

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

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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”**

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## **AN ABSTRACT**

Social Networks like Facebook, WhatsApp, Instagram, YouTube, etc. are becoming part of the life of Internet or social media users around the world. India is no exception to it. According to the Report of Nielson and Internet and Mobile Association of India dated 07 May, 2020 there is a constant increase in the use of Internet and Social Networks across India. Internet or social media users use the social network for a variety of purpose and different type of social network serves different purposes of the social network users. The present research study was undertaken to understand the factors that played an important role for the use of the social network by Social Network Users (SNWUs). Under this research study, the term social network users and social media users have been considered as synonymous but considering the research problem statement and chief objective of this research study, the researcher has decided to use the term Social Network Users (SNWUs). The research study was undertaken to understand, examine, and evaluate the effect of system quality selected features viz., accessibility, extensibility, integration, and time convenience on the perception of the perceived usefulness of selected Social Networks. The effect of perceived usefulness was then examined on selected values created viz., functional value, social value, emotional value, and monetary value from the use of the selected social network. The effect of perceived usefulness and values created was then examined on attitude, behaviour intention, and future intention to use Social Networks by selected social network users being residents of the selected four cities viz., Ahmedabad, Surat, Rajkot and Vadodara of the State of Gujarat.

The PhD Thesis to be submitted shall be organized into six chapters. The researcher shall also provide List of tables, List of Figures/Graphs, List of Abbreviations with supported Annexure as the case may be.

The chapter number one entitled as ‘Manifestations of Social Networks in India’ has presented a brief review of selected social networks, perceived usefulness, and behaviour intention of selected social network users. The chapter number two of the Ph.D. Thesis titled as ‘Review of Literature’ has attempted to offer a concise review of literature on the selected areas viz., social networks, perceived usefulness, and value creation, the typology offering a conceptual model developed and used in this research study. The chapter number three of this research has dealt with ‘Research Methodology’.

The chapter number four entitled as ‘Data Analysis and Interpretation of the Research Study’ has provided results of the research study whereas the chapter number five called as ‘Findings and implications of the Research Study’ has presented results of tests of significance (or) hypotheses with the help of use of different statistical tools and techniques to bring out implications of this research study. The chapter number six entitled as “Conclusions, Recommendations And Suggestions” offers an abridged form of the PhD Thesis. It also provides the recommendations, suggestions, limitations of the research study, and future directions of the research study. The secondary sources of information are enlisted in the section of the ‘Selected References’ given at the end, and the ‘Appendix’ offers annexure which gives detailed information on computations and clarifications on data analysis and interpretation and other information related to the research study.

The finding of the research study would be useful for social network developers as it identifies the effect of system quality features on the perception of perceived usefulness which in turn was found affecting the attitude, behaviour intention, and future use intention of the social network users. It would be also helpful for the social network users particularly for those who are promoting their business through the use of the social network. The researcher under this research study has attempted to identify the different values created/generated by the SNWUs from the use of the social network. Effect of the values created/generated through the satisfaction of the needs of the social network users was than measured on the attitude, behaviour intention, and future use intention of the social network amongst the selected social network users. Thus, the research study would be useful for social networks to develop the features which would be helpful in providing better experience for system quality features and the generation of different values which are considered important by the SNWUs. Thus, the research study was aimed at drawing significant business and managerial implications for social network developers as well as selected social network users for the formulation of diverse strategies useful in increasing the usage of social network amongst the selected social network users.

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## **1.0 : INTRODUCTION:**

Social Networks (SNWs) allowed Internet (or) social media users to manage, build and represent their online SNWs. It is a virtual community that allows social network users to connect with their existing social networks, making and developing friendships and contacts, creating an online presence for their users, viewing content and finding the information posted by other social media users, for creating and customizing profiles and so on. It encompasses practices that varied SNWs from other types of Internet-mediated communication viz., use of profiles, friends, and comments or testimonials profiles. SNWs allowed Internet user profile to be publically viewed, friends are publically articulated, and comments are publically visible (Ahmad, 2011).

## **1.1: MEANING OF SOCIAL NETWORK:**

### **1.1.1: Etymology:**

The term social referred to “a characteristic of living organisms human in particular, through biologists also applied the term to populations of other animal. It always refers to the interaction of the organism with other organisms and to their collective co-existence, irrespective of whether they were aware of it or not, and irrespective of whether the interaction was voluntary or involuntary”(Mathur, 2012). The network is understood as a group of people who keep in contact with each other to exchange information (Oxford Dictionary, 2015).

