted measuring the moderating effect of demographic variables on the dependent variable that is attitude, behavioural intention and future use intention of the social network. Research can also be undertaken to measure the mediating effect of perceived usefulness and the values created from the use of the social network on the dependent variables.
- Future research can also be conducted taking into consideration, trust on social network and trust among Social network users as a variable which affects attitude, behavioural intention and further use of social network among the social network users.
- Future research can also be conducted on the intention of developing and participating in content development based on the system quality variables and the experience of value created by participation in the social network.

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