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## THESIS ENTITLED

**“AN EMPIRICAL STUDY ON PERCEIVED  
USEFULNESS OF SOCIAL NETWORKS IN  
VALUE CREATION FOR USERS IN SELECTED  
CITIES OF THE GUJARAT STATE”**

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### **RESEARCH GUIDE**

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# **AN EMPIRICAL STUDY ON PERCEIVED USEFULNESS OF SOCIAL NETWORKS IN VALUE CREATION FOR USERS IN SELECTED CITIES OF THE GUJARAT STATE**

## **Abstract of the Ph.D Thesis**

The research was carried on with an aim to understand, examine and evaluate effect of system quality features on perceived usefulness of selected social networks. The effect of perceived usefulness on value creation, attitude and behavioural intention for social network users in selected cities of the Gujarat State viz., Ahmedabad, Rajkot, Surat and Vadodara respectively. The Ph.D. Thesis is divided into six chapters the summary of the chapters is given in brief in the following section.

### **1.0: Chapter Number One: Reviewing Manifestations of Social Networks:**

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

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

## **2.0: Chapter Number Two: Review of Literature:**

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

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

## **3.0: Chapter Number Three: Research Methodology:**

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

## **4.0: Chapter Number Four: Data Analysis & Interpretation of the Research Study:**

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

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

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

#### **5.0: Chapter Number Five: Findings and Implications of the Research Study:**

The chapter number five called as “Findings and Implications of the Research Study” has presented results of Tests of Significance (or) Testing of Hypotheses with the help of use of different statistical tools and techniques to bring out business and managerial strategic implications of this research study. The researcher had offered the findings and implications of the research study considering the inferences made based on the data analysis using Correlation; Chi-Square; T-Test; Kruskal-Wallis Test; Factor Analysis and Structural Equation Modeling (SEM) respectively.

#### **6.0: Chapter Number Six: Conclusions, Recommendations and Suggestions of the Research Study:**

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

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

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