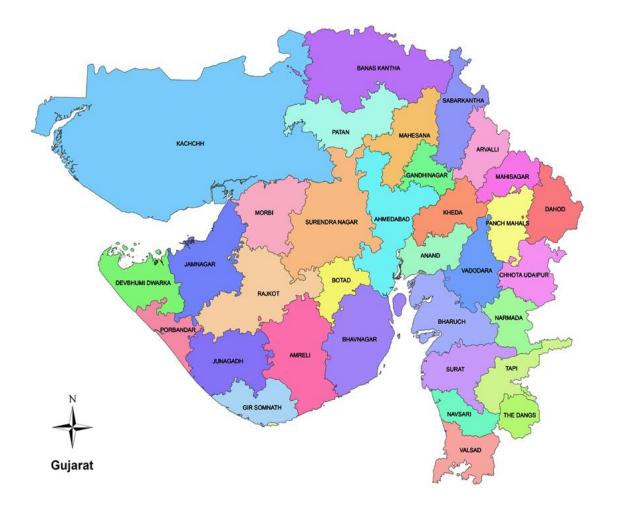
ANNEXURE:01: MAP OF GUJARAT STATE



ANNEXURE:02: STRUCTURED NON-DISGUISED QUESTIONNAIRE USED IN THE RESEARCH STUDY

Sir/Madam,

I, Ms. Parinda Doshi, an Assistant Professor [CES] have been working at the Faculty of Commerce at the M.S University of Baroda. I am pursuing the Doctoral Programme and as a part of my research study, I need to conduct a consumer survey on my doctoral research on the topic entitled "An Empirical Study on Perceived Usefulness of Social Networks [SNWs] in Value Creation for Users in Selected Cities of the Gujarat State". I request you to spare your valuable time and fill up this questionnaire. I assure you that it is purely an academic exercise and the information provided by you would be kept strictly confidential. Thanking you in anticipation,

(Ms. Parinda Doshi)

(Q.1) I am a Social Network User: Yes \Box No \Box

(Q.2) **I use SNWs:** Many times, a day \Box few times in a day \Box Once in a day \Box

(Q.3) I spend average time on SNWs: 30 minutes \Box 30-60 minutes \Box more than 60 minutes \Box

S.N.	Social Network	I Know	I Use	I Don't	S.N.	Social Network	I Know	I Use	I Don't
	THELWOIK	KIIOW	USC	Know		Network	KIIOW	Use	Know
1.	Facebook				16.	Vine			
2.	Pinterest				17.	Classmates			
3.	Twitter				18.	Foursquare (Swarm)			
4.	Instagram				19.	Tagged			
5.	WhatsApp				20.	Myspace			
6.	WeChat				21.	The Dots			
7.	Tumblr				22.	Snapfish			
8.	Google+				23.	QZone			
9.	Skype				24.	Baidu Tieba (Postbar)			
10.	Viber				25.	QQ			
11.	LINE				26.	ReverbNation			
12.	Snapchat				27.	Care2			
13.	Telegram				28.	MyHeritage			
14.	YouTube				29.	Buzznet			
15.	Xing				30.	DeviantArt			
					31.	Flickr			

(Q.4) In front of various SNWs Please put a Tick Mark ($\sqrt{}$) on any one appropriate option as I know, I Use & I Don't Know

Q.5) Please put a Tick ($\sqrt{}$) on ANY ONE of the following scales defined for expectation as: 1= Least Important, 2= Unimportant, 3=No Opinion, 4= Important and 5= Most Important & for Experience towards SNWs as Very Poor=1, Poor=2, Fair=3, Good=4,& Excellent=5.

Sr. No	Selected Items	Expectation Experience					nce				
1.	SNWs help in taking advantage of knowledge & skills of other users	1	1 2 3 4 5		5	1	2	3	4	5	
2.	SNWs make us to use the expertise of other users	1	2	3	4	5	1	2	3	4	5
3.	SNWs users easily get connected to each other.	1	2	3	4	5	1	2	3	4	5
4.	SNWs make possible to get the information from all around the world	1	2	3	4	5	1	2	3	4	5
5.	SNWs provide me with the capabilities to work beyond geographical boundaries	1	2	3	4	5	1	2	3	4	5
6.	SNWs gets updated fast	1	2	3	4	5	1	2	3	4	5
7.	SNWs are quick in addressing issues as they arise	1	2	3	4	5	1	2	3	4	5
8.	SNWs effectively combine information from different websites	1	2	3	4	5	1	2	3	4	5
9.	SNWs save time	1	2	3	4	5	1	2	3	4	5
10.	SNWs influence my behaviour	1	2	3	4	5	1	2	3	4	5
11.	SNWs are useful for developing business	1 2 3 4 5		1	2	3	4	5			
12.	SNWs improve my knowledge	1	2	3	4	5	1	2	3	4	5
13.	SNWs help me to take informed decisions	1	2	3	4	5	1	2	3	4	5
14.	Uploading & sharing of photos & Videos is easy in SNWs	1	2	3	4	5	1	2	3	4	5
15.	SNWs make me more interactive	1	2	3	4	5	1	2	3	4	5
16.	SNWs are enjoyable	1	2	3	4	5	1	2	3	4	5
17.	SNWs are relaxing	1	2	3	4	5	1	2	3	4	5
18.	SNWs make me feel good when I am sad	1	2	3	4	5	1	2	3	4	5
19.	Connection with friends make me happy	1	2	3	4	5	1	2	3	4	5
20.	Connection with family make me happy	1	2	3	4	5	1	2	3	4	5
21.	Usage of SNWs makes me feel less lonely	1	2	3	4	5	1	2	3	4	5
22.	SNWs create new relationships	1	2	3	4	5	1	2	3	4	5
23.	SNWs improve my existing relationships	1	2	3	4	5	1	2	3	4	5
24.	SNWs make me feel accepted by others	1	2	3	4	5	1	2	3	4	5
25.	SNWs help me to create good impression on other people			1	2	3	4	5			
26.	SNWs give me a social approval	1	2	3	4	5	1	2	3	4	5
27.	SNWs provide me a social support			4	5						
28.	SNWs provide me new business opportunities	1	2	3	4	5	1	2	3	4	5
29.	SNWs save money	1	2	3	4	5	1	2	3	4	5
30.	SNWs offer value for the money	1	2	3	4	5	1	2	3	4	5
31.	SNWs help in generation of money	1	2	3	4	5	1	2	3	4	5

	E=Disagree, 3=No Opinion, 4=Agree and 5=Strongly Agree related to SNWs					
Sr. No.	Selected Items Scale					
1.	I can access the skills of other users through SNWs	1	2	3	4	5
2.	I can use expertise of other users	1	2	3	4	5
3.	I get connected with the other SNWs users	1	2	3	4	5
4.	I get information from all around the world	1	2	3	4	5
5.	I can work with SNWs beyond geographical boundaries	1	2	3	4	5
6.	I use SNWs because my friends use it	1	2	3	4	5
7.	I use SNWs because my family uses it	1	2	3	4	5
8.	I get updated information on SNWs	1	2	3	4	5
9.	I get access to the issues as they arise	1	2	3	4	5
10.	I can save time in connecting with other users	1	2	3	4	5
11.	I feel easy to maintain relationships with the help of SNWs	1	2	3	4	5
12.	I can develop my business through SNWs	1	2	3	4	5
13.	My behaviour gets influenced by SNWs	1	2	3	4	5
14.	I can take informed decisions with the help of SNWs	1	2	3	4	5
15.	I have improved my knowledge through SNWs	1	2	3	4	5
16.	I can easily upload photos & videos	1	2	3	4	5
17.	I have become more interactive after joining SNWs	1	2	3	4	5
18.	I enjoy using SNWs	1	2	3	4	5
19.	I feel relaxed when I use SNWs	1	2	3	4	5
20.	I feel good when I use SNWs	1	2	3	4	5
21.	I feel less lonely when I use SNWs	1	2	3	4	5
22.	I feel accepted by others	1	2	3	4	5
23.	I can create good impression on other people	1	2	3	4	5
24.	I can change perception of other users about me	1	2	3	4	5
25.	I get social support via SNWs	1	2	3	4	5
26.	I get value for the money	1	2	3	4	5
27.	I can generate money through connections of SNWs	1	2	3	4	5
28.		1	2	3	4	5
	I feel SNWs are reliable for the purpose of sharing information Please put a Tick ($$) on ANY ONE of the following Scales defined a	-	_	-		5
· - /	e, 2=Disagree, 3=No Opinion, 4=Agree and 5=Strongly Agree related				giy	
Sr. No.	Selected Items			cal	e	
1.	SNWs had helped in sharing information	1	2	3	4	5
2.	SNWs had helped in acquiring Knowledge	1	2	3	4	5
3.	SNWs had helped in increasing my contacts	1	2	3	4	5
4.	SNWs had helped in improving my relations	1	2	3	4	5
5.	SNWs had helped in expanding my business	1	2	3	4	5
6.	I intend to say positive things about using SNWs to other people	1	2	3	4	5
7.	I expect my use of SNWs to continue in the future	1	2	3	4	5
8.	My dependency on SNWs are increasing for acquiring information	1	2	3	4	5
9.	Using SNWs is a good idea	1	2	3	4	5
10.	I am in favour of using SNWs	1	2	3	4	5
11.	My dependency on SNWs are increasing for acquiring Knowledge	1	2	3	4	5
12.	My dependency on SNWs are increasing for acquiring knowledge	1	2	3	4	5
13.	My dependency on SNWs are increasing for expanding my business	1	2	3	4	5
13.	I intend to use SNWs to forward content shared by others	1	2	3	4	5
14.		1	2	3	4	5
15.	I intend to use SNWs to contribute new content		2	3	4	5
10.	I intend to use SNWs to retrieved content from other websites	1	4	3	4	5

(Q.6) Please put a Tick (√) on ANY ONE of the following Scales defined as: 1= Strongly Disagree, 2=Disagree, 3=No Opinion, 4=Agree and 5=Strongly Agree related to SNWs Activities.

(Q.8) The following scales of 'Perceived Importance' has been defined as: 1=Least Important, 2=Unimportant, 3= No Opinion, 4=Important & 5=Most Important whereas scales of 'Overall Satisfaction' has been defined as: 1=Highly Dissatisfied, 2=Dissatisfied, 3=No Opinion, 4=Satisfied & 5=Highly Satisfied respectively. Put a Tick ($\sqrt{}$) separately on both of them as the case may be.

Sr. No.	Selected Criteria				our Overall Satisfaction						
1	Accessibility of the SNWs	1	2	3	4	5	1	2	3	4	5
2	Extensibility of the SNWs				4	5	1	2	3	4	5
3	3 Integration of the SNWs			3	4	5	1	2	3	4	5
4	Time Convenience	1	2	3	4	5	1	2	3	4	5
5	Usefulness of the SNWs	1	2	3	4	5	1	2	3	4	5
6	Functional Value of the SNWs	1	2	3	4	5	1	2	3	4	5
7	Emotional Value of the SNWs	1	2	3	4	5	1	2	3	4	5
8	Social Value of the SNWs			3	4	5	1	2	3	4	5
9	Monetary Value of the SNWs12345				1	2	3	4	5		

ABOUT YOU

≻ City in which you Stay : Ahmedabad □ Rajkot □ Surat □ Vadodara □

- ➤ Your Age-Group (In Years): 18 to 30Years □ 31 to 45 Years □ 46 to 60 Years □ More than 60 Years □
- ➤ Gender: Male □ Female □
- ➤ Marital Status: Unmarried □ Married □ Single (divorcee/widow/widower) □
- ➤ Type of Your Family: Joint □ Nuclear □
- Educational Qualifications: Less than Graduation Graduation
 Post-Graduation Professional Degree
- ➢ Occupation: Home Maker □ Businessman/Woman □ Self-Employed □ Service □ Professional □
- Annual Family Income: Less than Rs. 4 Lakhs
 Rs. 4 to 8 Lakhs
 Rs. 8 to 12 Lakhs
 More than Rs.12 Lakhs
- Number of the Dependent Family Members: Single □ 1 to 2 □ 3 to 5 □ More than 5 □ None □
- ➢ Number of the Earning Family Members in Your Family: Single □ You & your Spouse □ More than two □

THANK YOU

ANNEXURE:03:

TABULAR REPRESENTATION OF REVIEW OF LITERATURE

3.1: REVIEW OF LITERATURE ON SOCIAL NETWORKS:

Sr. No.	Author(s), (Year)	Title	Findings
1	Fenech, T. (1998)	Using Perceived Ease of Use and Perceived Usefulness to Predict Acceptance of the World Wide Web.	Results study indicate a poor fit of TAM and suggested to introduction the construct computer self-efficacy with perceived ease and usefulness to predict the acceptance of world wide web by the users.
2	Anckar and D'incau (2002)	Value Creation in Mobile Commerce: Findings from a Consumer Survey.	Finding of this study found difference in the willingness and use pattern of different mobile application. Use of the applications differed based on the age and gender of the respondents. Value offering differ according to the difference in services consumed by the users, some services like booking of tickets for travel, restaurant and cinema were found offering more value than the other services in the respondents. Internet users were much more willing to use different mobile services than the non-Internet users.
3	Dwyer (2007)	Digital Relationships in the 'MySpace' Generation: Results from a Qualitative Study.	Study found convenience, easy access, low cost and enjoyment as the main drivers for using social networks as a communications media.
4	Sledgianowski and Kulviwat (2009)	Using Social Network Sites: The Effects of Playfulness, Critical Mass and Trust in a Hedonic Context.	Study found perceived usefulness, perceived ease of use, perceived trust, perceived playfulness, perceived critical mass having positive effect on intention to use social networks. Perceived playfulness and perceived critical mass were examined to be the strongest indicators of intent to use whereas intent to use and perceived playfulness had a significant direct effect on actual usage of social networking sites.
5	Kang and Lee (2010)	Understanding the Role of an IT Artefacts in Online Service Continuance: An Extended Perspective of User Satisfaction.	Study found website information satisfaction and system satisfaction mediated by perceived usefulness and perceived enjoyment for continuance use intention of online services. Study also examined computer anxiety as an important moderator toward continuance intention of usage of such services.
6	Heinrichs, Lim and Lim (2011)	Influence of Social Networking Site and User Access Method on Social Media Evaluation.	Study found difference in use of social networking sites by user of mobile, notebook, and desktop. The difference in use was due to perceive ease of use, usefulness, information quality, and feelings of enjoyment.

Sr. No.	Author(s), (Year)	Title	Findings
7	Lin and Lu (2011)	Why People Use Social Networking Sites: An Empirical Study Integrating Network Externalities and Motivation Theory.	Findings of this study examine enjoyment as an important influential factor for using social networking sites, followed by number of peers, and usefulness. Number of peers and perceived complementarity had stronger influence than the number of members on perceived benefits (usefulness and enjoyment). It was found that gender makes a notable difference in the effect of perceived benefit and network externalities on the continued intention to use SNS while number of peers has significant effect with women, but not with men when continued intention to use SNS. For the Influence on enjoyment, number of members (factor) does not have significance for men, indicating men do not feel pleasure with SNS's with a large number of members; instead, it affects them in perceiving that expanding their own social circle is useful.
8	Nešić, Gašević, Jazayeri & Landoni (2011)	A Learning Content Authoring Approach based on Semantic Technologies and Social Networking: An Empirical Study.	Finding of this study demonstrated the usefulness of prototype in improving effectiveness, efficiency and satisfaction of the authors, which in turns help in improving their performance.
9	Heinonen (2011)	Consumer Activity in Social Media: Managerial Approaches to Consumers' Social Media Behaviour.	Findings of this study indicated that users' created services play an important role in conveying experiences and peer-to-peer support. By sharing experiences and knowledge, consumers were creating new forms of services, which had an important task in guiding and directing decision making. Information was valued for the reasons like: accessibility, being real-time, variety of viewpoints covered, and exclusivity. Drawback was the trustworthiness of the information, and especially factual information was often considered questionable. Information processing also concerned applying knowledge from user- generated media for utilitarian purposes. This activity often results in monetary benefits and economic gain. Entertainment activities were adopted for relaxation. Social connection activities appeared to facilitate a feeling of belonging and bonding to a specific social environment and between members of a social group.
10	Liang and Scammon (2011)	E-Word-of-Mouth on Health Social Networking Sites: An Opportunity for Tailored Health Communication.	Study examined health communication done on the health social networking sites helped the users to provide their personal view on health related issues whether they were advice seeker or provider. The benefits were not only received to the active users who read and post messages but also for passive users who just read but do not post any messages on the site.
11	Williams & Merten (2011)	iFamily: Internet and Social Media Technology in the Family Context.	Results of the study illustrate the potential of social media technology in strengthen family bonds. It also reports on some negative implication of the use of Internet by the adolescent
12	Forsgren and Byström (2011)	Social Media Discomfort: The Clash between the Old and the New at Work.	Results of the study indicate that people reject new social media tools when they perceive tools as disconnected to established structures, tools, norms and ideals shared in the workplace. The problem is generally faced by the organisation at the time of adoption of new social media tool.