### **1.1.2: Conceptual Definitions:**

An attempt has been made to list out key definitions of social network as follows.

- Boyd & Ellison had explained social network as web-based services which allow individuals to construct a public or semi-public profile within a bounded system. It helps in communication with the social network users of the system, and views the pages and details provided by other users within the system (Boyd & Ellison, 2007)
- Schuler had explained social network as a social media which comprises a variety of social software platforms in which people can create, share and exchange user-generated content where social software is computer system and applications that serve as an intermediary or a focus for social relationship (Schuler, 1994)

- Kwon and Wen had stated that social network is a website that allows building online relationships between social network users by means of collecting useful information and sharing it with people. Also, they can create groups which allow interactions amongst Internet users with similar interests (Kwon and Wen,2010).
- Arya had explained social network as a media designed to be disseminated through social media interaction, created using highly accessible and scalable publishing techniques. It uses Internet and web-based technologies to transform broadcast media monologues (one to many) into social media dialogues (many to many). It supports the democratization of knowledge and information, transforming people from content consumers into content producers (Arya, 2011).
- Mathur had defined social network as a social structure made up of individuals or organization called as 'nodes', which are tied connected by one or more specific types of interdependency, such as friendship, kinship, common interest, financial exchange, dislike, sexual relationship, or relationship of beliefs, knowledge or prestige (Mathur, 2012)
- Manjunatha had defined social network as Internet-based social spaces designed to facilitate communication, collaboration, and content sharing across networks of contacts (Manjunatha, 2013)

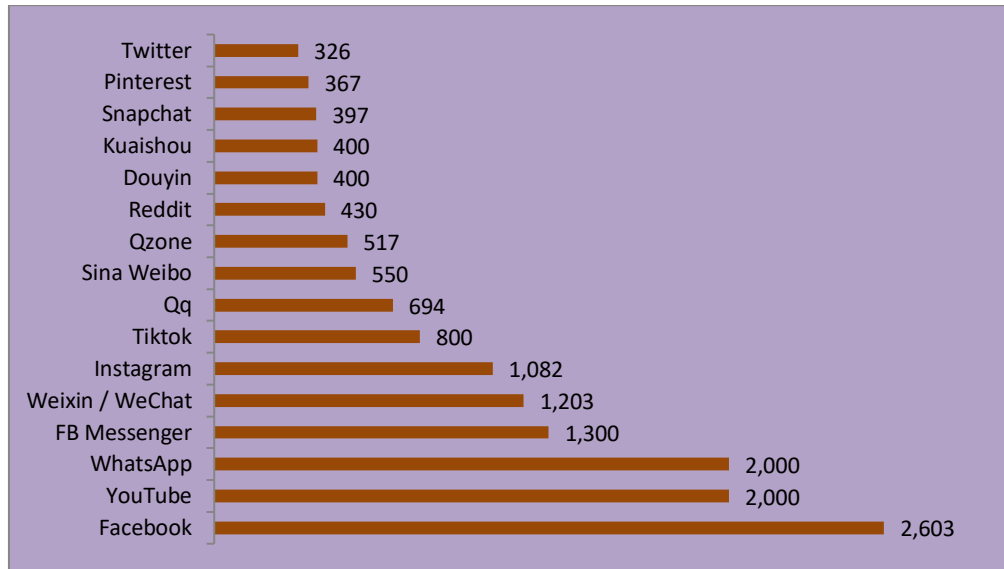
## **1.2: HISTORY OF SOCIAL NETWORKS:**

The first recognizable social network website SixDegrees.com was launched in the year 1997. It allowed Internet social network users to create profiles and list their friends and then contact them. From year 1997 to 2001, social networking websites like Asian Avenue, Black Planet, and MiGente allowed social network users to create a personal and professional profile. Social network users could identify friends on their personal profiles without seeking approval for those connections. In the year 1999, Live Journal was launched, it listed one-directional connections on user pages. The other such social networking websites were viz., Tribe.net, LinkedIn, and Friendster. Among all the social networking websites launched to date were viz., Friendster, Myspace, and Facebook were the three key social networking websites that shaped the business, cultural, and research landscape (Boyd & Ellison, 2007).

## **1.3: LIST OF POPULAR SOCIAL NETWORKS OF THE WORLD:**

There are different types of social network applications available to Social Network Users (SNWUs) which fulfils their different needs. Figure Number 01 shows the most popular (used) social network applications of the world as on July 2020.

**Figure Number: 01:**  
**Social Platforms: Active User Accounts (In Millions)**



Source: Datareportal (n.d.)