Sr. No.	Author(s), (Year)	Title	Findings
13	Deans (2012)	Integration of Study Abroad with Social Media Technologies and Decision-Making Applications.	Study found social media technology helping the student in completion of their assignment and had improved their learning outcome from the courses.
14	García-Peñalvo, Colombo- Palacios, & Lytras (2012)	Informal Learning in Work Environments: Training with the Social Web in the Workplace.	The authors found that people are increasingly using social network for communicate. This Internet communications had led to easy exchange of knowledge and had played a great role in transformation of net users. Thus social networks are becoming an informal way of learning and cannot be ignored when training programme are designed by the organisation.
15	Marshall, Moncrief, Rudd, and Lee (2012)	Revolution in Sales: The Impact Of Social Media And Related Technology On The Selling Environment.	Researcher emphasis on connectivity, relationships, selling tools, generational, global, and sales/marketing interface to identify the usage of social media in selling process by the sales person. In the end they concluded social media as a dominant new selling tool for the organisations.
16	Oiarzabal (2012)	Diaspora Basques and Online Social Networks: An Analysis of Users of Basque Institutional Diaspora Groups on Facebook.	Study shows the positive implications of the use of Facebook on international migrant diasporas. The study examined that Facebook had not only helped the migrant under study to stay in contact and be informed, but had also helped them to be reaffirm and maintain their identity in a collaborative manner.
17	Shirase (2012)	The Impact of Social Networking Sites on Personal Lives of the People in Pune & Neighbourhood.	Study observes that very few people believe that social networking sites have negatively affected their personal life. On the contrarily they believe that social networking sites have helped them to be more social. It was due to social networking sites that respondents under the study can easily connect with their friends, have leisure when they are alone, make new friends and find recruiters for employment.
18	Rauniar, Rawski, Yang & Johnson (2013)	Technology Acceptance Model (TAM) and Social Media Usage: An Empirical Study on Facebook.	Finding of this study state positive relation between perceived ease of use, critical mass and capability of social media with perceived usefulness of the site. Perceived playfulness of social media for its user was found positively related with perceived benefit. Perceived usefulness and trustworthiness of social media was found positively related with intention to use social media site and intention to use social media site was positively related with actual use of social media.
19	Brown Sr., Alkadry & Resnick-Luetke (2013)	Social Networking and Individual Perceptions: Examining Predictors of Participation.	Study found favourable model fit statistics that support positive correlations between the latent variables examined (perceived usefulness, perceived ease of use, perceived improvement potential (PIP), intra organizational trust, and type of use) and participation in social networking activities.

Sr. No.	Author(s), (Year)	Title	Findings
20	Ariff et. al. (2014)	Examining Users' E- Satisfaction in the Usage of Social Networking Sites; Contribution from Utilitarian and Hedonic Information Systems.	Result of the study indicates positive effects of perceive ease to use (PEOU) on perceive usefulness (PU) and perceive enjoyment (PE) in the context of Facebook. In addition, PEOU, PU and PE are also found to have positive effects on e- Satisfaction (eSAT). PE of hedonic information system exerted higher effect on eSAT, compared to PEOU and PU of utilitarian information system, the result highlighting importance of pleasure orientation in the usage of Facebook (SNSs).
21	Hollenbaugh & Ferris (2014)	Facebook Self- Disclosure: Examining the Role of Traits, Social Cohesion, and Motives	Result of the study showed that Big Five personality factors (neuroticism, agreeableness, openness, conscientiousness and extraversion), self-esteem, social cohesion, and motives contribute to self- disclosure dimensions, while demographic variables did not impacted disclosiveness.
22	Al-rahmi, W. M., Othman, M. S. & Musa, M. A. (2014)	The Improvement of Students' Academic Performance by Using Social Media through Collaborative Learning in Malaysian Higher Education.	Results obtained show that, social media positively and significantly effects collaborative learning with interaction with peers, interaction with supervisor, engagement, perceived ease of use, and perceived usefulness.
23	Al-Aufi & Fulton (2014)	Use of Social Networking Tools for Informal Scholarly Communication in Humanities and Social Sciences Disciplines.	Findings of this study indicated progressive use of social networking tools for informal scholarly communication by the academicians as respondents realized the potential and perceived advantages of using social networking tools for informal scholarly communication.
24	Elliott & Polyakova (2014)	Beyond Facebook: The Generalization of Social Networking Site Measures	Result of the study show social networking sites Diet predicts participant's satisfaction rating and a participant's perception of usefulness.
25	Chang & Heo (2014)	Visiting Theories that Predict College Students' Self-Disclosure on Facebook	Research study examined significant relationship between different motives viz., time spent, number of Facebook friends, perceived benefits of using, trust, perceived risks of using and gender difference on the disclosure of personal information on Facebook.
26	Schivinski and Dabrowski (2014)	The Effect of Social Media Communication on Consumer Perceptions of Brands	The study found positively and significant effect of CGAs on social networks on brand equity and brand attitude. Whereas FGA had a significant effect on brand attitude but not on brand equity. Brand attitude was examined affecting the purchase intention of SNWUs. Thus use of social network help in generation of monetary value to the business organisations.

Sr. No.	Author(s), (Year)	Title	Findings
27	Liao, Huang, Chen, & Huang (2015)	Exploring the Antecedents of Collaborative Learning Performance over Social Networking Sites in a Ubiquitous Learning Context	Research study found that, if learners had high personal innovativeness in information technology (PIIT), they also had higher perceived playfulness and ease of use with regard to the social networking website. Personal innovativeness, playfulness and ease of use were examined increasing learning attitudes and use effects of social networking sites. Collective efficacy was found having positive influence on perceived playfulness, perceived ease of use, and perceived usefulness. Thus, if learners have greater perceptions of team member abilities with regard to using the social networking website for collaborative learning, then they would also have greater perceived playfulness, ease of use and usefulness.
28	Chang, Hung, Cheng & Wu (2015)	Exploring the Intention to Continue Using Social Networking Sites: The Case of Facebook	Results of the study indicated effect of conformity tendencies, informational influence through perceived usefulness on continuous use intention of social networking sites. Perceived ease of use was examined as primary factor that predicted continuous use intention of social networking sites whereas perceived playfulness was examined facilitating users' continued use intention
29	Shibchurn & Yan (2015)	Information Disclosure on Social Networking Sites: An Intrinsic– Extrinsic Motivation Perspective	Study examined significant effect of social influence on social networking sites usefulness perceptions. Positive and significant effect of reward-based social norms and pre-reward disclosure intention was seen on reward motivated disclosure intentions of the users of the social network. Whereas extrinsic motivation had insignificant effect on disclosure intentions. Study deduces information ambiguity and reward-amount ambiguity were likely to be important influencers for disclosure intentions of social network users.
30	Mishra & Tyagi (2015)	Understanding Social Media Mindset of Consumers: An Indian Perspective.	Research study indicated positive and significant effects of perceived usefulness on attitude towards the social networking technology, whereas perceived risk influenced negatively on the attitude. Further, perceived ease of use and personal fit with brands was examined to have a positive effect on marketing through social networking sites but the effect was not significant.
31	Zhou (2015)	The Effect of Network Externality on Mobile Social Network Site Continuance.	Study found the positive effect of referent network size and perceived complementary and negative effect of privacy concern on perception of usefulness and flow. Privacy concern was positively affecting privacy risk. All the determinants viz., referent network size, privacy concern, perceived usefulness, flow and privacy risk were examined intention to use social networking sites except perceived complementary. Among all perceived usefulness was having a significant effect on intention to use the social networking site.

Sr. No.	Author(s), (Year)	Title	Findings
32	Mouakket (2015)	Factors Influencing Continuance Intention to Use Social Network Sites: The Facebook Case.	Study found significant effects of confirmation on perceived usefulness and satisfaction. Perceived usefulness was also examined influencing satisfaction from the use. Finally influences of perceived usefulness, satisfaction, subjective norms, enjoyment and habits was examined on continuance intention to use social networking sites
33	Min & Kim (2015)	How are People Enticed to Disclose Personal Information Despite Privacy Concerns in Social Network Sites? The Calculus between Benefit and Cost.	Study examined that motivation of relationship management through social networking sites and perceived usefulness of social networking sites for self-presentation lead users to disclose information on the sites, but subjective social norms do not. It was found that perceived benefit of behaviour enticements assimilated into users' own value systems to truly operate as benefit factors from the use of social networking sites.
34	Mouakket, (2015)	Perceived Usefulness of Facebook: Effects of Personality Traits and Gender.	Study found agreeableness and extraversion as the factors influencing usefulness of social networking sites. A significant difference was examined between females and males Facebook users toward perceived usefulness of social networking site based on their personality traits. Personality traits of openness to experience and neuroticism had no significant influence on perceived usefulness of Facebook for male and female users. Both extraversion females and males find social networking site to be useful while conscientiousness and agreeableness males do not perceive social networking site to be useful, while females do.
35	Yang & Brown (2015)	Factors Involved in Associations between Facebook use and College Adjustment: Social Competence, Perceived Usefulness, and Use Patterns.	Social competence was hypothesized to be positively associated with college adjustment but the relationship was found mediated by the specific ways in which students used the Facebook. Use of the social networking site was examined contingent on students' perceptions of its usefulness for various activities or objectives.
36	Al-Aufi. & Fulton (2015)	Impact of Social Networking Tools on Scholarly Communication: A Cross-Institutional Study.	Finding of this study found social networking tools had a potential, and was perceived advantageous for informal scholarly communication. Research study also indicated that social networking tools are becoming essential for the researchers to collaborate, exchange and develop research ideas, create new ties and for promoting their research.
37	Lambic (2016)	Correlation between Facebook use for Educational Purposes and Academic Performance of Students.	Findings of this study confirmed a positive correlation between the frequency of use of Facebook as a learning aid and the academic performance. Perceived usefulness was examined to have a significant effect on frequency of use of the Facebook as a learning aid. Study examined no relation between the frequency of the use of Facebook for general purposes and academic performance of the students under study. Negative effect on academic performance was found in the student using Facebook but the authors argue that it may also due to other distraction which was a matter for further investigation.

Sr. No.	Author(s), (Year)	Title	Findings
38	Keefa, Mayoka, & Ibrahim (2016)	EnhancingSocialNetworkingTechnologiesAdoptionthroughPerceivedUsefulness:The SettingofUgandanInstitutionsInstitutionsofHigherLearning.	Finding of the study indicated positive and significant relationship between perceived usefulness and social networking technologies adoption in the institutions.
39	Adjei, Annor- Frempong & Bosompem (2016)	Use of Social Networking Websites Among NGOs in the Greater Accra Region of Ghana.	Finding of this study stated ownership of a website, perceived usefulness of social networking websites and type of NGO mainly determine the use of social networking websites.
40	Chen, Sharma & Rao (2016) (value)	Members' Site Use Continuance on Facebook: Examining the Role of Relational Capital.	Finding of this study stated significant association between perceived enjoyment, perceived network manageability, age and length of site use on continued site use. Community identification was found to have mediating relationship between perceived member trust and continued site use and; perceived member reciprocity and continued site use. Relationship strength was found stronger in male user group than in female user group, but relationship between perceived member reciprocity and community identification and; relationship between community identification and continued site were found same among the male and female users.
41	Mäntymäki & Islam (2016)	The Janus Face of Facebook: Positive and Negative Sides of Social Networking Site Use.	Result of the study showed exhibitionism, voyeurism and interpersonal connectivity as predictor of use of social networking sites. It was also examined that number of friends in the SNS decreases the effect of exhibitionism and increases the effect of social enhancement.
42	Meire, Ballings & Poel (2016)	The Added Value of Auxiliary Data in Sentiment Analysis of Facebook Posts.	Study found number of uppercase letters, the number of likes and the number of negative comments as important predictors for model. A higher number of uppercase letters and likes increase the likelihood of a positive post, while a higher number of comments increase the likelihood of a negative post. Thus, study was the first to assess added value of leading and lagging information in the context of sentiment analysis
43	Khamis, Ang & Welling (2017)	Self-branding, 'Micro- celebrity 'and the Rise of Social Media Influencers	Study examined increasing use of social networking sites for self-branding by the people as there is the continuous increase in the SNWUs. Social networking due to its feature provides, low or no entry barriers and were high in terms of potential reach influencing large number of people.
44	Borchers N.S. (2019)	Social Media Influencers in Strategic Communication	Study discussed the role of bloggers as new actors for public and information disclosures that can be used by different organization for marketing and maintaining public relation.
45	Demmers, Weltevreden and van Dolen (2020)	Consumer Engagement with Brand Posts on Social Media in Consecutive Stages of the Customer Journey	Study had found the impact of entertaining and informational value of brand-generated content in social networking sites on consumer engagement. The impact of the entertainment and information value was also found affected by the stages of customer journey viz., pre-consumption stage and post-consumption stage.

Sr.	Author(s),	Title	Findings
No.	(Year)		
46	Gambo & Özad	The Demographics of	Study had found that the use of SNW differ among
	(2020)	Computer-Mediated	SNWUS based on their demographic viz., Gender and
		Communication: A	Age
		Review of Social Media	
		Demographic Trends	
		among Social Networking	
		Site Giants	

Sr. No.	Author(s), (Year)	Title	Findings					
1	Fishbein and Ajzen (1975)	Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research.	An attitude towards adopting an innovation is derived from an individual's beliefs that adopting will lead to certain consequences. Intention to perform takes place when individual positively evaluate the performance behaviour. More favourable the attitude with respect to certain behaviour, stronger would be an individual's intention to adopt the behaviour. Subjective norm refers to a person's perceptions of the social pressure to engage in a certain behaviour that is attitudes and beliefs of others like friends, family, colleagues, peers etc. in groups will shape his/her behaviour towards the usage of a specific technology.					
2	Roger (1983)	Diffusion of Innovations.	To reduce uncertainty about the new technology, individuals gather and synthesize information about the technology. The study examined relative advantage, compatibility, trialability, observability and complexity as a five key attributes affecting adoption of innovation. Perceived relative advantage which refers to the degree to which an innovation is perceived as being better than its precursor. Perceived compatibility which is the degree to which an innovation is perceived to be compatible with existing values and current needs. Trial-ability that refers to the degree to which an innovation is perceived as being triable on a limited basis prior to any decision to adopt. Observability of an innovation which is the degree to which an innovation is visible to the other members of a social system and complexity that is the degree to which an innovation is perceived as relatively difficult to understand. The first four attributes were found positively related with the adoption rate while the last one related negatively for the adoption					
3	Davis, Bagozzi, & Warshaw (1989)	User Acceptance of Computer Technology: A Comparison of Two Theoretical Models.	Perceived usefulness strongly influenced peoples' intentions, explaining more than half of the variance in intentions in the study. Perceived ease of use had a small but significant effect on intentions. The effect of perceived ease of use was found subsiding over the period time. Attitudes were found partially mediating the effects of perceived usefulness and perceived ease to use on intentions to use the technology. Subjective norms had no effect on intentions.					

3.2: REVIEW OF LITERATURE ON PERCEIVED USEFULNESS:

Sr. No.	Author(s), (Year)	Title	Findings					
4	Davis (1989)	Perceived Usefulness, Perceived Ease of Use and User Acceptance of Information Technology.	The result of the study found significant correlation between perceived usefulness and both, self-reported current usage and self-predicted future usage. Perceived ease of use was also significantly correlated with current usage and self- predicted future usage of the respondent. It was also found that usefulness had significantly greater correlation with usage behaviour than ease of use. Regression analyses suggest that perceived ease of use may actually be a causal antecedent to perceived usefulness, as opposed to a parallel, direct determinant of system usage.					
5	Ajzen (1991)	The Theory of Planned Behaviour.	Perceived behaviour control was reflected as individual's beliefs of his or her ability to perform the behaviour. The performance of external behaviour was in turn found affected by external factors like time and money and internal factors like ability and self-efficacy. Thus, according TPB behavioural intention was not only influence by the attitude and subjective norms but also by perceived behavioural control. This is based on the premise that, individuals are likely to engage in certain behaviour when they believe to have required resources and confidence to perform the behaviour					
6	Adams, Nelson and Todd (1992)	Perceived Usefulness, Ease of Use, and Usage of Information Technology: A Replication.	Two different studies were conducted in the research study. The results for study 1 under the research study found usefulness as an importan- determinant of system use. Result of Study 2 was somewhat mixed, but it indicated the importance of both ease of use and usefulness for the use of the system.					
7	Hendrickson, Massey, and Cronan (1993)	On the Test–Retest Reliability of Perceived Usefulness And Perceived Ease Of Use Scales.	The study does not found the result of perceived usefulness and perceived ease of use on individual scale high. But it found the sub scale correlations to be very high, when combining both with minimal number of significant mean differences for items, test-retest reliability of TAM was found to be high.					
8	Segars and Grover (1993)	Re-Examining Perceived Ease of Use and Usefulness: A Confirmatory Factor Analysis.	The research study divided perceived usefulness into, usefulness and effectiveness, to improve the predictability of the variable. The study found new three-factor model which included usefulness, effectiveness, and ease of use better predicting the voice mail data under Adams, et al. (1992)					
9	Subramanian (1994)	A Replication of Perceived Usefulness and Perceived Ease Of Use.	Results of the construct measurement for perceived usefulness and ease of use in this research are quite consistent with the results reported in prior research with minor variations. Perceived usefulness, and not ease of use, is a determinant of predicted future usage according to the current research.					

Sr. No.	Author(s), (Year)	Title	Findings
10	Taylor and Todd (1995)	Understanding Information Technology Usage: A Test of Competing Models.	The decomposition by the DTPB provided higher explanatory power and a more precise understanding of the antecedents of behaviour. Attitude is decomposed into perceived usefulness, ease of use and compatibility, which influence the formation of attitude toward certain behaviour. Subjective norm is decomposed into peer influences and superior influences; and perceived behavioural control is decomposed into self- efficacy, technology, and resources.
11	Barczak, Ellen and Pilling (1997)	Developing Typologies of Consumer Motives for Use of Technologically Based Banking Services	Results of the study identified four motivational clusters that differed significantly in their attitudinal and behavioural responses to technological innovations that is the instant gratification group was a heavier user of ATMs and automatic deposit, whereas hassle avoiders were more likely to use automatic withdrawal.
12	Agarwal and Prasad (1997)	The Role of Innovation Characteristics and Perceived Voluntariness in the Acceptance of Information Technologies.	Results of the study confirmed innovation characteristics helping in explaining acceptance behaviour. It further reveals the specific characteristics relevant for each acceptance outcome are different and the external pressure has an impact on adopters' acceptance behaviour.
13	Doll, Hendrickson & Deng (1998)	Using Davis's perceived usefulness and ease-of-use instruments for decision making: a confirmatory and multigroup invariance analysis.	The study found scores of usefulness and ease-of- use invariant across most of the sub groups viz., spread sheet, database, and graphic applications under study but not for word processing applications.
14	Agarwal and Prasad (1999)	Are Individual Differences Germane to the Acceptance of New Information Technologies?	Results of the study confirm the basic structure of the TAM model, including the mediating role of beliefs about usefulness and ease of use on the attitude and behaviour intention to use the technology.
15	Gefen and Straub (2000)	The Relative Importance of Perceived Ease of Use in IS Adoption: A Study of E-Commerce Adoption.	Researcher found perceived ease of use dependent upon the intrinsic characteristics of information technology such as the ease of use, ease of learning, flexibility, and clarity of its interface while perceived usefulness was dependent upon the extrinsic characteristics which include task- oriented outcomes, achieving task-related objectives efficiently and effectively. Study explain direct effect of perceived ease of use on information technology when task itself is an integral part of an information technology interface that is when web site is used to inquire about products, perceived ease of use affect information technology adoption because the required information is embedded in the website and thus its quality is directly related to its ease-of-use.
16	Kai-ming Au, and Enderwick (2000)	A Cognitive Model on Attitude Towards Technology Adoption.	Study found the effect of six beliefs viz., compatibility; enhanced value; perceived benefits; adaptive experiences; perceived difficulty; and suppliers' commitment on attitude towards the technology adoption. But no significant influence of individual external environmental forces was examined on the formation of a behavioural intention to adopt the technology.

Sr. No.	Author(s), (Year)	Title	Findings
17	Venkatesh and Davis (2000)	A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies.	The research study examined significant impact of social influence processes (subjective norm, voluntariness, and image) and cognitive instrumental processes (job relevance, output quality, result demonstrability, and perceived ease of use) on user acceptance of technology.
18	Lee, Park and Ahn (2001)	On the Explanation of Factors Affecting E- Commerce Adoption.	Finding of the study showed significant and direct effects of perceived usefulness, perceived risk with products/services, and perceived risk in the context of online transaction on consumer's adoption of e- Commerce while perceived ease of use had indirect effect on the consumer's adoption of e-Commerce by mediating perceived usefulness.
19	Lewis, Agarwal and Sambamurthy (2003)	Sources of Influence on Beliefs about Information Technology Use: An Empirical Study of Knowledge Workers.	Findings of the study examined that belief about technology use influenced by top management commitment for new technology and the individual factors of personal innovativeness and self- efficacy. But social influences from multiple sources exhibited no significant effects about the beliefs about technology.
20	Oh, Ahn, & Kim. (2003)	Adoption of Broadband Internet in Korea: The Role of Experience in Building Attitudes.	Study found the impact of innovation attributes viz., compatibility, visibility and result demonstrability on constructs for extended technology acceptance model viz., perceived usefulness, perceived ease of use and perceived resources.
21	Pavlou (2003)	Consumer Acceptance of Electronic Commerce: Integrating Trust and Risk with the Technology Acceptance Model.	It was found that variables like perceived usefulness, perceived ease of use and perceived risk play an important role in e-commerce acceptance.
22	Selim (2003)	An Empirical Investigation of Student Acceptance of Course Websites.	Study identified course website usefulness and ease of use as key determinants of the acceptance and usage of course website as an effective and efficient learning technology.
23	Suh and Han (2003)	Effect of Trust on Customer Acceptance of Internet Banking.	The study found trust, perceived usefulness and perceived ease as significant determinants of attitude. Significant effect was examined of attitude and perceived usefulness on the intention to use the technology and intention was found significantly effecting actual usage of technology.
24	Wang et al., (2003)	Determinants of User Acceptance of Internet Banking: An Empirical Study.	The study examined significant effects of perceived usefulness, perceived ease of use and perceived credibility on behavioural intention to use the technology. Perceived ease of use was found exerting stronger influence than perceived usefulness and perceived credibility. Perceived credibility was examined having stronger influence on behavioural intention than perceived usefulness in the use of Internet Banking facilities by customer. Results of the study revealed positive beliefs of usefulness and ease of use for users who had higher computer self-efficacy, but these users were found generally perusing negative belief about credibility of Internet Banking.

Sr. No.	Author(s), (Year)	Title	Findings
25	Hsu & Lu (2004)	Why Do People Play On- Line Games? An Extended TAM with Social Influences and Flow Experience.	Results of the study revealed significant and direct effect of social norms, attitude, and flow experience on intentions to play on-line games whereas no effect of perceived usefulness was found on users for play on-line games. Perceived usefulness was found having directly effect on attitude and was a strong determinant of acceptance of online playing. However, according to the analytical results, perceived usefulness did not appear to drive user participation. Players thus continue to play without purpose.
26	Pikkarainen et al., (2004)	Consumer Acceptance of Online Banking: An Extension of the Technology Acceptance Model.	Findings of the study indicated perceived usefulness and information for online banking on the website were the main factors influencing online banking acceptance.
27	Awamleh and Fernandes (2006)	Diffusion of Internet Banking Amongst Educated Consumers in a High-Income Non-OECD Country.	The study found that relative usefulness, perceived risk, computer efficacy and image had a significant impact on continued usage of facility, while relative usefulness and result demonstrability were significant only for the non-users of the facility.
28	Rose and Fogarty (2006)	Determinants of Perceived Usefulness and Perceived Ease of Use in the Technology Acceptance Model: Senior Consumers' Adoption of Self-Service Banking Technologies.	The study found self-efficacy, technology discomfort, perceived risk and personal contact as determinants of perceived ease of use and perceived usefulness. The variables were also examined to be direct determinant of attitude and indirect determinant for intention to use Self- Service Banking Technologies.
29	Chen, Fan and Farn (2007)	Predicting Electronic Toll Collection Service Adoption: An Integration of the Technology Acceptance Model and the Theory of Planned Behaviour.	The research study found positive effect of system attributes, perceived usefulness and perceived ease of use on attitudes towards electronic toll collection service adoption. It also revealed the positive influence of attitude, subjective norm and perceived behavioural control on intention for adoption of electronic toll collection system.
30	Jahangir and Begum (2008)	The Role of Perceived Usefulness, Perceived Ease Of Use, Security and Privacy, and Customer Attitude to Engender Customer Adaptation in the Context of Electronic Banking.	The study examined significant and positive impact of perceived usefulness, ease of use, security and privacy, and customer attitude on customer adaptation for e-banking. The results found direct impact of perceived usefulness, ease of use, security and privacy on customer adaptation. Indirect relationship was also observed among the variable perceived usefulness, ease of use, and security and privacy which were mediated by customer attitude for customer adoption of technology.
31	Barkhi, Belanger and Hicks (2008)	A Model of the Determinants of Purchasing From Virtual Stores.	The research study examined the impact of perceived usefulness, perceived behavioural control, and perceived peer influence on attitude towards doing purchase from a virtual store. Attitude toward purchase from a virtual store, was in turn, examined influencing the actual purchasing from a virtual store.
32	Lim and Ting (2012)	E-shopping: an Analysis of the Technology Acceptance Model.	The finding of this research study showed the significant relationship of perceived ease to use and perceived usefulness on attitude towards online shopping which in turn affect the intention of customer to shop online.

Sr. No.	Author(s), (Year)	Title	Findings					
33	Kim, Chun and Lee (2014)	Determining the Factors that Influence College Students' Adoption of Smartphones	The result of the study revealed difference in the perception of adoption group for perceived value and affiliation. Smartphone adoption was found relatively unaffected by perceived ease of use and perceived usefulness. Perceived popularity, perceived price, and ethnicity played a role in distinctive determinants between current adopters and non-adopters. The study also found social interactions via social networking services, acquisition for lifestyle, information seeking, and entertainment via gaming were the main applications of interest for the smart phone adopters.					
34	Howell, D.W. (2016)	Social Media Site Use and the Technology Acceptance Model: Social Media Sites and Organization Success	The result of the study revealed positive and highly significant correlations between the constructs perceived usefulness and attitude, attitude and behavioural intention, trust and attitude, and perceived ease of use and perceived usefulness.					
35	Weerasinghe and Hindagolla (2018)	Technology Acceptance Model and Social Network Sites (SNS): A Selected Review of Literature	significant determinants for adoption of social networking sites by users in majority of the studies. Some of the studies under review also took enjoyment/playfulness, social influence, trust, autonomy, and demographic variables viz., age and gender to study the adoption of social networking websites. The study under review found this constructs playing important role in determining behaviour intention of users for adoption and use of social networking websites. Some review study took experience as a moderator and found it too playing an important role in the determination of user behaviours towards social networking site					
36	Izuagbe, Ifijeh, Izuagbe-Roland, Olawoyin and Ogiamien (2019)	Determinants of Perceived Usefulness of Social Media in University Libraries: Subjective Norm, Image and Voluntariness as Indicators	adoption and acceptance Result of the study showed image was the strongest determinant among the proposed social factors viz., subjective norm, image and voluntariness for perceived usefulness of social media by the private university library					
37	Sullivan & Koh (2019)	Social Media Enablers and Inhibitors: Understanding their Relationships in a Social Networking Site Context	g perceived usefulness and perceived enjoyment of communication quality of SNW whereas the effect					

Sr. No	Author(s),	Title	Findings						
1	(Year) Sheth, Newman & Gross (1991)	Why we buy what we buy: a theory of consumption value	Study identified five value dimensions: functional, social, emotional, epistemic, and conditional affecting consumer choice or behaviour.						
2	Sweeney and Soutar (2001)	Consumer Perceived Value: The Development of Multiple Item Scale.	Customer perception of value (emotional value, social value, quality or performance value and price or money value) played a significant role on attitude and behaviour of customer in consumer durable goods.						
3	Mathwick, Malhotra & Rigdon (2001)	Experiential Value: Conceptualization, Measurement and Application in the Catalog and Internet Shopping Environment.	Experiential and economic value played important role for customer preferring for going to online (catalog shopping) than the traditional way of shopping. Experimental value for the purpose included: visual appeal, entertain, escapism, enjoyment and efficiency. excellence and						
4	Payne (2002)	The Value Creation Process in Customer Relationship Management	Examined value creation as a critical component for strategic frame work of Customer Relationship Management (CRM) author divided and discussed the process into three key elements viz., determining what value the company can provide to its customers (the value customer receives); determining the value organization receives from its customers (the value organization receives); and successfully managing this value exchange, maximizing the lifetime value of desirable customer segments.						
5	Squire, Readman, Brown & Bessant (2004)	Mass customization: the key to customer value?	Study suggested adoption of customization distribution, assembly, fabrication and design for value creation for customer.						
6	Zhu, Kraemer and Dedrick (2004)	Information Technology Payoff in E-Business Environments: An International Perspective on Value Creation of E-Business in the Financial Services Industry.	Technology readiness, firm size, global scope, financial resources, competition intensity, and regulatory environment played important role in value creation of e-business.						
7	Marr, Schiuma and Neely (2004)	The Dynamics of Value Creation: Mapping Your Intellectual Performance Drivers	Researcher applied Value creation map to understand the new product development process of the furniture company. Study highlighted the importance of visual representations of strategic intent: intangible assets and intellectual capital in value creation for customer. Researcher found that application of the value creation map allowed managers to focus their attention on the critical resources and their contribution to performance of the company.						
8	Prahalad and Ramaswamy (2004, a)	Co-Creating Unique Value with Customer	Researcher found that values could be created through DART model frameworks which include vizi- dialogue, access, risk and assessment. They furthe examined that the key building block value could be co-creating through personalised interactions that wer- meaningful and sensitive to a specific customer.						

3.3: REVIEW OF LITERATURE ON VALUE CREATION OR GENERATION:

Sr. No	Author(s), (Year)	Title	Findings							
9	Prahalad and Ramaswamy (2004, b)	Co-creation Experiences: The Next Practice in Value Creation	Researchers found consumers more informed, networked, empowered, and active. Companies were examined increasingly co-creating value with these consumers. The interaction between the firms and consumer were becoming the locus of value creation and value extraction for the business organisation. Companies through constant dialogue, frequent access, transparency, and understanding of risk and benefits of consumer created value for itself.							
10	Zhu, Kraemer and Dedrick (2004)	Information Technology Payoff in E-Business Environments: An International Perspective on Value Creation of E-Business in the Financial Services Industry.	Researcher found technology readiness as the strongest factor for e-business value, whereas financial resources, global scope, and regulatory environment significantly contributed to e-business value. Firm size was found negatively related to e-business value, suggesting structural inertia associated with large firms tends to retard e-business value. It was also found that financial resources are an important factor in developing countries while technological capabilities become important in the developed countries. Government regulation was examined playing important role in developing countries than in developed countries by the authors in the research study.							
11	Felin and Hesterly (2007)	The Knowledge-Based View, Nested Heterogeneity, and New Value Creation: Philosophical Considerations on the Locus of Knowledge.	Values were highly subjective and thus research should be made at individual level to identify value created by product or services.							
12	Smith and Colgate (2007)	Customer Value Creation: A Practical Framework.	Study identified significant role of information, products, interactions, environment and ownership on value creation. Values thus created were acknowledged into functional or instrumental value, experiential or hedonic value, symbolic or expressive value.							
13	Humphreys et al. (2009)	Co creation: New Pathways to Value.	Study found co-creation dealt with the expansion of product or organizational boundaries and for involvement of the consumer. It collaborates innovation with customers adds and focus on co- creating new values with customers that is initiated by the firm.							
14	Chan, Yim & Lam, 2010	Is Customer Participation in Value Creation a Double- Edged Sword? Evidence from Professional Financial Services across Cultures.	Value creation helped the organization to deliver maximum customer satisfaction.							

Sr. No	Author(s), (Year)	Title	Findings						
15	O'Cass and Ngo (2011)	Examining the Firm's Value Creation Process: A Managerial Perspective of the Firm's Value Offering Strategy and Performance.	Study found performance value, pricing value, relationship building value and co-creation value as a positive first-order indicator of higher order value offering and firm's value offering which were examined significantly affecting customer acquisition, customer satisfaction, customer retention and add-on selling. Study revealed pricing value better than co- creation value for attracting customers and; relationship value better than performance value and pricing value for retaining customers. Customer retention, customer satisfaction and add-on selling significantly influenced firm financial performance. But no empirical evidence was found to support relationship between customer acquisition and firm financial performance of the firms under the study.						
16	Landroguez Castro, and Cepeda-Carrión (2011)	Creating Dynamic Capabilities to Increase Customer Value.	Study recognized market orientation, knowledge management and customer relationship management as organizational capabilities for value creation for customer						
17	Zhou, Jin, Vogel, Fang & Chen (2011)	Individual Motivations and Demographic Differences in Social Virtual World Uses: An Exploratory Investigation in Second Life							
18	Shanker (2012)	A Customer Value Creation Framework for Businesses that Generate Revenue with Open Source Software.	source brand value as value proposition by open source software to fulfill the value need of the users.						
19	Chui, et al. (2012)	The Social Economy: Unlocking Value and Productivity through Social Technologies	Researcher identified ten value-creating levers of social technologies viz., co-create products, use for forecast and monitor, use in distribution of business process, derives customer insights, use for marketing communication/interaction, help to Generate and foster sales lead, social commerce, help in providing customer care, improve inter and intra organisational collaboration and communication & finally use to match with talent and task which helped businesses to add value in their functions within and across the enterprise.						
20	Zhou, Fang, Vogel, Jin, and Zhang (2012)	Attracted to or Locked In? Predicting Continuance Intention in Social Virtual World Services	Study examined positive effect of perceived benefits viz., functional value, hedonic value and relational capital on satisfaction and affective commitment of social virtual world services users. Satisfaction and commitment than found positively influencing continuous use intention of the social virtual world services users						

Sr. No	Author(s), (Year)	Title	Findings					
21	Cowan and Menchaca (2014)	Investigating Value Creation in a Community of Practice with Social Network Analysis in a Hybrid Online Graduate Education Program.	Research study examined the direct and strong impact of 'Community of Practice' which included, the network that comprise of relationships, interactions, and connections among participants; and the community that comprise of shared identity developed around a domain of knowledge on Value creation for the students of Internet-based Master in Educational Technology program (iMET). Values creation for the purpose of study included immediate value, potential value, applied value, realized value, and reframing value					
22	Zhou, Jin, Fang and Vogel (2015)	Toward a Theory of Perceived Benefits, Affective Commitment, and Continuance Intention in Social Virtual Worlds: Cultural Values (Indulgence and Individualism) Matter	Study examined the positive effect of Utilitarian Value, Hedonic Value and Relational Capital on affective commitment which in turn was examined affecting continuous intention to use social virtual world					
23	Zacharias, Nijssen & Stock (2016)	Effective Configurations of Value Creation and Capture Capabilities: Extending Treacy And Wiersema's Value Disciplines	Result of the study showed exploration, exploitation and adaptation helpful in increasing commitment satisfaction and loyalty of the customer. Study the provided empirical evidence of its validity and positive relationship with performance of the company is marketplace.					
24	Haseeb, Ali, Shaharyar & Butt (2016)	Impact of Customer Relationship Marketing on Customer Value Creation and Customer Loyalty in Mobile Service Providers Market: A Case Study of Pakistan.	Results of the study demonstrated the impact of customer relationship marketing on customer value creation and customer loyalty.					
25	Hamilton, Kaltcheva & Rohm (2016)	Social Media and Value Creation: The Role of Interaction Satisfaction and Interaction Immersion	Results examined positive influenced of interaction satisfaction (evaluative judgment of a specific interaction) on Customer Lifetime Value (CLV) and Customer Influencer Value (CIV). Whereas positive influenced of interaction immersion (psychological state in which consumers are fully engrossed within the social media environment and exclusively fixated upon the brand interaction) was examined on CIV and Customer Knowledge Value (CKV).					
26	Dolan, Conduit, Fahy & Goodman (2016)	Social Media Engagement Behaviour: A Uses and Gratifications Perspective	Study found that informational content, entertaining content, relational content and remunerative content available on social networking sites affect the engagement behaviour of SNWUs					

Sr. No	Author(s), (Year)	Title	Findings						
27	Amelia & Hidayatullah (2020)	The Effect of Instagram Engagement to Purchase Intention and Consumers' Luxury Value Perception as the mediator in the Sky lounge Restaurant	Study found significant impact of Instagram on perception of luxury value and thus affected the purchase or consumption of luxurious goods and services.						
28	Omigie, Zo, Ciganek & Jarupathirun (2020)	Understanding the Continuance of Mobile Financial Services in Kenya: The Roles of Utilitarian, Hedonic, and Personal Values	Study had examined utilitarian, hedonic, and personal values influencing customer satisfaction. That in turn was examined affecting continuous use of technical application						
29	Raza, Qazi, Umer & Khan (2020)	Influence of Social Networking Sites on Life Satisfaction among University Students: A Mediating Role of Social Benefit and Social Overload	Study examined the positive and significant effect of social identity, subjective norm, maintaining interpersonal interconnectivity, entertainment value, social enhancement value and self-enhancement on use of SNW. whereas self-discovery value had positive effect and purposive value had negative effect on use of SNW but the effect was on significant						
30	Sharma, Singh & Aiyub (2020)	Use of Social Networking Sites by SMEs to Engage with their Customers: A Developing Country Perspective	Study found SNW as new tool for customer engagement by companies which help in providing customer satisfaction and lead to customer loyalty.						