Figure number 01 displayed 16 most popular social network applications with the combination of pure social network and the messenger social network applications. Facebook was adjudged at the first rank in terms of popularity and with 2,603 Million users, while Twitter was placed at the 16<sup>th</sup> rank most popular application with 326 Million users as on July 2020. Each application was different from other in terms of way of using it. But, all of these applications allowed social networking on a grand scale, where social network users of the application could connect with others based on offline friendships, shared interests, common professional objectives, or mutual acquaintances. Like Blogs and review sites, Social networking websites allowed social network users to place Comments, Photos, Videos and Web links on each other's pages (Doshi & Vyas, 2018)

#### **1.4: MANIFESTATIONS OF SOCIAL NETWORKS IN INDIA:**

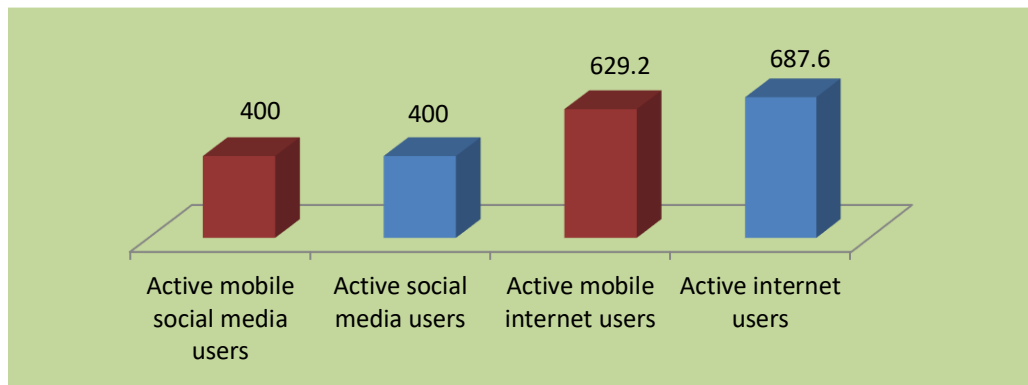
There were 687.6 Million Internet users in India as on July 2020. Among the Internet users 23 per cent used it for entertainment purpose like watching shows and films. 18 per cent used it to access different social media and on messaging services. 17 per cent used it for listening to Music. 13 per cent spent more time on Mobile Applications, 12 per cent on Gaming, 7.4 per cent on uploading Video and 5.7 per cent on Podcast (Datareportal, n.d.).



Figure Number 02 showed the Internet users in Millions in India which were further bifurcation in terms of active Internet users, active mobile Internet users, active social media users, and active mobile social media users as on January 2020 whereas, Figure Number 03 presented a number of social network users in India (Statista, n.d. b; c)

**Figure Number: 02:**

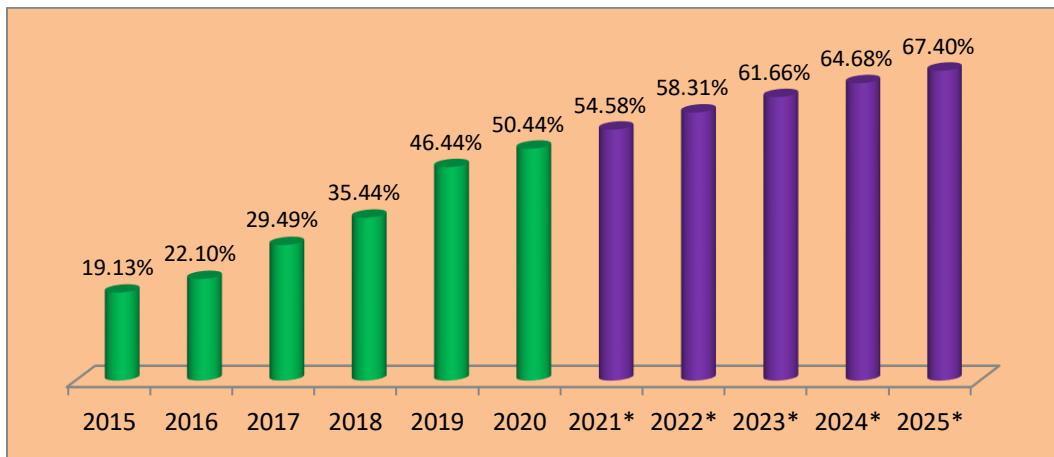
**Internet Users in India as of January 2020 (In Millions)**



Source: Statista (n.d., b)

**Figure Number: 03:**

**Social Network User Penetration in India from 2015 to 2020 with a Forecast until 2025**



\*predicted number of users

Source: Statista (n.d., c)

Majority of Internet users in India used Internet through their smartphone. More than half of the use of Internet connection was for the purpose of using social networks (figure 02). It was also examined the constant increase in the users of social networks of India (figure 03). Thus, it is important to understand why social network users in India were using social networks (Statista, n.d. b; c).