ANNEXURE:04:

CONVERGENT VALIDITY

	Table Number: 3.8:														
	1	Con	iparison (of Mean S		Expectation	n/ Perce	eption fi	rom Use of	f Social N	Networks		1		
Grouping Variable	A	hmedat	oad		Rajkot			Sura	t		Vadodar	a	Total		
Grouping variable	EX	PI	Diff	EX	PI	Diff	EX	PI	Diff	EX	PI	Diff	EX	PI	Diff
Accessibility	4.03	4.00	0.03	3.82	3.93	-0.11	3.91	3.91	0.00	4.18	4.23	-0.04	3.99	4.01	-0.02
Extensibility	3.95	4.13	-0.18	3.86	4.04	-0.18	3.86	3.91	-0.04	4.10	4.01	0.08	3.94	4.03	-0.09
Integration	3.96	4.05	-0.09	3.75	3.91	-0.16	3.82	3.85	-0.03	3.95	4.02	-0.06	3.88	3.96	-0.08
Time Convenience	3.89	4.12	-0.23	3.68	3.86	-0.18	3.65	3.84	-0.19	3.89	4.04	-0.15	3.78	3.98	-0.20
Perceived Usefulness	3.32	4.12	-0.80	3.35	4.00	-0.65	3.21	3.89	-0.68	3.26	4.14	-0.88	3.94	4.04	-0.10
Functional Value	3.87	4.06	-0.19	3.76	4.01	-0.25	3.80	3.79	0.01	4.08	4.03	0.05	3.87	3.97	-0.09
Emotional Value	3.76	4.06	-0.29	3.69	3.87	-0.18	3.71	3.72	-0.01	3.90	3.76	0.13	3.76	3.87	-0.11
Social Value	3.68	4.08	-0.41	3.50	3.95	-0.46	3.66	3.84	-0.17	3.67	3.91	-0.24	3.64	3.96	-0.32
Monetary Value	3.79	4.04	-0.25	3.48	3.88	-0.40	3.69	3.67	0.02	3.87	3.82	0.05	3.72	3.86	-0.14
Overall Average	3.81	4.07	-0.27	3.65	3.94	-0.29	3.70	3.82	-0.12	3.88	3.99	-0.12	3.84	3.96	-0.13
Note: Expectation (EX), Perce	ption (PI) and Diff	erence (D	iff)										

		Com	arison of	[°] Moon (Table Nu			on from	Social Na	tworks				
	A	hmedab			Rajko	•		Surat			adodara/	a		Total	
Grouping Variable	EP	OS	Diff	EP	OS	Diff	EP	OS	Diff	EP	OS	Diff	EP	OS	Diff
Accessibility	4.03	4.04	-0.02	4.21	4.15	0.06	3.94	3.93	0.01	4.20	4.21	-0.01	4.07	4.06	0.01
Extensibility	4.01	4.13	-0.12	4.17	4.15	0.02	3.92	3.93	-0.01	4.15	4.06	0.10	4.04	4.06	-0.02
Integration	3.99	4.00	-0.01	4.14	4.06	0.08	3.87	3.89	-0.03	4.05	4.01	0.04	3.99	3.98	0.01
Time Convenience	3.94	4.16	-0.22	3.98	4.06	-0.08	3.60	3.87	-0.27	3.99	4.04	-0.05	3.86	4.04	-0.18
Perceived Usefulness	3.32	4.17	-0.85	3.35	4.22	-0.87	3.21	3.93	-0.72	3.26	4.11	-0.85	3.94	4.10	-0.16
Functional Value	4.02	4.10	-0.07	4.08	4.18	-0.10	3.87	3.90	-0.03	4.09	3.98	0.11	4.00	4.03	-0.03
Emotional Value	3.85	4.11	-0.26	4.02	3.98	0.04	3.81	3.70	0.10	3.92	3.76	0.16	3.88	3.90	-0.02
Social Value	3.76	4.20	-0.44	3.84	4.03	-0.19	3.70	3.86	-0.17	3.81	3.90	-0.09	3.76	4.01	-0.25
Monetary Value	3.89	4.08	-0.19	3.95	4.02	-0.07	3.70	3.78	-0.08	3.87	3.77	0.10	3.84	3.92	-0.08
Overall Average	3.87	4.11	-0.24	3.97	4.09	-0.12	3.73	3.87	-0.13	3.93	3.98	-0.06	3.93	4.01	-0.08
Note: Experience (EP),	Satisfact	ion (OS)) and Diff	erence (Diff)	•	•	•		•	•	•	•		•

ANNEXURE:05: DETAILS OF RESPONSES AND PERCENTAGES

Tables for Selected Social Network Users' Expectations and Experience for System Quality Features and Values Generated; Perceived

Usefulness; Attitude; and Behavioural Intention

	Sele	ected Soc	cial Netw	ork User	s' Expec	le Numb tations fo ises and	or Acces	sibility Fe	eature of	Social N	letworks	6			
Calastad Statements		Vadodara	1		Surat			Rajkot		А	hmedaba	ad		Gujarat S	tate
Selected Statements	UI	Ν	Ι	UI	Ν	Ι	UI	Ν	Ι	UI	Ν	Ι	UI	Ν	I
Helps in taking advantage of knowledge & skills of other users	16 (5.30)	30 (9.93)	256 (84.77)	43 (9.77)	73 (16.59)	324 (73.64)	41 (14.86)	44 (15.94)	191 (69.20)	25 (4.79)	59 (11.30)	438 (83.91)	125 (8.12)	206 (13.38)	1209 (78.51)
Makes us to use the expertise of other users	21 (6.95)	54 (17.88)	227 (75.17)	55 (12.50)	93 (21.14)	292 (66.36)	42 (15.22)	63 (22.83)	171 (61.96)	44 (8.43)	79 (15.13)	399 (76.44)	162 (10.52)	289 (18.77)	1089 (70.71)
Can easily get connected to each other.	10 (3.31)	22 (7.28)	270 (89.40)	51 (11.59)	60 (13.64)	329 (74.77)	23 (8.33)	42 (15.22)	211 (76.45)	42 (8.05)	52 (9.96)	428 (81.99)	126 (8.18)	176 (11.43)	1238 (80.39)
Possible to get the information from all around the world	9 (2.98)	20 (6.62)	273 (90.40)	59 (13.41)	49 (11.14)	332 (75.45)	38 (13.77)	38 (13.77)	200 (72.46)	44 (8.43)	50 (9.58)	428 (81.99)	150 (9.74)	157 (10.19)	1233 (80.06)
Provides with the capabilities to work beyond geographical boundaries	21 (6.95)	35 (11.59)	246 (81.46)	54 (12.27)	72 (16.36)	314 (71.36)	38 (13.77)	56 (20.29)	182 (65.94)	42 (8.05)	64 (12.26)	416 (79.69)	155 (10.06)	227 (14.74)	1158 (75.19)
Total Number of Social Network Users		N=302			N=440			N=276			N=522			N=154	0
Note: UI =Unimportant, N = New	utral, and	I = Impo	ortant												

	Sele	cted Soci	al Networ		'Expecta	e Number ations for	Extensibi		ure of Soc	cial Net	works				
		Vadodara	a	(<u>Kespons</u> Surat	es and Pe	rcentages	Rajkot		I	Ahmedab	ad	Gı	ijarat Sta	ate
Selected Statements Valuation State Augistic Augistic Augistic Object at State UI N I I N I I N I I N I I N I I N I I N I I N I I N I I N I I N I I N I I N I I N I I N I I N I I N I I N I I N I N I N I N I N I N I N I N I N I N I N I N I N N N N															
OI N I OI I OI N I OI I OI I															
Social Networks are quick in addressing issues as they arise	22 (7.28)	51 (16.89)	229 (75.83)	54 (12.27)	80 (18.18)	306 (69.55)	29 (10.51)	59 (21.38)	188 (68.12)	50 (9.58)	88 (16.86)	384 (73.56)	155 (10.06)	278 (18.05)	1107 (71.88)
addressing issues as they arise (7.28) (16.89) (75.83) (12.27) (18.18) (69.55) (10.51) (21.38) (68.12) (9.58) (16.86) (73.56) (10.05) (17.88) Total Number of Social Network Users N=302 N=440 N=276 N=522 N=1540															
Note: UI =Unimportant, N = Neu	tral and l	[= Impor	tant												

	Selected	d Social N	Network	Users' Ex	pectation	le Numbe ns for Intenses and H	egration		ent Featu	re of So	cial Netw	orks			
Selected Statements Vadodara Surat Rajkot Ahmedabad Gujarat State															
Selected Statements UI N I I UI N															
Social Networks effectively combine information from different Websites	19 (6.29)	63 (20.86)	220 (72.85)	54 (12.27)	67 (15.23)	319 (72.50)	35 (12.68)	55 (19.93)	186 (67.39)	40 (7.66)	73 (13.98)	409 (78.35)	148 (9.61)	258 (16.75)	1134 (73.64)
Total Number of Social Network Users		N=302			N=440			N=276			N=522	•		N=1540	
Note: UI =Unimportant, N = Neu	tral and I	= Importa	ant												

	Selec	cted Socia	al Networ	k Users'	Expecta	ble Numb tions for 7 onses and	Fime Co	nvenienc	e Feature	e of Socia	l Networ	·ks			
Selected Statements Vadodara Surat Rajkot Ahmedabad Gujarat State															
Selected StatementsUINIUINIUINIUINI															Ι
Social Networks save time	31 (10.26)	49 (16.23)	222 (73.51)	78 (17.73)	90 (20.45)	272 (61.82)	43 (15.58)	53 (19.20)	180 (65.22)	70 (13.41)	79 (15.13)	373 (71.46)	222 (14.42)	271 (17.60)	1047 (67.99)
Total Number of Social Network Users		N=302			N=440			N=276			N=522			N=1540	
Note: UI =Unimportant, N = Neu	tral and I	= Importa	int												

Se	elected So	cial Netv	vork User	s' Expec	tations f		er: 4.20: onal Valu Percentag		ated from	ı Use of S	ocial Net	works			
	,	Vadodara	l		Surat			Rajkot		A	hmedaba	d	(Gujarat Stat	e
Selected Statements UI N I <t< th=""></t<>															
Improve knowledge 16 26 260 50 71 319 38 42 196 60 71 391 164 210 1166 (5.30) (8.61) (86.09) (11.36) (16.14) (72.50) (13.77) (15.22) (71.01) (11.49) (13.60) (74.90) (10.65) (13.64) (75.71)															
Help in taking informed decisions	22 (7.28)	58 (19.21)	222 (73.51)	71 (16.14)	74 (16.82)	295 (67.05)	39 (14.13)	66 (23.91)	171 (61.96)	68 (13.03)	98 (18.77)	356 (68.20)	200 (12.99)	296 (19.22)	1044 (67.79)
Easy to upload & share photos & Videos	20 (6.62)	29 (9.60)	253 (83.77)	59 (13.41)	64 (14.55)	317 (72.05)	38 (13.77)	44 (15.94)	194 (70.29)	64 (12.26)	72 (13.79)	386 (73.95)	181 (11.75)	209 (13.57)	1150 (74.68)
Total Number of Social Network Users		N=302			N=440			N=276			N=522			N=1540	
Note: UI =Unimportant, N = Neu	tral and I :	= Importa	int												

S	elected So	ocial Netv	vork Useı	rs' Expec		ble Numb or Emotio		ie Genera	ated fron	n Use of S	Social Ne	tworks			
				•		nses and]									
		Vadodara	l		Surat			Rajkot		A	hmedaba	d	(Gujarat Stat	e
Selected Statements	UI	Ν	Ι	UI	Ν	Ι	UI	N	Ι	UI	Ν	Ι	UI	N	Ι
Influence the behaviour	41 (13.58)	64 (21.19)	197 (65.23)	71 (16.14)	107 (24.32)	262 (59.55)	46 (16.67)	76 (27.54)	154 (55.80)	72 (13.79)	107 (20.50)	343 (65.71)	230 (14.94)	354 (22.99)	956 (62.08)
Makes more interactive	23 (7.62)	46 (15.23)	233 (77.15)	68 (15.45)	83 (18.86)	289 (65.68)	33 (11.96)	63 (22.83)	180 (65.22)	61 (11.69)	105 (20.11)	356 (68.20)	185 (12.01)	297 (19.29)	1058 (68.70)
Is enjoyable	21 (6.95)	38 (12.58)	243 (80.46)	66 (15.00)	63 (14.32)	311 (70.68)	43 (15.58)	42 (15.22)	191 (69.20)	61 (11.69)	96 (18.39)	365 (69.92)	191 (12.40)	239 (15.52)	1110 (72.08)
Is relaxing	33 (10.93)	64 (21.19)	205 (67.88)	61 (13.86)	90 (20.45)	289 (65.68)	47 (17.03)	55 (19.93)	174 (63.04)	67 (12.84)	120 (22.99)	335 (64.18)	208 (13.51)	329 (21.36)	1003 (65.13)
Make feels good when sad	30 (9.93)	72 (23.84)	200 (66.23)	77 (17.50)	86 (19.55)	277 (62.95)	50 (18.12)	66 (23.91)	160 (57.97)	77 (14.75)	110 (21.07)	335 (64.18)	234 (15.19)	334 (21.69)	972 (63.12)
Connection with friends make me happy	10 (3.31)	24 (7.95)	268 (88.74)	63 (14.32)	61 (13.86)	316 (71.82)	26 (9.42)	50 (18.12)	200 (72.46)	63 (12.07)	97 (18.58)	362 (69.35)	162 (10.52)	232 (15.06)	1146 (74.42)
Connection with family make me happy	14 (4.64)	26 (8.61)	262 (86.75)	54 (12.27)	57 (12.95)	329 (74.77)	45 (16.30)	43 (15.58)	188 (68.12)	64 (12.26)	89 (17.05)	369 (70.69)	177 (11.49)	215 (13.96)	1148 (74.55)
Feel less lonely	26 (8.61)	65 (21.52)	211 (69.87)	77 (17.50)	105 (23.86)	258 (58.64)	53 (19.20)	63 (22.83)	160 (57.97)	88 (16.86)	98 (18.77)	336 (64.37)	244 (15.84)	331 (21.49)	965 (62.66)
Total Number of Social Network Users		N=302			N=440			N=276			N=522			N=1540	
Note: UI =Unimportant, N = Neu	tral and I	= Importa	ant												

						ole Numb									
	Selected	Social N	etwork U	sers' Exp					d from Us	se of Soci	ial Netwo	orks			
	1	Vededer	~	[· · ·	nses and I	Percentag	,		r		J	C		4.0
Selected Statements	TT	Vadodar	a T	TT	Surat	т	TT	Rajkot	т		Ahmedaba	ia –		ujarat Sta	ile T
	UI	N	I	UI	N	1	UI	N	I	UI	N	l	UI	N	l
Create new relationships	31 (10.26)	57 (18.87)	214 (70.86)	60 (13.64)	82 (18.64)	298 (67.73)	43 (15.58)	62 (22.46)	171 (61.96)	75 (14.37)	110 (21.07)	337 (64.56)	209 (13.57)	311 (20.19)	1020 (66.23)
Improve existing relationships 29 65 208 68 93 279 41 71 164 77 119 326 215 348 977 Improve existing relationships (9.60) (21.52) (68.87) (15.45) (21.14) (63.41) (14.86) (25.72) (59.42) (14.75) (22.80) (62.45) (13.96) (22.60) (63.44)															
Feels accepted by others	36 (11.92)	68 (22.52)	198 (65.56)	68 (15.45)	105 (23.86)	267 (60.68)	47 (17.03)	70 (25.36)	159 (57.61)	76 (14.56)	122 (23.37)	324 (62.07)	227 (14.74)	365 (23.70)	948 (61.56)
Create good impression on other people	44 (14.57)	74 (24.50)	184 (60.93)	79 (17.95)	90 (20.45)	271 (61.59)	52 (18.84)	79 (28.62)	145 (52.54)	80 (15.33)	120 (22.99)	322 (61.69)	255 (16.56)	363 (23.57)	922 (59.87)
Give social approval	37 (12.25)	78 (25.83)	187 (61.92)	60 (13.64)	105 (23.86)	275 (62.50)	55 (19.93)	69 (25.00)	152 (55.07)	66 (12.64)	141 (27.01)	315 (60.34)	218 (14.16)	393 (25.52)	929 (60.32)
Provide social support	31 (10.26)	74 (24.50)	197 (65.23)	64 (14.55)	86 (19.55)	290 (65.91)	63 (22.83)	67 (24.28)	146 (52.90)	62 (11.88)	116 (22.22)	344 (65.90)	220 (14.29)	343 (22.27)	977 (63.44)
Total Number of Social Network Users		N=302			N=440			N=276			N=522			N=1540	
Note: UI =Unimportant, N = Net	utral and I	= Importa	ant												

s	elected S	Social Net	work Use	rs' Expe	ctations f	ble Numbe for Moneta nses and F	ary Valu		ted from	Use of S	ocial Netv	works			
		Vadodara	l		Surat			Rajkot		A	hmedaba	d		Gujarat S	tate
Selected Statements	UI	Ν	Ι	UI	Ν	Ι	UI	Ν	Ι	UI	Ν	Ι	UI	Ν	Ι
Useful for developing business 8 31 263 48 63 329 42 50 184 62 74 386 160 218 1162 Useful for developing business (2.65) (10.26) (87.09) (10.91) (14.32) (74.77) (15.22) (18.12) (66.67) (11.88) (14.18) (73.95) (10.39) (14.16) (75.45) 10 55 228 62 21 206 52 56 168 61 00 271 105 282 1063															
Provide new business opportunities	19 (6.29)	55 (18.21)	228 (75.50)	63 (14.32)	81 (18.41)	296 (67.27)	52 (18.84)	56 (20.29)	168 (60.87)	61 (11.69)	90 (17.24)	371 (71.07)	195 (12.66)	282 (18.31)	1063 (69.03)
Save money	34 (11.26)	66 (21.85)	202 (66.89)	78 (17.73)	87 (19.77)	275 (62.50)	55 (19.93)	84 (30.43)	137 (49.64)	59 (11.30)	100 (19.16)	363 (69.54)	226 (14.68)	337 (21.88)	977 (63.44)
Offer value for money	33 (10.93)	64 (21.19)	205 (67.88)	78 (17.73)	112 (25.45)	250 (56.82)	65 (23.55)	75 (27.17)	136 (49.28)	60 (11.49)	97 (18.58)	365 (69.92)	236 (15.32)	348 (22.60	956 (62.08)
Helps in generation of money	35 (11.59)	75 (24.83)	192 (63.58)	74 (16.82)	109 (24.77)	257 (58.41)	62 (22.46	69 (25.00)	145 (52.54)	68 (13.03)	90 (17.24)	364 (69.73)	239 (15.52)	343 (22.27)	958 (62.21)
Total Number of Social Network Users		N=302	•'		N=440			N=276	i		N=522	• • •		N=154	0
Note: UI =Unimportant, N = Neu	tral and I	= Importa	ant												

	\$	Selected S	ocial Netv	work Use	ers' Expe	ble Numbe riences for onses and I	Accessi	•	ature of S	ocial Net	tworks				
		Vadodara	ì		Surat		Ì	Rajkot		A	Ahmedaba	d		Gujarat S	tate
Selected Statements	Poor	Fair	Good	Poor	Fair	Good	Poor	Fair	Good	Poor	Fair	Good	Poor	Fair	Good
Helps in taking advantage of knowledge & skills of other users	4 (1.32)	1.32) (16.23) (82.45) (9.32) (21.14) (69.55) (3.62) (11.96) (84.42) (4.79) (19.35) (75.86)												276 (17.92)	1184 (76.88)
Makes us to use the expertise of other users	11 (3.64)	59 (19.54)	232 (76.82)	42 (9.55)	104 (23.64)	294 (66.82)	7 (2.54)	50 (18.12)	219 (79.35)	27 (5.17)	109 (20.88)	386 (73.95)	87 (5.65)	322 (20.91)	1131 (73.44)
Can easily get connected to each other.	4 (1.32)	38 (12.58)	260 (86.09)	38 (8.64)	60 (13.64)	342 (77.73)	8 (2.90)	33 (11.96)	235 (85.14)	15 (2.87)	86 (16.48)	421 (80.65)	65 (4.22)	217 (14.09)	1258 (81.69)
Possible to get the information from all around the world	7 (2.32)	40 (13.25)	255 (84.44)	39 (8.86)	70 (15.91)	331 (75.23)	4 (1.45)	40 (14.49)	232 (84.06)	18 (3.45)	82 (15.71)	422 (80.84)	68 (4.42)	232 (15.06)	1240 (80.52)
Provides with the capabilities to work beyond geographical boundaries	10 (3.31)	46 (15.23)	246 (81.46)	41 (9.32)	82 (18.64)	317 (72.05)	14 (5.07)	44 (15.94)	218 (78.99)	19 (3.64)	104 (19.92)	399 (76.44)	84 (5.45)	276 (17.92)	1180 (76.62)
Total Number of Social Network Users		N=302			N=440			N=276			N=522			N=154	0

	<u> </u>	Selected S	ocial Netv	work Use	ers' Expe	ble Numbe riences for nses and P	Extensi	•	ature of S	ocial Ne	tworks				
Salastad Statements	elected Statements Vadodara Surat Rajkot Ahmedabad Gujarat State														
Selected Statements Poor Fair Good															
Social networks get updated fast	7 (2.32)	36 (11.92)	259 (85.76)	33 (7.50)	69 (15.68)	338 (76.82)	8 (2.90)	33 (11.96)	235 (85.14)	17 (3.26)	86 (16.48)	419 (80.27)	65 (4.22)	224 (14.55)	1251 (81.23)
Social networks are quick in addressing issues as they arise	15 (4.97)	59 (19.54)	228 (75.50)	39 (8.86)	91 (20.68)	310 (70.45)	10 (3.62)	49 (17.75)	217 (78.62)	26 (4.98)	118 (22.61)	378 (72.41)	90 (5.84)	317 (20.58)	1133 (73.57)
Total Number of Social Network Users		N=302			N=440			N=276			N=522			N=1540	

	Sel	ected Soc	cial Netwo	ork Users	-		-	tion of th		nt Feat	ure of So	cial Netw	orks		
Salastad Statements	Vadodara Surat Rajkot Ahmedabad Gujarat State														
Selected Statements Poor Fair Good															
Social networks effectively combine information from different websites	15 (4.97)	45 (14.90)	242 (80.13)	51 (11.59)	63 (14.32)	326 (74.09)	8 (2.90)	45 (16.30)	223 (80.80)	30 (5.75)	96 (18.39)	396 (75.86)	104 (6.75)	249 (16.17)	1187 (77.08)
Total Number of Social Network Users		N=302			N=440			N=276			N=522			N=1	540

Table Number: 4.27: Selected Social Network Users' Experiences for Time Convenience Feature of Social Networks (Responses and Percentage)																
Selected Statements	Vadodara			Surat				Rajkot			Ahmedaba	d		Gujarat	Gujarat State	
	Poor	Fair	Good	Poor	Fair	Good	Poor	Fair	Good	Poor	Fair	Good	Poor	Fair	Good	
Social networks save time	21 (6.95)	55 (18.21)	226 (74.83)	74 (16.82)	92 (20.91)	274 (62.27)	21 (7.61)	51 (18.48)	204 (73.91)	37 (7.09)	102 (19.54)	383 (73.37)	153 (9.94)	300 (19.48)	1087 (70.58)	
Total Number of Social Network Users	N=302			N=440			N=276				N=522			N=1540		

Table Number: 4.28: Selected Social Network Users' Experiences for Functional Value Generated from Use of Social Networks (Responses and Percentages)																
Salastad Statements		Vadodar	a	Surat				Rajkot		I	Ahmedaba	d		Gujarat St	ate	
Selected Statements	Poor	Fair	Good	Poor	Fair	Good	Poor	Fair	Good	Poor	Fair	Good	Poor	Fair	Good	
Improve knowledge	11 (3.64)	40 (13.25)	251 (83.11)	44 (10.00)	75 (17.05)	321 (72.95)	12 (4.35)	48 (17.39)	216 (78.26)	26 (4.98)	86 (16.48)	410 (78.54)	93 (6.04)	249 (16.17)	1198 (77.79)	
Help in taking informed decisions	18 (5.96)	68 (22.52)	216 (71.52)	69 (15.68)	95 (21.59)	276 (62.73)	26 (9.42)	63 (22.83)	187 (67.75)	36 (6.90)	103 (19.73)	383 (73.37)	149 (9.68)	329 (21.36)	1062 (68.96)	
Easy to upload & share photos & Videos	12 (3.97)	47 (15.56)	243 (80.46)	31 (7.05)	68 (15.45)	341 (77.50)	9 (3.26)	36 (13.04)	231 (83.70)	25 (4.79)	92 (17.62)	405 (77.59)	77 (5.00)	243 (15.78)	1220 (79.22)	
Total Number of Social Network Users	N=302			N=440			N=276				N=522		N=1540			

S	elected S	ocial Net	twork Use	rs' Expe		ble Num for Emoti		-	rated fro	m Use of	Social Ne	tworks			
				•		nses and									
Selected Statements	Vadodara			Surat			Rajkot			A	hmedaba	d	Gujarat State		
Selected Statements	Poor	Fair	Good	Poor	Fair	Good	Poor	Fair	Good	Poor	Fair	Good	Poor	Fair	Good
Influence the behaviour	31	85	186	62	99	279	25	69	182	46	115	361	164	368	1008
minuellee the behaviour	(10.26)	(28.15)	(61.59)	(14.09)	(22.50)	(63.41)	(9.06)	(25.00)	(65.94)	(8.81)	(22.03)	(69.16)	(10.65)	(23.90)	(65.45)
Makes more interactive	20	59	223	53	82	305	15	52	209	30	117	375	118	310	1112
	(6.62)	(19.54)	(73.84)	(12.05)	(18.64)	(69.32)	(5.43)	(18.84)	(75.72)	(5.75)	(22.41)	(71.84)	(7.66)	(20.13)	(72.21)
Is enjoyable	17	49	236	36	90	314	12	39	225	28	119	375	93	297	1150
5.5	(5.63)	(16.23)	(78.15)	(8.18)	(20.45)	(71.36)	(4.35)	(14.13)	(81.52)	(5.36)	(22.80)	(71.84)	(6.04)	(19.29)	(74.68)
Is relaxing	22 (7.28)	62 (20.53)	218 (72.19)	57 (12.95)	96 (21.82)	287 (65.23)	15 (5.43)	66 (23.91)	195 (70.65)	43 (8.24)	135 (25.86)	344 (65.90)	137 (8.90)	359 (23.31)	1044 (67.79)
	20	86	196	52	98	290		67	187	60	· · · /	336		377	1009
Make feels good when sad	(6.62)	80 (28.48)	(64.90)	52 (11.82)	(22.27)	(65.91)	22 (7.97)	(24.28)	(67.75)	60 (11.49)	126 (24.14)	(64.37)	154 (10.00)	(24.48)	(65.52)
Connection with friends make	9	46	247	31	80	329	13	55	208	38	117	367	``´´		
me happy	(2.98)	(15.23)	247 (81.79)	(7.05)	(18.18)	529 (74.77)	(4.71)	(19.93)	(75.36)	(7.28)	(22.41)	(70.31)	91 (5.91)	298 (19.35)	1151 (74.74)
Connection with family make	10	49	243	43	82	315	14	52	210	43	100	379	, í	· · · /	· · · · · · · · · · · · · · · · · · ·
-	(3.31)	(16.23)	243 (80.46)	43 (9.77)	82 (18.64)	(71.59)	(5.07)	(18.84)	210 (76.09)	43 (8.24)	(19.16)	(72.61)	110	283	1147
me happy	· /	. ,	· · ·	· · ·	· · ·	· · ·	· · ·	· · ·	· · ·	· · ·	· · ·	· · ·	(7.14)	(18.38)	(74.48)
Feel less lonely	23 (7.62)	80 (26.49)	199 (65.89)	73 (16.59)	105 (23.86)	262 (59.55)	19 (6.88)	66 (23.91)	191 (69.20)	61 (11.69)	116 (22.22)	345 (66.09)	176 (11.43)	367 (23.83)	997 (64.74)
	(7.62) (26.49) (65.89)		(10.59)	(23.00)	(39.33)	(0.00) (23.91) (69.20)			(11.09)	(22.22)	(00.09)				
Total Number of Social Network Users		N=302			N=440			N=276			N=522			N=1540	

	S - 1 4 1	C 1 N		• • • •			er: 4.30:		. J. C T			l			
	selected	Social N	etwork Us	sers' Exp					ea from (Jse of So	cial Netw	orks			
(Responses and Percentages)															
Colorial Statements		Vadodai	a	Surat			Rajkot			A	hmedaba	d	Gujarat State		
Selected Statements	Poor	Fair	Good	Poor	Fair	Good	Poor	Fair	Good	Poor	Fair	Good	Poor	Fair	Good
Create new relationships	22	67	213	56	96	288	20	62	194	52	118	352	150	343	1047
	(7.28)	(22.19)	(70.53)	(12.73)	(21.82)	(65.45)	(7.25)	(22.46)	(70.29)	(9.96)	(22.61)	(67.43)	(9.74)	(22.27)	(67.99)
Improve existing relationships	23	64	215	49	102	289	29	64	183	43	136	343	144	366	1030
	(7.62)	(21.19)	(71.19)	(11.14)	(23.18)	(65.68)	(10.51)	(23.19)	(66.30)	(8.24)	(26.05)	(65.71)	(9.35)	(23.77)	(66.88)
Feels accepted by others	18	85	199	60	99	281	27	69	180	53	135	334	158	388	994
	(5.96)	(28.15)	(65.89)	(13.64)	(22.50)	(63.86)	(9.78)	(25.00)	(65.22)	(10.15)	(25.86)	(63.98)	(10.26)	(25.19)	(64.55)
Create good impression on other people	20	76	206	55	96	289	22	78	176	52	136	334	149	386	1005
	(6.62)	(25.17)	(68.21)	(12.50)	(21.82)	(65.68)	(7.97)	(28.26)	(63.77)	(9.96)	(26.05)	(63.98)	(9.68)	(25.06)	(65.26)
Give social approval	20	94	188	66	120	254	27	66	183	45	156	321	158	436	946
	(6.62)	(31.13)	(62.25)	(15.00)	(27.27)	(57.73)	(9.78)	(23.91)	(66.30)	(8.62)	(29.89)	(61.49)	(10.26)	(28.31)	(61.43)
Provide social support	21	82	199	51	114	275	30	53	193	43	156	323	145	405	990
	(6.95)	(27.15)	(65.89)	(11.59)	(25.91)	(62.50)	(10.87)	(19.20)	(69.93)	(8.24)	(29.89)	(61.88)	(9.42)	(26.30)	(64.29)
Total Number of Social Network Users	N=302			N=440			N=276				N=522		N=1540		

	Table Number: 4.31: Selected Social Network Users' Experiences for Monetary Value Generated from Use of Social Networks (Responses and Percentages)															
Selected Statements	Vadodara			Surat			Rajkot			A	hmedaba	d	Gujarat State			
	Poor	Fair	Good	Poor	Fair	Good	Poor	Fair	Good	Poor	Fair	Good	Poor	Fair	Good	
Useful for developing business	11	53	238	49	95	296	19	43	214	31	105	386	110	296	1134	
	(3.64)	(17.55)	(78.81)	(11.14)	(21.59)	(67.27)	(6.88)	(15.58)	(77.54)	(5.94)	(20.11)	(73.95)	(7.14)	(19.22)	(73.64)	
Provide new business opportunities	13	68	221	58	97	285	23	52	201	27	118	377	121	335	1084	
	(4.30)	(22.52)	(73.18)	(13.18)	(22.05)	(64.77)	(8.33)	(18.84)	(72.83)	(5.17)	(22.61)	(72.22)	(7.86)	(21.75)	(70.39)	
Save money	29	64	209	67	95	278	31	56	189	41	113	368	168	328	1044	
	(9.60)	(21.19)	(69.21)	(15.23)	(21.59)	(63.18)	(11.23)	(20.29)	(68.48)	(7.85)	(21.65)	(70.50)	(10.91)	(21.30)	(67.79)	
Offer value for money	28	69	205	65	97	278	24	65	187	36	116	370	153	347	1040	
	(9.27)	(22.85)	(67.88)	(14.77)	(22.05)	(63.18)	(8.70)	(23.55)	(67.75)	(6.90)	(22.22)	(70.88)	(9.94)	(22.53)	(67.53)	
Helps in generation of money	32	77	193	68	98	274	29	60	187	29	120	373	158	355	1027	
	(10.60)	(25.50)	(63.91)	(15.45)	(22.27)	(62.27)	(10.51)	(21.74)	(67.75)	(5.56)	(22.99)	(71.46)	(10.26)	(23.05)	(66.69)	
Total Number of Social Network Users	N=302			N=440			N=276				N=522			N=1540		