To understand, which features in the applications make social network users to use more of the social and what were the needs that are being satisfied from the use of social networks.

### **1.5: IMPORTANCE OF SOCIAL NETWORKS (SNWs):**

Any Internet user can easily join social networks (SNWs) by creating a profile in a particular social network application. SNWs are the applications which run through the Internet. An application of SNWs opens the door for accessibility of the Internet user. By connection with one or the other application of social network, Internet user can easily get connected with their friends and other users of the social network throughout the world. Internet users had access to boundless information all around the world through the use of social network.

Lenhart and Madden (2007) had indicated that people join and use SNWs to stay in touch with their friends, also to make plans with friends and make new friends. SNWs were found to satisfy different needs of the Internet users including the need for affiliation and belongingness, need for information, goal achievement, self-identity, values, and notions of accepted behaviour (Ridings and Gefen, 2004). Gangadharbatla had found that SNWs satisfied cognition need for belongingness and level of collective self-esteem of Internet users (Gangadharbatla, 2008).

Lumpkins et al. had found that SNWs were effective in creating awareness and passing on the information to the people around the world (Lumpkins, Mabachi, Lee, Pacheco, Greiner & Geana, 2017).

Caton et al. had observed that information posted on SNWs affected the decision-making process of Internet users. They also found that SNWs were effective as they maximize the impact of the information by allowing integration of information posted on the networks (Caton, Haas, Chard, Bubendorfer & Rana, 2014).

Wang, et al. had found SNWs satisfying the social needs of the users by connecting Internet users with other users, eliminating the limitation of distance and time. SNWs were examined useful not only for the individual but also to the group of individuals and organizations. They were seen as a rich source of value creation for all of them. SNWs due to its system quality features viz., accessibility, extensibility, integration and time convenience provided ease in connecting people, developing contacts, providing knowledge and information, give ease in development of business and, promotes innovation and creativity among the users (Wang, Jackson, Gaskin & Wang, 2014).

## **2.0: REVIEW OF LITERATURE:**

The review of literature is an unavoidable part of any research study and having its significance related with getting insight in to the problem, understanding existing magnitude, views and perspectives pertaining to the research problem, and exploring new magnitude, possibilities, perspectives and solutions pertaining to the research problem. A well-structured review of literature was characterized by a logical flow of ideas; current and relevant references with consistent, appropriate referencing style; proper use of terminology; and an unbiased and comprehensive view of the previous research on the topic (Cooper, 2010).

It is an outcome of browsing, classifying, compiling and critical examination of theses; dissertations as well as scholarly published articles; research papers; empirical studies; research reports, results of empirical surveys, reference books, and publication of the proceedings of the seminars, conferences and workshops relating to chosen area of the research study.

The researcher had reviewed 347 research articles and research papers published in various peer-reviewed publication sources across the world, out of them 228 research papers were used to get critical insight in the research problem. A concise review of literature which was undertaken has been classified in two three groups viz., social networks, perceived usefulness and value creation with a conceptual model that has been developed in the conduct of the research study. It mainly included various areas viz., origin and development of social networks, usage and frequency of uses of social network, motive or purpose behind use of social network, effect of use of social network, pattern of use, theories for adoption of innovation, value, value co-creation, perceived value, perception, perceived usefulness and value creation. The researcher has put an effort to summarise picture of review of literature to display the glimpses of the contribution of the various researchers in the selected area of social networks, perceived usefulness and value creation. It has been presented in Annexure-IV.

### **3.0: RESEARCH METHODOLOGY:**

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 designs; data analysis and interpretation of the research study had been put forward in concise form as follows.

#### **3.1: BASIC TERMS OF RESEARCH STUDY:**

**The key terms of the research study had been explained in brief as follows.**

##### **3.1.1: Accessibility:**

Wixom et al., (2005) had defined accessibility as access to the information, expertise, and users with the ease within the user generated content websites. Di Gangi had defined accessibility of social network researcher coined it as ‘Social Accessibility’ defined as ‘having the ability to access social resources for the purpose of engaging.’ The researcher had further divided Social accessibility into two components viz., access to social resources and a critical mass of social acquaintances (Di Gangi, 2010).