	Table Number: 4.32: Selected Social Network Users' Perceived Usefulness from Use of Social Networks														
		Selec	cted Social	l Networ			d Usefuln d Percen		Use of S	ocial Netv	works				
Selected Statements	Vadodara				Surat			Rajkot			Ahmedaba	ıd	Gujarat State		
Selected Statements	DA	Ν	А	DA	Ν	Α	DA	Ν	Α	DA	Ν	А	DA	Ν	Α
Access skills of other users	17	45	240	59	77	304	13	55	208	39	59	424	128	236	1176
	(5.63)	(14.90)	(79.47)	(13.41)	(17.50)	(69.09)	(4.71)	(19.93)	(75.36)	(7.47)	(11.30)	(81.23)	(8.31)	(15.32)	(76.36)
Use expertise of other	16	48	238	52	83	305	11	44	221	39	59	424	118	234	1188
	(5.30)	(15.89)	(78.81)	(11.82)	(18.86)	(69.32)	(3.99)	(15.94)	(80.07)	(7.47)	(11.30)	(81.23)	(7.66)	(15.19)	(77.14)
Get connected with other	8	35	259	28	60	352	12	30	234	19	51	452	67	176	1297
	(2.65)	(11.59)	(85.76)	(6.36)	(13.64)	(80.00)	(4.35)	(10.87)	(84.78)	(3.64)	(9.77)	(86.59)	(4.35)	(11.43)	(84.22)
Get information from all around the world	7	23	272	29	50	361	10	26	240	26	35	461	72	134	1334
	(2.32)	(7.62)	(90.07)	(6.59)	(11.36)	(82.05)	(3.62)	(9.42)	(86.96)	(4.98)	(6.70)	(88.31)	(4.68)	(8.70)	(86.62)
Can work beyond geographical boundaries	10	40	252	30	67	343	17	32	227	33	62	427	90	201	1249
	(3.31)	(13.25)	(83.44)	(6.82)	(15.23)	(77.95)	(6.16)	(11.59)	(82.25)	(6.32)	(11.88)	(81.80)	(5.84)	(13.05)	(81.10)
Use because my friends use it	46	73	183	80	67	293	46	45	185	66	53	403	238	238	1064
(for connection)	(15.23)	(24.17)	(60.60)	(18.18)	(15.23)	(66.59)	(16.67)	(16.30)	(67.03)	(12.64)	(10.15)	(77.20)	(15.45)	(15.45)	(69.09)
Use because my family uses it (for connection)	50	78	174	103	78	259	42	52	182	58	61	403	253	269	1018
	(16.56)	(25.83)	(57.62)	(23.41)	(17.73)	(58.86)	(15.22)	(18.84)	(65.94)	(11.11)	(11.69)	(77.20)	(16.43)	(17.47)	(66.10)
Get updated information	11	28	263	43	81	316	17	28	231	25	52	445	96	189	1255
	(3.64)	(9.27)	(87.09)	(9.77)	(18.41)	(71.82)	(6.16)	(10.14)	(83.70)	(4.79)	(9.96)	(85.25)	(6.23)	(12.27)	(81.49)
Get access to the issues as they arise	15	58	229	43	91	306	17	47	212	27	81	414	102	277	1161
	(4.97)	(19.21)	(75.83)	(9.77)	(20.68)	(69.55)	(6.16)	(17.03)	(76.81)	(5.17)	(15.52)	(79.31)	(6.62)	(17.99)	(75.39)
Save time in connecting with other users	16	45	241	50	67	323	22	30	224	24	73	425	112	215	1213
	(5.30)	(14.90)	(79.80)	(11.36)	(15.23)	(73.41)	(7.97)	(10.87)	(81.16)	(4.60)	(13.98)	(81.42)	(7.27)	(13.96)	(78.77)
Feel easy to maintain relationships	20	72	210	49	97	294	19	59	198	47	79	396	135	307	1098
	(6.62)	(23.84)	(69.54)	(11.14)	(22.05)	(66.82)	(6.88)	(21.38)	(71.74)	(9.00)	(15.13)	(75.86)	(8.77)	(19.94)	(71.30)
Help in development of business	20	30	252	43	80	317	18	40	218	41	64	417	122	214	1204
	(6.62)	(9.93)	(83.44)	(9.77)	(18.18)	(72.05)	(6.52)	(14.49)	(78.99)	(7.85)	(12.26)	(79.89)	(7.92)	(13.90)	(78.18)
Help to take informed decisions	14	31	257	31	51	358	11	38	227	25	61	436	81	181	1278
	(4.64)	(10.26)	(85.10)	(7.05)	(11.59)	(81.36)	(3.99)	(13.77)	(82.25)	(4.79)	(11.69)	(83.52)	(5.26)	(11.75)	(82.99)
Improved my knowledge	9	24	269	40	39	361	9	17	250	22	34	466	80	114	1346
	(2.98)	(7.95)	(89.07)	(9.09)	(8.86)	(82.05)	(3.26)	(6.16)	(90.58)	(4.21)	(6.51)	(89.27)	(5.19)	(7.40)	(87.40)
Easily upload photos & videos	11	30	261	32	51	357	12	23	241	21	49	452	76	153	1311
	(3.64)	(9.93)	(86.42)	(7.27)	(11.59)	(81.14)	(4.35)	(8.33)	(87.32)	(4.02)	(9.39)	(86.59)	(4.94)	(9.94)	(85.13)

Selected Statements		Vadodar	a		Surat			Rajkot			Ahmedaba	d	Gujarat State			
Selected Statements	DA	Ν	А	DA	Ν	Α	DA	Ν	А	DA	Ν	А	DA	Ν	А	
Make me more interactive	24	57	221	59	72	309	19	70	187	39	114	369	141	313	1086	
	(7.95)	(18.87)	(73.18)	(13.41)	(16.36)	(70.23)	(6.88)	(25.36)	(67.75)	(7.47)	(21.84)	(70.69)	(9.16)	(20.32)	(70.52)	
Enjoy while using	15	42	245	36	84	320	18	35	223	31	78	413	100	239	1201	
	(4.97)	(13.91)	(81.13)	(8.18)	(19.09)	(72.73)	(6.52)	(12.68)	(80.80)	(5.94)	(14.94)	(79.12)	(6.49)	(15.52)	(77.99)	
Feel relaxed when I use	19	74	209	45	80	315	26	47	203	37	88	397	127	289	1124	
	(6.29)	(24.50)	(69.21)	(10.23)	(18.18)	(71.59)	(9.42)	(17.03)	(73.55)	(7.09)	(16.86)	(76.05)	(8.25)	(18.77)	(72.99)	
Feel good when I use	21	64	217	40	79	321	19	45	212	43	83	396	123	271	1146	
	(6.95)	(21.19)	(71.85)	(9.09)	(17.95)	(72.95)	(6.88)	(16.30)	(76.81)	(8.24)	(15.90)	(75.86)	(7.99)	(17.60)	(74.42)	
Feel less lonely when I use	28	78	196	54	104	282	31	46	199	58	88	376	171	316	1053	
	(9.27)	(25.83)	(64.90)	(12.27)	(23.64)	(64.09)	(11.23)	(16.67)	(72.10)	(11.11)	(16.86)	(72.03)	(11.10)	(20.52)	(68.38)	
Feel accepted by others	22	72	208	51	81	308	23	43	210	35	71	416	131	267	1142	
	(7.28)	(23.84)	(68.87)	(11.59)	(18.41)	(70.00)	(8.33)	(15.58)	(76.09)	(6.70)	(13.60)	(79.69)	(8.51)	(17.34)	(74.16)	
Create good impression on other people	32	81	189	50	106	284	18	62	196	51	107	364	151	356	1033	
	(10.60)	(26.82)	(62.58)	(11.36)	(24.09)	(64.55)	(6.52)	(22.46)	(71.01)	(9.77)	(20.50)	(69.73)	(9.81)	(23.12)	(67.08)	
Can change perception of other users about me	34	72	196	48	98	294	29	52	195	58	103	361	169	325	1046	
	(11.26)	(23.84)	(64.90)	(10.91)	(22.27)	(66.82)	(10.51)	(18.84)	(70.65)	(11.11)	(19.73)	(69.16)	(10.97)	(21.10)	(67.92)	
Get social support	37	70	195	53	89	298	24	63	189	57	102	363	171	324	1045	
	(12.25)	(23.18)	(64.57)	(12.05)	(20.23)	(67.73)	(8.70)	(22.83)	(68.48)	(10.92)	(19.54)	(69.54)	(11.10)	(21.04)	(67.86)	
Get value for the money	28	78	196	49	97	294	25	53	198	53	100	369	155	328	1057	
	(9.27)	(25.83)	(64.90)	(11.14)	(22.05)	(66.82)	(9.06)	(19.20)	(71.74)	(10.15)	(19.16)	(70.69)	(10.06)	(21.30)	(68.64)	
Can generate money through connections	18	42	242	27	45	368	13	25	238	16	59	447	74	171	1295	
	(5.96)	(13.91)	(80.13)	(6.14)	(10.23)	(83.64)	(4.71)	(9.06)	(86.23)	(3.07)	(11.30)	(85.63)	(4.81)	(11.10)	(84.09)	
Helped in sharing information	19	58	225	36	77	327	17	47	212	35	74	413	107	256	1177	
	(6.29)	(19.21)	(74.50)	(8.18)	(17.50)	(74.32)	(6.16)	(17.03)	(76.81)	(6.70)	(14.18)	(79.12)	(6.95)	(16.62)	(76.43)	
Helped in acquiring Knowledge	13	58	231	46	95	299	20	41	215	32	83	407	111	277	1152	
	(4.30)	(19.21)	(76.49)	(10.45)	(21.59)	(67.95)	(7.25)	(14.86)	(77.90)	(6.13)	(15.90)	(77.97)	(7.21)	(17.99)	(74.81)	
Helped in increasing contacts	38	77	187	53	102	285	29	60	187	58	95	369	178	334	1028	
	(12.58)	(25.50)	(61.92)	(12.05)	(23.18)	(64.77)	(10.51)	(21.74)	(67.75)	(11.11)	(18.20)	(70.69)	(11.56)	(21.69)	(66.75)	
Helped in improving relations	35	83	184	58	98	284	30	58	188	59	111	352	182	350	1008	
	(11.59)	(27.48)	(60.93)	(13.18)	(22.27)	(64.55)	(10.87)	(21.01)	(68.12)	(11.30)	(21.26)	(67.43)	(11.82)	(22.73)	(65.45)	
Helped in expanding business	11	70	221	40	87	313	21	40	215	28	91	403	100	288	1152	
	(3.64)	(23.18)	(73.18)	(9.09)	(19.77)	(71.14)	(7.61)	(14.49)	(77.90)	(5.36)	(17.43)	(77.20)	(6.49)	(18.70)	(74.81)	
Total Number of Social Network Users		N=302		N=440			N=276				N=522		N=1540			
Note: DA = Disagree, N = Neutra	al and A :	= Agree														

	Table Number: 4.33:														
	Selected Social Network Users' Behavioural Intentions from the Use of Social Networks														
	(Responses and Percentages) Vadodara Surat Rajkot Ahmedabad Gujarat State														
Selected Statements	DA	v adodar N	a A	DA	Surat N	Α	DA	Rajkot N	Α	DA	N	A	DA	N	A
My behaviour gets	34	80	188	64	111	265	37	59	180	55	96	371	190	346	1176
influenced with the use	(11.26)	(26.49	(62.25)	(14.55)	(25.23)	(60.23)	(13.41)	(21.38)	(65.22)	(10.54)	(18.39)	(71.07)	(12.34)	(15.32)	(76.36)
Intend to say positive	20	54	228	42	83	315	24	37	215	38	96	388	124	270	1188
things about using	(6.62)	(17.88)	(75.50)	(9.55)	(18.86)	(71.59)	(8.70)	(13.41)	(77.90)	(7.28)	(18.39)	(74.33)	(8.05)	(15.19)	(77.14)
Expect to continue the use in future	6	51	245	33	63	344	20	30	226	21	82	419	80	226	1297
	(1.99)	(16.89)	(81.13)	(7.50)	(14.32)	(78.18)	(7.25)	(10.87)	(81.88)	(4.02)	(15.71)	(80.27)	(5.19)	(11.43)	(84.22)
Expect to use for acquiring information	23	54	225	40	71	329	19	24	233	27	76	419	109	225	1334
	(7.62)	(17.88)	(74.50)	(9.09)	(16.14)	(74.77)	(6.88)	(8.70)	(84.42)	(5.17)	(14.56)	(80.27)	(7.08)	(8.70)	(86.62)
Expect to use for acquiring Knowledge	27	52	223	42	56	342	33	45	198	22	67	433	124	220	1249
	(8.94)	(17.22)	(73.84)	(9.55)	(12.73)	(77.73)	(11.96)	(16.30)	(71.74)	(4.21)	(12.84)	(82.95)	(8.05)	(13.05)	(81.10)
Expect to use for connecting people	24	60	218	33	80	327	26	33	217	40	64	418	123	237	1064
	(7.95)	(19.87)	(72.19)	(7.50)	(18.18)	(74.32)	(9.42)	(11.96)	(78.62)	(7.66)	(12.26)	(80.08)	(7.99)	(15.45)	(69.09)
Expect to use for expanding business	27	72	203	50	87	303	40	51	185	30	91	401	147	301	1018
	(8.94)	(23.84)	(67.22)	(11.36)	(19.77)	(68.86)	(14.49)	(18.48)	(67.03)	(5.75)	(17.43)	(76.82)	(9.55)	(17.47)	(66.10)
Intend to use to forward content shared by others	23	66	213	43	78	319	25	36	215	40	92	390	131	272	1255
	(7.62)	(21.85)	(70.53)	(9.77)	(17.73)	(72.50)	(9.06)	(13.04)	(77.90)	(7.66)	(17.62)	(74.71)	(8.51)	(12.27)	(81.49)
Intend to use to contribute new content	19	63	220	49	67	324	30	48	198	29	72	421	127	250	1161
	(6.29)	(20.86)	(72.85)	(11.14)	(15.23)	(73.64)	(10.87)	(17.39)	(71.74)	(5.56)	(13.79)	(80.65)	(8.25)	(17.99)	(75.39)
I intend to use to retrieved content from other websites	21	69	212	34	83	323	18	38	220	31	80	411	104	270	1213
	(6.95)	(22.85)	(70.20)	(7.73)	(18.86)	(73.41)	(6.52)	(13.77)	(79.71)	(5.94)	(15.33)	(78.74)	(6.75)	(13.96)	(78.77)
Total Social Network Users Note: DA = Disagree, N = N	eutral an	$\frac{N=302}{d A = Ag}$	ree		N=440			N=276			N=522			N=1540	

Table Number: 4.34: Selected Social Network Users' Attitudes from the Use of Social Networks (Responses and Percentages)															
Selected Statements		Vadodai	a		Surat			Rajkot			Ahmedaba	ıd			
Selected Statements	DA	Ν	Α	DA	Ν	Α	DA	Ν	Α	DA	Ν	Α	DA	Ν	А
Feel social networks reliable for sharing information	30 (9.93)	60 (19.87)	212 (70.20)	49 (11.14)	71 (16.14)	320 (72.73)	26 (9.42)	44 (15.94)	206 (74.64)	43 (8.24)	82 (15.71)	397 (76.05)	148 (9.61)	257 (16.69)	1135 (73.70)
Using social networks is a good idea	13 (4.30)	45 (14.90)	244 (80.79)	43 (9.77)	57 (12.95)	340 (77.27)	23 (8.33)	49 (17.75)	204 (73.91)	28 (5.36)	54 (10.34)	440 (84.29)	107 (6.95)	205 (13.31)	1228 (79.74)
I am in favour of using social networks	12 (3.97)	52 (17.22)	238 (78.81)	31 (7.05)	87 (19.77)	322 (73.18)	12 (4.35)	28 (10.14)	236 (85.51)	21 (4.02)	69 (13.22)	432 (82.76)	76 (4.94)	236 (15.32)	1228 (79.74)
Total Number of Social Network Users	letwork Users N=302			N=440		N=276		N=522			N=1540				
Note: $DA = Disagree, N = neutr$	al and A	= Agree													

ANNEXURE:06:

DETAILS OF CODES FOR PLS-SEM

	Table Number: 5.65: List of the Selected Statements for the Selected SNWs Users Attributes				
Sr. No.	Selected Statement's Code	Key Statements of Attributes of Selected Social Network Users			
01	AccEP 5.01	SNWs help in taking advantage of knowledge & skills of other users			
02	AccEP 5.02	SNWs make us to use the expertise of other users			
03	AccEP 5.03	SNWs users easily get connected to each other.			
04	AccEP 5.04	SNWs make possible to get the information from all around the world			
05	AccEP 5.05				
06	ExtEP 5.06	SNWs gets updated fast			
07					
08	IntEP 5.08	SNWs effectively combine information from different websites			
09					
Notes	Accessibility (Acc	EP), Extensibility (ExtEP), integration (IntEP) and time convenience (TCEP)			

	Table Number: 5.66: List of the Selected Statements for Perceived Usefulness of Selected Social Networks					
Sr. No.	Selected Statement's Code	Key Selected Statements of Attributes of Selected Social Network Users				
		Total PU1				
01	PU6.23	I can create good impression on other people				
02	PU6.25	I get social support via SNWs				
03	PU6.21	I feel less lonely when I use SNWs				
04	PU6.19	I feel relaxed when I use SNWs				
05	PU6.24	I can change perception of other users about me				
06	PU6.22	I feel accepted by others				
07	PU6.17	I have become more interactive after joining SNWs				
08	PU6.26	I get value for the money				
09	PU6.27	I can generate money through connections of SNWs				
	Total PU2					
10	PU6.01	I can access the skills of other users through SNWs				
11	PU6.03	I get connected with the other SNWs users				
12	PU7.01	SNWs had helped in sharing information				
13	PU6.05	I can work with SNWs beyond geographical boundaries				
14	PU6.04	I get information from all around the world				
15	PU6.02	I can use expertise of other users				
16	PU6.09	I get access to the issues as they arise				
17	PU6.15	I have improved my knowledge through SNWs				
	Total PU3					
18	PU6.18	I enjoy using SNWs				
19	PU6.16	I can easily upload photos & videos				
20	PU6.20	I feel good when I use SNWs				
Total I	PU4					
21	PU6.06	I use SNWs because my friends use it				
22	PU6.07	I use SNWs because my family uses it				
Note :	Note : Perceived Usefulness (PU)					

Sr. No.	Selected Statement's Code	ments for the Selected Value Created through use of Selected Social Networks Key Statements of the Selected Attributes of the Selected Social network users
01	FVEP 5.12	SNWs improve my knowledge
02	FVEP 5.13	SNWs help me to take informed decisions
03	FVEP 5.14	Uploading & sharing of photos & Videos is easy in SNWs
04	SVEP 5.23	SNWs improve my existing relationships
05	SVEP 5.24	SNWs make me feel accepted by others
06	SVEP 5.25	SNWs help me to create good impression on other people
07	SVEP 5.26	SNWs give me a social approval
08	SVEP 5.27	SNWs provide me a social support
09	EV(SV)EP 5.22	SNWs create new relationships
10	EVEP 5.15	SNWs make me more interactive
11	EVEP 5.16	SNWs are enjoyable
12	EVEP 5.17	SNWs are relaxing
13	EVEP 5.18	SNWs make me feel good when I am sad
14	EVEP 5.19	Connection with friends make me happy
15	EVEP 5.20	Connection with family make me happy
16	EVEP 5.21	Use of SNWs makes me feel less lonely
17	MVEP 5.11	SNWs are useful for developing business
18	MVEP 5.28	SNWs provide me new business opportunities
19	MVEP 5.29	SNWs save money
20	MVEP 5.30	SNWs offer value for the money
21	MVEP 5.31	SNWs help in generation of money

	Table Number: 5.68: List of the Selected Statements for Attitude and Behavioural intention for Use of Selected Social Networks					
Sr. No.	Selected Statement's Key Statements of the Selected Social network users Attributes Code Code					
		Attitude				
01	BIAtt7.09	Using SNWs is a good idea				
02	BIAtt7.10	I am in favour of using SNWs				
	Behavioural intention					
01	BI7.08	My dependency on SNWs are increasing for acquiring information				
02	BI7.11	My dependency on SNWs are increasing for acquiring Knowledge				
03	BI7.12	My dependency on SNWs are increasing for connecting people				
04	BI7.13	My dependency on SNWs are increasing for expanding my business				
		Future Use Intention				
01	BI7.07	I expect my use of SNWs to continue in the future				
02	BI7.14	I intend to use SNWs to forward content shared by others				
03	BI7.15	I intend to use SNWs to contribute new content				
04	BI7.16	I intend to use SNWs to retrieved content from other websites				
Note:	Note: Attitude (Att) and Behavioural intention (BI)					

ISSN - 2229-3620 APPROVED UGC CARE



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AN EMPIRICAL STUDY ON PERCEIVED USEFULNESS OF SOCIAL NETWORKS IN VALUE CREATION FOR USERS IN VADODARA CITY OF THE GUJARAT STATE Prof. Parimal H. Vyas* Ms. Parinda V. Doshi**

ABSTRACT

There were 1,857 million social network users in 2014 which increased to 2,307 million in 2016 and 3,484 million till January 2019 (Datareportal, n.d). Increase in the usage of social network can be attributed to easy accessibility of social networks from any place; integration of content offered through social networks; time convenience; and varied application of the social network. These features of social networks led to the creation of different value based on the purpose of usage of the networks. In this research paper, an attempt has been made to understand the effect of accessibility, extensibility, integrity of content and time convenience on perceived usefulness of social network; and the effect of perceived usefulness on the value creation namely functional, social, emotional and monetary from its usage amongst different social network users of Vadodara city in Gujarat State. For the purpose primary data were collected from 302 social network users through structured non-disguised research instrument and were analysed using descriptive statistics, correlations and hypotheses were tested using t-test. The researcher has offered implications of the research study which can help for strategy formulation for social network service providers. **Keywords :** Social Network, Perceived Usefulness, Value Creation, Attitude, Behaviour Intention

1.0: INTRODUCTION

There is a constant increase in the usage of internet due to the ease in availability of network connection and the instrument with which it can be operated. Development of technology had made net connections and instrument less costly. This had made it affordable for more number of people. There are various applications which runs with help of internet. These applications serve variety of needs of the users. Social networks applications are one among them.

Social networks are the information technology products and services that enable the formation and operation of online communities. In it participants have distributed access to content and distributed rights to create, add or modify content (Chui, Manyika, Bughin, ... & Westergren 2012). Social networks provide access to information and people around the world. Users can represent themselves better through the integration of different features and information available on such networks. As social networks applications works with the helps of internet, users can connect anyone anywhere 24x7. Social networks users can circulate information more easily and promptly than other modes of communication. These features of social technologies build a perception of the usefulness of the technologies and thus affect the purpose of the usage of technologies. Usage of social networks for different purposes creates different types of values for its users. The section below gives a selective review of literature on social networks, perceived usefulness and value creation.

2.0: **REVIEW OF LITERATURE**

Ellison and Boyd (2013) highlighted changes that took place in social network sites over a period of time. The research work provides an accurate definition of Social Networking Sites and articulates features and

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frameworks that are salient to users.

Yang & Brown (2015) examined social network useful for seeking information about peers, communicating with friends, pursuing new relationships, and gaming with others. Mangold and Faulds (2009) found social networks being used as a hybrid element of promotion mix by the organisation. Dennison, Bourdage-Braun, and Chetuparambil (2009) observed users accessing social knowledge and sharing their experience through social networks. Boase, Horrigan, Wellman, & Rainie (2006) examined the increasing role of new communication technologies like email, cell phones, and instant messaging in connecting network members. Chhiato (2018) viewed social networks as the most powerful tool for disseminating information in the digital world.

Han and Windsor (2011) detected the significant and positive effect of perceived playfulness on the user's perceived value of online connections on social networks. Chen, Sharma & Rao (2016) noticed a significant role of perceived enjoyment, perceived network manageability, age and length of site use (relational capital) in cultivating members' continued social networks use.

Davis (1989) developed a measurement scale for two specific variables, perceived usefulness and perceived ease of use, for predicting user acceptance of technology.

Pavlou (2003) examined the importance of perceived usefulness, perceived ease of use and perceived risk on acceptance of e-commerce. Min and Kim (2015) found motivation of relationship management through SNS and perceived usefulness of SNS for self-presentation lead users to disclose information.

Carlson, Wyllie, Rahman & Voola (2019) examined effectiveness of customer participation on value creation (functional, relational, emotional, and entitativity value) from the customer perspective. Wu, Xiao & Xie (2020) discussed the role played by social networks in providing service innovation to the customer and it's used as a tool for value co-creation between firms and exceptional customers.

4.0: Objectives of the Research Study :

In view of the literature review, the current study was undertaken with an aim to understand, examine and evaluate the perceived usefulness of selected social networks in value creation for social network users in Vadodara city of Gujarat State.

The other objectives of the research study are as follows.

To assess the relationship between experience for accessibility, extensibility, integration of content, time convenience, functional value, social value, emotional value, and monetary value with the perception of the usefulness of social networks;

To study the linkage between perceived usefulness, behavioural intention, and positive attitudes of users of social networks.

4.1: Hypotheses of the Research Study :

H1: Greater the experience for accessibility, extensibility, integration and time convenience more will be the perception of the usefulness of social networks.

H2: Greater the perceived usefulness more positive attitudes, and stronger the behavioural intention shall be, towards using social networks of selected users of social networks (Yang, 2006).

H3: There is a relationship between perception of usefulness and the function; social value; emotional value and monetary value generated from the usage of social networks.

5.0 RESEARCH METHODOLOGY

Owing to such an increase in usage of social networks, an attempt was made to examine the relation of variables: accessibility, extensibility, integration of content, time convenience on the perception of usefulness and experience which in turn affected behaviour intention, attitude, and values generated by the usage of networks. Values for the purpose of study are functional, social, emotional and monetary value. For the purpose, data were collected through a structured questioner in Google form. Convenience sampling technique was used to collect responses from 302 crosssection social network users of Vadodara city in the month of September and October of the year 2018. The Questionnaires consist of neutrally worded questions and the users were asked to rate their perception for factors

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affecting usefulness, behaviour intention, attitude and the values created using a five-point Likert scale. Demographic background variables covered in the research study include the city in which they stay, age, gender, marital status, family type, education qualification, occupation, annual income, number of dependent family members and number of earning family members. The structured questionnaire was pre-tested with the help of the pilot study. Reliability of the structured questionnaire was measure through Cronbach's Coefficient Alpha equivalent to the average of all the split-half correlation coefficients. Cronbach's Alpha score of the questionnaire was 0.986 which shows that questionnaire constructes was reliable.

6.0 DATAANALYSISAND INTERPRETATION :

The researcher after collection of primary data had attempted to analyse, interpret, and report its results arrived at by using SPSS 15.0 for windows. The collected primary data were tabulated, analysed, interpreted and results have been presented in the section. Table 2 represents the demographic detail of the respondents.

	Table 2: Demograph Parameters	Responses	Percentage
	18 to 30Years	208	68.87
	31 to 45 Years	70	23.18
Ago (In Voorg)	46 to 60 Years	16	5.30
Age (In Years)	More than 60 Years	8	2.65
	Total	302	100
	Male	125	41.39
Gender	Female	123	58.61
Genuer	Total	<u> </u>	100.00
	Married	105	34.77
	Unmarried	103	62.91
Marital Status		7	2.32
	Single		
	Total Joint	302	100.00
Family Type		162	53.64
Family Type	Nuclear	140	46.36
	Total	302	100.00
	Less than Graduation	68	22.52
Educational	Graduation	115	38.08
Qualifications	Post-Graduation	96	31.79
2	Professional Degree	23	7.62
	Total	302	100.00
	Home Maker	48	15.89
	Businessman/Woman	31	10.26
Occupation	Self-Employed	88	29.14
Occupation	Service	80	26.49
	Professional	55	18.21
	Total	302	100.00
	Less than Rs. 4 Lakhs	150	49.67
Annual Family	Rs. 4 to 8 Lakhs	81	26.82
Annual Family Income	Rs. 8 to 12 Lakhs	41	13.58
mcome	More than Rs.12 Lakhs	30	9.93
	Total	302	100.00

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7.0: FINDINGS OF THE RESEARCH STUDY

In order to examine the relationships among the variable test of correlation was performed. A normality test was also carried to identify the correlation test to be applied to the data. As the sample size is large (n >100) Kolmogorov-Smirnova test of normality was performed. P-value of the questionnaire was 0.00, hence we reject the null hypothesis for the data been normally distributed.

As the data was not normaly distributed and ties were examined between the variables Kendall's tau

correlation was carried on to identify the relationships among the variables. Significance of the correlation was tested at 0.01 levels using the t-test. Results of Kendall's tau correlation are shown in table 6. Correlation among the variables is said to high when r^2 >.50 and low when r^2 <.50.

Table 6 shows the result of correlation between experience for accessibility, extensibility, integration and time convenience with perceived usefulness.

	Table 6: Correlations between Perceived Usefulness and Factors under Study					
Sr. No.	Factors	Perceived Usefulness				
1	Accessibility	.453**				
2	Extensibility	.419**				
3	Integration	.411**				
4	Time Convenience	.373**				

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

There was low degree of positive correlation between perceived usefulness and accessibility, extensibility, integration of content, time convenience. This means that with the increase in experience of accessibility, extensibility, integration of content and time convenience there is an increase in the perception of the usefulness of social networks. The correlation was also examined significant at 0.01 level. Hence the hypothesis 'Greater the experience for accessibility, extensibility, integration and time convenience more will be the perception of the usefulness of social networks' is accepted.

Table 7 depicts the result of the test of perceived usefulness with attitudes and behavioural intention.

	Table 7: Correlations between Perceived Usefulness and Factors under Study					
Sr. No.	Factors	Perceived Usefulness				
1	Attitude	.613**				
2	Behaviour Intention	.647**				

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

A high degree of positive correlation was seen between the perception of usefulness, and attitude and behaviour intention towards the usage of social networks. Correlation among the variables was also examined significant at 0.01 level.

Hence when people perceived social networks to useful they develop a positive attitude towards usage of

networks and thus have stronger behaviour intention of using the network. On the basis of correlation and t-test for identifying significant correlation, we accept the hypothesis 'Greater the perceived usefulness more positive attitudes, and stronger the behavioural intention shall be, towards using social networks of selected users of social networks'.

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Table 8 illustrates the result of correlation between perceived usefulness and the values namely function,

social, emotional and monetary.

	Table 8: Correlations between Perceived Usefulness and Factors under Study					
Sr. No.	Factors	Perceived Usefulness				
1	Functional Value	.501**				
2	Social Value	.548**				
3	Emotional Value	.416**				
4	Monetary Value	.458**				

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

A high degree of positive correlation was examined between the perception of usefulness and the social and functional values. While low degree of positive correlation was examined with emotional and monetary value. These correlations were observed signification at 0.01 level. This means that perceived usefulness had a significant positive relationship with the values generated from the usage of a network. On the basis of correlation and t-test for identifying significant correlation, we accept the hypothesis 'There is a relationship between perception of usefulness and the function; social value; emotional value and monetary value generated from the usage of social networks'.

8.0 IMPLICATIONS OF THE RESEARCH STUDY

Social networks are the application that runs with the help of the Internet. Social network users actually experience, receiving and delivering information beyond geographical boundaries at any time they desire. Social networks providing more accessibility to knowledge, information, and connectivity to the people are perceived more useful by its users. Social networks not only help in circulation of knowledge, information or creative work within the group but also outside the group. This feature had facilite users in increasing their reach. Users, who are creative, often use various features of the social networks to enhance their creativity and to showcase them among the other users of the network. Social networks allows them to intermix different features of same or other networks in thus exoand the reach through integration.

When social networks are able to fulfil varied

needs of users functional value is created for its users. When it helps to remain in contact with other people or help them to build and create relationship social value is created for the users. When it help to break their loneliness or provides feeling of enjoyment, emotional value is created for the users. And when social networks help users for generation or saving of money, monetary value is generated from its usage.

A social network in order to expand their usage among the users and non-users should constantly come up with such new feature which increases the accessibility, extensibility and allow integration of content and thus aid in creating different types of values from its usage. They should also assure that applications provide users with a feeling of time convenience. Social networks when comes up with such new features tend to create a positive experience and different values form its usage. A positive attitude is built up when users achieve some benefit from the usage of an application. Social networks when perceived to be more useful by the users they intend to continuously use the same application and also recommend other non-users to use a particular application for the satisfaction of the needs.

9.0 LIMITATIONS AND FUTURE OF THE RESEARCH STUDY

The current research consists of responses from the city of Vadodara only, further research can be done by collecting responses from the different cities. A comparative study can be made on the basis of responses of different cities of same or different states. Current research is conducted taking base of only four features of

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social network namely accessibility, extensibility, integration and time convenience, future research can be done by identifying more such features. Present research examined only four types of values namely, functional, social, emotional and monetary which are generated from usage of a network; future research can be undertaken examining more such values which are generated from usage of networks.

10.0 CONCLUDING REMARKS:

Varieties of social networks are used by the people for different purposes. People of different ages, gender, occupation, education qualification, etc. were found using different types of social networks to fullfill their diverse needs. All the variables under study significantly and positively affected perception of usefulness of social networks. Thus, marketer of social networks in order to increase the usage of social networks should constantly come up which the new features which satisfy a variety of needs of users pertaining to the function for which they are using the network. Marketers of other business organisation should choose such social networks for marketing purposes which are more flexible and are quick in meeting the users' needs.

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PERCEIVED USEFULNESS OF SOCIAL NETWORKS IN VALUE CREATION FOR ITS USERS

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Prof. Parimal H. Vyas**

Abstract

Social networks are widely used by the users around the world for different purposes. They are used as tool for communication among the users in the network or, for increasing the network for spread of information, or for receiving information and opinion about the product and services to be used etc. Increase in usage of social network is due the perception of usefulness of the network for different things. This paper highlights features of social network which led to the perception about its usefulness. The researcher has tried to develop and discuss a model on perceived usefulness of social networks and its effect on value creation for its users.

Key words: Social Technology, social networks, perceived usefulness, value creation

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1.0: Introduction

Internet is one of the biggest gifts of the technology. It had emerged from the ARPANET which can connect many users at a particular point of time. People using Internet in India is expected to reach 500 million by June 2018, according the 'Internet in India 2017' report published by the Internet and Mobile Association of India (IAMAI) and Kantar IMRB. The report examine number of Internet users inurban and rural areas of India as on December 2017 which are 295 million in urban areasand 186 million in rural areas (Tech Desk, 20, Feb, 2018). Use of internet for using the Social technology is one such purpose. Social technologies are Internet-based technologies that facilitate creativity, information, knowledge sharing, and collaboration (Anderson, 2007). Social technologies are primarily Internet-and mobile-based tools for sharing and discussing information among human beings. It often refers to those activities that integrate technology, telecommunications and social interaction, and the construction of words, pictures, videos and audio.Increase in use of internet in the country depicts increase in use of social technology by the people. This paper is written with an aim to highlights features of social network and discuss about the perception of usefulness of features of social networks and the different types of value created for the users by its usage. It is an initiative, which tries to develop a model on perceived usefulness of features of social networks and its effect on value creation for its users.

2.0: Key terms of the study:

2.1: Social Technology

Social Technologies begin in 1970s, through the first interactive computer terminals which was used by academics and computer scientists to created electronic bulletin board systems. Members used to post short messages about a specific area of interest on a central computer through these terminals. With the introduction of Usenet in late 1970s, the first distributed bulletin board system came into existence, which ran on university, research networks, and File Transfer protocol. Usenet help to share large content files to the computer users. In 1990s, the Internet brought data networks to the masses providing foundation for social technologies and e-commerce through Web 2.0. Web 2.0 provided large-scale social platforms by turning Internet users into content creators and distributors. Due to which Internet use became more interactive and social. Millions of Internet users share music and video files, create their own content, form

their own communities, and sharing information on a "virtual commons." People began publishing Web logs and blogs, to record their thoughts and ideas in online diaries, to comment on the news, and to create an audience of other social Web users. By the year 2012, more than 1.5 Billion people around the globe were interacting with social networks at least on a monthly basis (ComScore Media Metrix data). Social technology can be further bifurcated based on the usage into:

• **Social Networks**which areweb-based services that allow individuals to construct a semipublic or public profile in a bounded system. It also articulate list of others users of the site which help users to share connections, views and thoughts.