##### **3.1.2: Extensibility:**

Prahalad and Ramaswamy (2004) had defined extensibility as use of existing functionalities in new ways by the users. Di Gangi had viewed extensibility creating new opportunities for the social network users of the applications to generate new content and co-create value due to flexibility provided by the Internet applications (Di Gangi, 2010).

##### **3.1.3: Integration:**

Wixom et al., 2005 had defined integration as using different type of sources to intermix the contents in order to reach more effectively to the other users of the network. Lessig had viewed users creating new content and generating personal meaning by combining the content from different sources (Lessig, 2005; 2008).

##### **3.1.4: Perceived Time Convenience:**

Kleijnen et al. had found users viewing technology as time convenience when, they find operating technology is convenient for them, it helps them to manage the time efficiently, allow them to save their time, and consume less time for operating different applications or features for performing operations or transactions through technology (Kleijnen, Ruyter and Wetzels, 2007).

### **3.1.5: Perceived Usefulness:**

Davis (1989) had proposed perceived usefulness as an important factor of Technology Acceptance Model (TAM). Sledgianowski & Kulviwat (2009) had defined perceived usefulness as the degree to which the user believes the technology will increase his or her performance on the job. Yang had viewed perceived usefulness as the consumers' subjective perceptions about usefulness of using any particular technology (Yang, 2006).

### **3.1.6: Attitude:**

Fishbein (1963) had defined attitude as symbolizes the overall level of favorability or un-favorability toward any external stimulus. It is an indicator that reflects the liking or disliking of a person regarding any object (Ajzen and Fishbein, 1980). Lin and Lu had found variables of social network technology viz., quality, information quality, response time, and system accessibility affecting attitude of the users of social network technology (Lin & Lu, 2000).

### **3.1.7: Behavioural Intention:**

Fishbein and Ajzen (1975) had defined behavioural intention as agent's subjective probability that he or she will perform the behaviour. Ajzen had discussed availability of requisite opportunities and resources like time, money, skills, cooperation of others as important factors affecting behaviour intention (Ajzen, 1985)

### **3.1.8: Functional Value:**

Sweeney and Soutar (2001) had defined functional value as a utility derived from the perceived quality and expectation of the product and services. Ramaswamy and Namakumari had examined functional value as ability of a product or services to meet a given task or need (Ramaswamy & Namakumari, 2018)

### **3.1.9: Social Value:**

Sheth, Newman and Gross (1991) had examined social value as feeling when users' feels connected with others by using the product or service of the organization. Ramaswamy and Namakumari had found social value obtained by the users when use of the product or services confers social acceptance or social desirability of the users (Ramaswamy & Namakumari, 2018)

### **3.1.10: Emotional Value:**

Ramaswamy and Namakumari (2018) had defined emotional value as a products and services capacity to stimulate some sentiments or memories or past association while using them. Sweeney and Soutar had defined emotional value as meeting the mental or psychological needs by the use of product or service Sweeney & Soutar (2001).

### **3.1.11: Monetary Value:**

Sweeney and Soutar, (2001) had defined monetary values as users' satisfaction for cost, time or effort spent in using a product or a service of the organization. Ramaswamy and Namakumari has viewed monetary value as price advantage or the superior profit feasibility to the users of the product or services when they compared it with the other product or mode of services (Ramaswamy & Namakumari, 2018).

### **3.2: RATIONALE OF THE RESEARCH STUDY:**

Through this research study, an attempt had been made by the researcher to understand the linkages between perception of usefulness and values created from use of social networks on behaviour intention, attitude and future use of social networks amongst selected four cities of the Gujarat State viz., Vadodara, Surat, Rajkot, and Ahmedabad respectively.

The researcher had attempted to study system quality features, perceived usefulness, values created, behaviour intention, attitude and future use of social networks and examination of the differences in experience amongst the social network users (SNWUs) of four selected cities of the Gujarat State. An attempt was also made to examine the differences in the use of social network based on the demographic characteristics of the selected SNWUs drawn amongst selected four cities of the Gujarat State viz., Vadodara, Surat, Rajkot, and Ahmedabad respectively.

### **3.3: RESEARCH DESIGN OF THE RESEARCH STUDY:**

Research design of the research study considering its objectives, scope and coverage was exploratory and descriptive in nature.

### **3.4: SCOPE AND COVERAGE OF THE RESEARCH STUDY:**

The scope of this research study was limited to know the linkages between selected system quality features of social networks viz., accessibility, extensibility, integration of content and time convenience on perception of usefulness of social networks by selected SNWUs, the relation and effect of perception of usefulness on selected values created viz., functional value, social value, emotional value and monetary value from the use of social networks, and the relation and effect of perceived usefulness and different values created/generated from the use of social networks on the behaviour intention, attitude and future intention to use the social networks by the SNWUs of four selected cities of the Gujarat State Viz., Vadodara, Surat, Rajkot and Ahmedabad respectively.

It aimed at measuring and evaluating the SNWUs perception and experience of system quality features and values created from use of selected social networks using the convenience sampling method for the collection of the primary data by drawing the SNWUs from four selected cities of the Gujarat State Viz., Vadodara, Surat, Rajkot and Ahmedabad respectively.

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

The research study is based on use of secondary and primary data respectively. The primary data were collected from total number of 1540 cross-section users of selected social networks belonging to heterogeneous group of the different age, profession, occupation and gender. For this purpose representative sampling units that is selected social network users were drawn from the four major selected cities of the Gujarat State viz., Ahmedabad, Surat, Vadodara and Rajkot based on non-probability sampling design and primary data were collected using a pre-tested structured non-disguised questionnaire to offer statistical results of data analysis and interpretation concerning, understanding, examining and evaluating perceived usefulness of selected social networks in value creation for selected social network users from four selected cities of the Gujarat State Viz., Vadodara, Surat, Rajkot and Ahmedabad respectively.

### **3.6: OBJECTIVES OF THE RESEARCH STUDY:**

The Key objective of the research study was to understand, examine and evaluate perceived usefulness of selected social networks in the value creation for social network users in selected cities of the Gujarat State viz., Ahmedabad, Rajkot, Surat and Vadodara respectively.

The other objectives of the research study were as follows.

- To assess expectation of selected SNWUs for accessibility, extensibility and integration of social networks vis-a-vis their experience for use of social networks;
- To study association between perceived value for time and the experience of time convenience from the use of social networks;
- To examine the relationships between accessibility, extensibility, integration and time convenience with the perception of usefulness of social networks
- To study relationships between functional value, social value, emotional value, and monetary value vis- a- vis perceived usefulness of social networks amongst selected social network users;
- To study the linkages between perceived usefulness and positive attitudes of selected social network users for social networks;

- To examine the behavioural intention of selected social network user's vis-a-vis their perceived usefulness of selected social networks;
- To assess the relationships between the selected demographic variables of selected social network users with the perceived usefulness; behaviour intention; attitude, and experience viz., accessibility, extensibility, integration of content time convenience, functional value, social value, emotional value and monetary value created from use of social network;
- To assess the differences in the selected social network users, experience of accessibility, extensibility, integration of content, time convenience, functional value, social value, emotional value and monetary value;
- To examine the differences in perceived usefulness, behavioural intention and attitude among the selected social network users of selected cities of Gujarat State.

### **3.7: HYPOTHESES OF THE RESEARCH STUDY:**

The researcher has attempted to test various hypotheses.

An illustrative list had been given as follows.

#### **3.7.1: Hypotheses-1**

Greater the accessibility, extensibility, degree of integration in content of social networks, more positive selected social network users' experience would be in using selected social networks (Di Gangi, 2010).

#### **3.7.2: Hypotheses-2**

Greater perceived time convenience is associated with the greater perceived value in use of selected social networks (Kleijnen, De Ruyter & Wetzels, 2007).

#### **3.7.3: Hypotheses-3**

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

#### **3.7.4: Hypotheses-4**

Greater the perceived usefulness more will be the functional value, social value, emotional value and monetary values generated from use of social network.

#### **3.7.5: Hypotheses-5**

Greater the perceived usefulness, more positive attitudes and stronger the behavioural intention shall be for use of selected social networks by selected social network users (Yang, 2006; Ernst, Pfeiffer & Rothlauf, 2013).



### **3.7.6: Hypotheses-6**

There is no significant relationship between the selected social network users' selected demographic variables viz., age group, gender, marital status, type of family, educational qualification, occupation and income of family vis-à-vis their perception of usefulness; behavioural intention; attitude; expectation and experience/ satisfaction for accessibility, extensibility, integration of content, time convenience, functional value, social value, emotional value and monetary value.