• **Blogs/ Microblogs**which allowsusers to express themselves in a chatty, conversational manner in as many words as they like.

• **Ratings and Reviews**which aregenerally used in e-commerce website. It helps to evaluates and rate products, services, and experiences of the e-commerce site.

• Social Commercethat is used topurchase in groups and share opinion on social platforms.

• Wikis whichallow users to create and edit content on the website.More advanced wikis have a management component which allow a designated person to accept or reject changes done on the website by the other users

• **Discussion Forums**create net around a specific topic of common interest or for a specific user group around a particular piece of work

• Shared Work-Spaceswhichhelp to inter-connect environment in which all the participants in dispersed locations can access and interact with each other just as inside a single entity

• **Crowd-Sourcing**whichis viewed as aprocess of obtaining needed services, ideas, or content by soliciting contributions from a large group of people, especially an online community.

• Social Gamingis anactivity which connect user with friends and strangers to play games online

• **Media and File Sharing**thatprovides access to digital media. It helps in proving access to: computer programs; multimedia like audio, images and videos; documents and electronic books to the number of people through internet.

2.2: Social Networks

Social network services were viewed as web-based services which allow individuals to construct a public or semi-public profile within a bounded system. A social network helpsto communicateusers with the network.Users can also view the pages and details provided by other users within the system (Boyd & Ellison, 2007). Thus, it is a combination of personalized media experience, within social context of participation. Practices that differentiate social networking sites from other computer-mediated communication are: uses of profiles, friends and comments or testimonials profiles are publicly viewed, friends are publicly articulated, and comments are publicly visible. Social networking websites provide rich information about the person and his network, which can be utilized for business purposes like: advertisers to promote their brands through word-of-mouth to targeted customers, new teacher-student relationship with more interactive online sessions, embedded advertisements in online videos, provide a platform for new artists for their creativity (Jain, Gupta &Anand, 2012).

The first recognizable social networks site SixDegrees.com was launched in 1997 which allow users to create profiles and list their friends and then contact them. SixDegrees.com promoted itself as a tool which helps people to stay connected and send messages to people. From 1997 to 2001 social networking sites like Asian Avenue, Black Planet, and MiGente allowed users to create personal and professional profile. Profiles-users could identify Friends on their personal profiles without seeking approval for those connections. In 1999, Live Journal was launched; it listed one-directional connections on user pages. The Korean virtual worlds site Cyworld was started in 1999 and added SNS features in 2001. Unlike the feature already present in other web sites. Swedish web community Lunar Storm refashioned itself as an SNS in 2000. Another type of social networking sites Ryze.com was launched in 2001 which help people to leverage their business networks. The other such social networking sites were Tribe.net, LinkedIn, and Friendster. Among all the social networking sites lounged till date Friendster, Myspace, and Facebook, were the three key SNSs that shaped the business, cultural, and research landscape (Boyd & Ellison, 2007).

Social networks like Facebook, Bharatstudent, Yahoo! Pulse, Twiter, LinkedIn, Zedge.net Google+ and YouTube represent some of the most dynamic and promising manifestations of social networks in India. Social networking sites allow networking on a grand scale, where individuals can connect with others based on offline friendships, shared interests, common professional objectives, or mutual acquaintances. It also allows users to place comments, photos, videos and Web links on each other's pages also like blogs and review sites. A social networking site helps users to share information and topic of interests with dozens of other users of the sites. Thus, many times it is found that hundreds and thousands of users are depending upon the single click of one's network. Following section highlightsreasons of usage of social networking sites by the users.

With the rapid growth in the popularity of social networking sites, academic research were undertaken to examine usage patterns, self-presentation strategies, motivations, and social relationships associated with user and the social networking sites. The researches also provided an initial understanding of the phenomenon (Choi, Kim, Sung &Sohn, 2008). While the Industry surveys indicate that people join and use social networking sites to stay in touch with friends, make plans with friends and make new friends (Lenhart& Madden, 2007). Social networking sites satisfy the different needs including need for affiliation and belongingness, need for information, goal achievement, self-identity, values and notions of accepted behaviour (Ridings &Gefen, 2004). Thus it helps in satisfying the individual's cognition need to belong and level of collective self-esteem (Gangadharbatla, 2008). The extensive social interactions among many consumers of the product and services through their public personal networks have created an information-intensive environment of social networking sites where consumers can easily and quickly disseminate their thoughts and opinions. Opinion of users of social networking sites are also playing influential role on consumption and purchase of the product and services of the different business organisation. Thus social networking sites are becoming important for the users as they not only help them to stay connected but also guide them whenever they require guidance from the other users of the site. Diverse purpose of usage of social networking site is due to the features that are inbuilt in these sites.

2.2.1: Features of Social Networks

Features of social networking sites make them useful for the users. There are certain common features in the networking sites due to which users used them and get the perceived benefit from

the usage of the sites. Prahalad&Ramaswamy (2004) have viewed information access, global view, networking, experimentation and activism as features of social networks.

• *Information access* is understood as an access to unprecedented amounts of information from any corner of the world at any time at any place.

• *Global views* are opinions and interpretation of the people belonging to different culture, values, age, nationalities etc.

• *Networking* is an access to any users of the network at any time and place irrespective of where we know them or not.

• *Experimentation* is a feature, were users demonstrate their creativity and come out with innovative solution.

• When unsolicited feedback and opinion aid other people in the networks and the business organisation to take decision regarding the product and the services offered such feature of social network it termed as *Activism*(Prahalad&Ramaswamy, 2004).

Due to above mention features of social networking site it is perceived useful by the users of the site. There is no doubt that the degree of perception about usefulness of the sites do differ among the users. Degree for perception of usefulness of sites may be affected by the usage pattern, culture, age, adoption towards technology, situation, need etc.Section ahead describes the concept of perceived usefulness.

2.3: Perceived Usefulness

Davis (1989) proposed perceived usefulness is an important factor of Technology Acceptance Model (TAM). The model was originally developed to understand the causal link between external variables and user acceptance of PC-based applications, but then after it was widely used by different authors to study the acceptance of diverse technologies within and outside the organization. Similarly, Technology Acceptance Model was also used to study the different applications of social technologies by the various authors like (Moon & Kim, 2001; Gillenson&Sherrell, 2002; Koufaris, 2002; McCloskey, 2004). TAM states that when user find it is easy to master of the technology, the technology is perceived to be more useful by them. This feature of technology in turn helps in generating positive attitude and greater intention for usage of technology by the people. Perceived usefulness is the consumers' subjective perceptions about the usefulness of using any particular technology. Technology is perceived to be useful, when

consumers find it helpful in increasing their performance (Yang, 2006). Increase in the usage of technology is dependent upon the acceptance of technology by the users.

Lee (2009) found significant positively relation between adoption of information technology and the users perception about the usefulness of a system and was supported by different studies undertaken by the authors at different period of time.Perceived usefulness and perceived ease of use the social network technology affect the attitude towards the favorable or unfavorable feelings of using such technology. People use Social network technology as it allows them to form their profiles and enable people to connect with one another, increase the effectiveness of users in building and maintain relationships with other users, or allow strangers to become acquainted and keep in touch (Li &Bernoff, 2008; Pfeil,Arjan, &Zaphiris, 2009). All this things help in perceiving the technology useful for the users. Perceived usefulness was discovered an important factor that positively affects the intention to use of social network technology by (Kang & Lee, 2010; Kwon & Wen, 2010; Sledgianowski&Kulviwat, 2009). Thus it is due to the perceived usefulness that people use technology and due to the usage of technology value is created for the users of the technology. Section below discusses the concept of value creation.

2.4: Value Creation

Value creation involves innovation that establishes or increases the consumer's valuation of the benefits of consumption (use value). When value is created by the technology, the customer either is willing to pay for a novel benefit, willing to pay more for something perceived to be better, or will choose to receive a previously available benefit at a lower unit cost which often results in a greater volume purchased, or spend more time with the application to get more and more benefit from it. Thus, from the customer's viewpoint, value creation involves increasing use value or decreasing exchange value, each of which can increase the consumer surplus (V (Value)-P (Exchange Value)) (Priem, 2007). Value being a relative concept, not only differs from one user to another but is also affected by different situation faced by the users during acquisition, consumption or disposal of the offering by the organisations. Value is thus, a trade-off between the costs and benefits perceived by the users from the usage of product and services of the organisation (Brady,Knight, Cronin, Tomas, Hult&Keillor, 2005; Holbrook, 1999). Value is conceptualized in two ways by Brady et al. (2005) and Sweeney,Soutar& Johnson. (1999),

first is the generic value which is cost and benefit trade-off and the other is the service value which is between service quality attributes and sacrifice made by the users of the services.

Value creation for the users of the technology occurs when they feel getting something more by the usage of such technology, which is understood as a successful outcome of the process than just an experience of using it (Mathwick, Malhotra & Rigdon, 2001). Through the usage of social networking site users create different types of value like:

• *Functional value* which is an expectations of the users for the quality and technical support from the usage of the social network technology.

• *Social value* which is obtained when users feel to be connected with others by using the product or service of the organisation (Sheth,Newman& Gross, 1991)

• *Emotional value*which refers to the meeting of mental or psychological needs of the users of product or service of the organisation.

• *Monetary value* which is determine and created on the basis of the satisfaction of users regarding cost, time or effort spent in using a product or a service of the organisation (Sweeney &Soutar, 2001; Bolton & Drew, 1991; Monroe, 1990; Cravens, Holland, Lamb& Moncrief, 1988).

3.0: A BriefReview of Literature:

Hemmi, Bayne& Land (2009) examine usage of social technologies from education perspective. They scrutinize different kinds of teaching and learning contexts using dissimilar social technologies for diverse purposes in on-campus undergraduate courses and distance e-learning programme for postgraduate. Finding of the study concluded social technologies to have significant potential as new collaborative, volatile and challenging environments for formal learning environment whether on-campus or distance learning courses.Das &Sahoo (2011) discusses negative effect (stranger friends, health risk, reduction in work productivity, addition of social networking sites, increase in cybercrime and destroying the relationship) of social networking sites when personal information's posted. Study suggested that it is upon the individual how to use information. They instructed users to carefully utilize social networking sites for posting information which will lead to the benefit of individual and society at

large.Harris & Dennis (2011) observe influence of recommendations of Facebook friends on shopping behaviour. Study found respondent (student) initially display little interest in Facebook for shopping but trust on Facebook friends played an important role for becoming open to social e-shopping sites.Harvey, Stewart & Ewing (2011) examined the effect of involvement with YouTube mediated by sender's tie strength, sender's knowledge of sharing and amount of online communication that a sender has across the tie on forwarding videos across YouTube. Study found significant positive relationship between sender involvement with the YouTube video and the likelihood of forwarding a YouTube video across a tie. Sender's tie strength was found to have a multiplicative effect with sender involvement in decreasing likelihood of a YouTube video being forwarded across a tie. Sender's involvement in increasing likelihood of a YouTube video being forwarded across a tie. While amount of online communication that a sender has across the tie was found to have a significant multiplicative effect with sender involvement in increasing the likelihood of a YouTube video being forwarded across the tie.

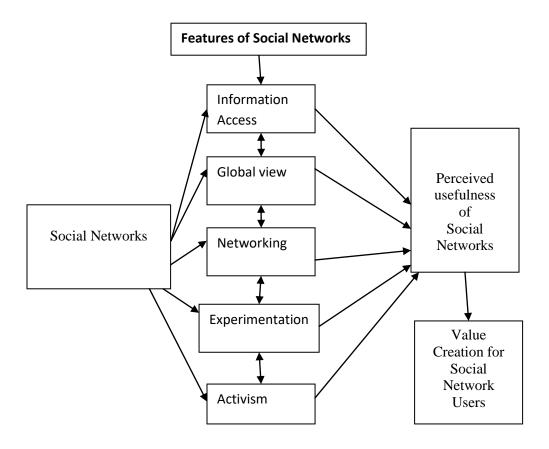
Heinrichs, Lim & Lim (2011) study perceptions of professional consumers of three social networks: Facebook, Twitter and YouTube. They viewed how consumer profiles their responses and the different mode of access adopted by them. Study found difference in use of social networking sites by user of mobile, notebook and desktop. The difference in responses was from the view point of perceive ease of use, usefulness, information quality, and feelings of enjoyment. Findings of the study are useful for designing the technology of different social networks to give maximum benefit to its users.Social networking sites facilitate the spread of information among the users, but as social networking sites have user generated information its transparency, quality and content are questionable in terms of reliability. Grill (2011) discusses whether social networking sites can be considered as a tool to elevate democracy in the country. He concluded his study with a remark that even though social networking site is a powerful tool for communication among the people, it cannot be considered a tool for promotion of democracy.

Macaulay, Keeling, McGoldrick, Dafoulas, Kalaitzakis& Keeling (2007) examined difference in the motives of users, for visiting social networking sites. Some of them visited for product information and purchase, some for seeking social support and information, others for more intense experience and greater social involvement. Author emphasises on taking care in designing web sites by the organisation for successful achievement of varied goal of users and organisation. Because failure to recognize separate needs of these clusters, may result into the difficulty in achievement of business and community building goals.Dwyer (2007) explores the use of social networking sites and instant messenger by people for interpersonal relationships. He tried to understand attitudes of user of social technology towards privacy and impression management while interacting with people. Study discovers convenience, easy access, low cost and enjoyment as the main drivers for using social networks as a communications media.Oh, Ozkaya&LaRose (2014) surveyed effect of supportive interactions on social networking sites, mediate the influence of SNS use and number of SNS friends on perceived social support, affect, sense of community, and life satisfaction. Study also looked at the relationship between supportive interaction and immediate affect after the interaction over a period of 5 days. Results of the study revealed positive relationship between supportive interaction and positive affect after the interaction. A path model revealed positive associations among the number of SNS friends, supportive interactions, affect, perceived social support, sense of community, and life satisfaction.

Nešić, Gašević, Jazayeri&Landoni (2011) studied usefulness of social networking site and how it helps in improving performance of authors in the world. In order to see the usefulness of social networking sites a software named SDArch was develop for the study. The prototype was based upon semantic web technologies and social networking. Finding of the study demonstrated the usefulness of prototype in improved effectiveness, efficiency and satisfaction of the authors, which in turns help in improving their performance.Oiarzabal (2012) inspect use of Facebook by migrants, who share a collective identity in their homeland, and are forced by structural socioeconomic or political conditions or have chosen to leave their land of origin to settle in other countries (Basque diaspora). Survey led to the conclusion that Facebook had not only help this migrant to stay in contact and be informed, but also had aid them to be reaffirm and maintain their identity in a collaborative manner.

4.0: Model of the study

There is a constant increase in the usage of social networks by the people. It may be due to its features and perception on its usefulness by their use to the users.Researcher has modified & developed a model for the study, which is broadly bifurcated into three sections. First section is 'features of social networks' adopted from Prahalad & Ramaswamy (2004) and Di Gangi (2010); usefulness' of second section is 'perceived social networks adopted from Sledgianowski&Kulviwat(2009) and Yang (2006) and last third section is of 'value creation' for the users through the usage of social networks adopted from Yang (2006).



Model of the proposed study

5.0: Significance of the study

The study has its significance not only in marketing theory, but it has extended its significance to the discipline of consumer behaviour specifically to the value creation also. The study focuses on the social networks users, and emphasis is on how social networks' help in value creation for its users. The creation of customer value has long been recognized as a central concept in marketing

(Woodruff, 1997) and the fundamental basis for all marketing activity (Holbrook, 1994). Businesses are adopting one or the other tool for value creation for its customer in order to stay and expand in the market. This study provides the detail insight on how social networks can help in creating value chain and value networks to customers as well as for business firms.

6.0: Key Discussion

Social networks are becoming prominent mode of communication among the people. Features of social networks, time convenience offered by it, economies it offer in communication and level of trust in communicating with the network had made it more popular for the usage. Present research study has identified features of social networks like:

- Access to boundless information,
- Enhancement of observation from the global point of view,
- Building and developing relation with known and unknown people around the world,
- Enhancing creativity of users through global vision and unlimited information and
- Providing unsolicited feedback that aid in taking decision regarding product and services offered by organisation.

Users of the social networks assess the networks to take benefits from these different features. Moreover each userhas their own objective for using the networks and thus perception on the usefulness of the social networks also differ from one another. Due to difference in the use of social network different types of values are created for the users. These values can be further bifurcated into functional, social, emotional and monetary value. Value so created may be individual or combination of any of them for the users of the networks.

7.0: Implication of the study

When more useful networks are perceived, more will be its usage. But the question comes that why people will perceive social networks to be useful and, the reason for the usefulness can be the diverse value created for the users by its usage. Present study will help in identifying the features of social networks which is perceived most useful for the users. It will aid in determining actual usage of social networks based on perceived usefulness and value created for the users after its usage. Simultaneously the model will help in designing more features in present social networks or designing features for new social networks which are perceived more useful and are capable of creating more value to the users.

8.0: Conclusion

Technology is changing the ways of living of the people. Usages of social networks are one of them. It has change the way people use to communicate with one another individually or in a group. This new form of communication has not only changed the way individuals look at the things but also have brought changes in the outlook of the business organisation. Social networks are becoming new tool for idea generation, innovation and marketing for individuals and business organisation. This research paper presents the discussion on the features of the social networks which led to the perception of its usefulness and the types of value it can create when used by the users from different perspectives which will also help business organisation for developing new type of value networks which will lead to satisfaction of the customers of the organisation.

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