### **3.7.7: Hypotheses-7**

There is no significant difference in the experience of accessibility, extensibility, integration and time convenience; as well as values created viz., functional value, social value, emotional value and monetary value of selected social network users' of four selected cities of the Gujarat State (Yang, 2006)

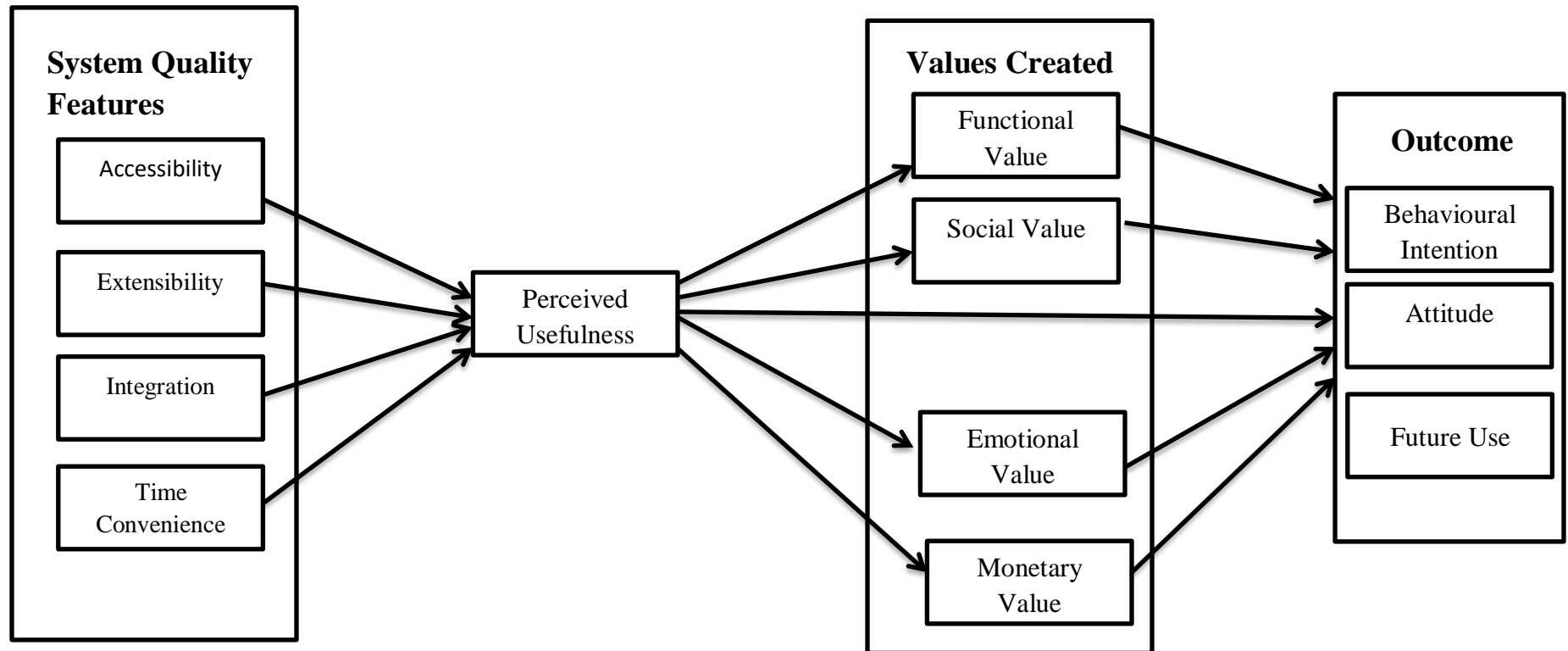
### **3.7.8: Hypotheses-8**

There is no significant difference in perceived usefulness, attitude; and behavioural intention of selected social network users' of in four selected cities of the Gujarat State (Yang, 2006)

## **3.8: CONCEPTUAL MODEL DEVELOPED FOR THE RESEARCH STUDY:**

In order to attain the objectives of this research study, concise review of the available literature was undertaken by the researcher, and subsequently, a theoretical structural model was developed as shown in Figure Number 04. The model had incorporated concepts from the subject domain of perceived usefulness and value creation for social network users. Perceived usefulness was found from the point of view of system quality features viz., accessibility, extensibility, integration and time convenience offered by the use of selected social networks. Different types of value generated by the use of social network viz., functional value, social value, emotional value and monetary value are also studied based on the perception of usefulness of social networks. Further, effect of perceived usefulness and values created have been examined on the attitude, behavioural intention and future use intention of selected social networks from amongst the selected social network users' who were conveniently drawn from the four selected cities of the Gujarat State in this research study.

**Figure Number: 04: Conceptual Model Developed for the Research Study**



### **3.9: SOURCES OF INFORMATION:**

It mainly consisted of the following.

#### **3.9.1: Secondary Data:**

In order to undertake concise and critical review of literature of previously conducted research studies and published research papers, the researcher has made use of diverse sources of secondary data viz., Newspapers, Research Journals as well as unpublished Reports; Websites, and use of Search Engines were made in this research study.

#### **3.9.2: Primary Data:**

The required primary data were collected using structured non-disguised questionnaire in electronic and physical form from the selected social network users' who were conveniently drawn from the four selected cities of the Gujarat State viz., Ahmedabad, Rajkot, Surat and Vadodara in this research study.

### **3.10: DESIGNING OF THE STRUCTURED NON-DISGUISED QUESTIONNAIRE:**

The structured questionnaire was constructed considering the main objective of the research study and the research objectives with the help of identifying the gaps in the review of literature available in the chosen field of study. The structured questionnaire consists of neutrally worded questions and the selected social network users were asked to rate his/her perception for factors affecting usefulness, behavioural intention, attitude and the values created using Likert scale. The demographic background variables of the selected social network users covered in this research study included viz., age, gender, marital status, family type, educational qualification, occupation, annual income. The researcher had drafted the structured non-disguised questionnaire based on the review of available literature as given in the Table Number 01. **[Please Refer the Annexure-I].**

The structured questionnaire was pre-tested with the help of pilot study. The Reliability of the structured non-disguised questionnaire has been presented in Table Number 02 and Validity of the structured non-disguised questionnaire has been presented in the Table Number 03. A pre-test was performed for the selected social network users whose feedback was incorporated to improve and finalise the draft of the structured non-disguised questionnaire.

Table Number: 01: List of References of Selected Criteria Used in Drafting of Structured Questionnaire			
Name of Author and Research Article	Time Period of Research Study Conducted	No. of Criteria used in the Questionnaire.	Total No. of Criteria Items
General information regarding usage of Social Networks, Frequency of Usage, Average time spent and Awareness about different social networks [Q-1 T0 Q-4]			
Dwyer	2007	1	05
Neelamalar and Chitra	2009	2	
Shukla	2017	2	
Statements that reflect Expectation and Experience from Social Networking Site [Q-5]			
Criteria No. 01 to 05 : Accessibility of Networks			
Di Gangi	2010		08
Patil	2014		
Criteria No. 06 & 07 : Extensibility of Network			
Di Gangi	2010		04
Criteria No. 8 : Integration of Networks			
Di Gangi	2010		02
Criteria No. 9 : Time Convenience of Networks			
Kleijnen, De Ruyter & Wetzels	2007		02
Criteria No. 12 to 14 : Functional Value of Networks			
Leung	2013		06
Neelamalar and Chitra	2009		
Harvey, Stewart and Ewing	2011		
Criteria No. 10, 15 to 21 : Emotional Value from Networks			
Yang	2006		10
Ariff, Shan, Zakuan, Ishak and Wahi	2014		
Frison and Eggermont	2015		
Criteria No. 22 to 27 : Social Value from Networks			
Yang	2006		10
Leung	2013		
Neelamalar and Chitra	2009		
Criteria No. 11, 28 to 31 : Monetary Value from Networks			
Neelamalar and Chitra	2009		06
Yang	2006		
Perceived Usefulness of Social Networks [Q-6 except No. 13 & 28;& Criteria No. 1-5 from Q-7]			
Di Gangi	2010	7	27
Patil	2014	1	
Yang	2006	7	
Sledgianowski & Kulviwat	2009	1	
Neelamalar and Chitra	2009	5	
Harvey, Stewart and Ewing	2011	1	
Leung	2013	4	
Hughes, Rowe, Batey & Lee	2012	3	
Lin & Yu	2006	1	

Table Number: 01 : List of References of Selected Criteria Used in Drafting of Structured Questionnaire Cont..			
Name of Author and Research Article	Time Period of Research Study Conducted	No. of Criteria used in the Questionnaire.	Total No. of Criteria Items
Criteria for mapping Behaviour Intention of Users of Networks [ Criteria No 13 from Q-6; 6 to 8 & 11 to 16 from Q-7]			
Subramanian	1994	1	08
Macaulay, Keeling, McGoldrick, Dafoulas, Kalaitzakis and Keeling	2007	3	
Neelamalar and Chitra	2009	1	
Harvey, Stewart and Ewing	2011	2	
Leung	2013	1	
Yang	2006	4	
Criteria for mapping Attitude of Users towards Social Networks [Criteria No 28 from Q-6;9 & 10 from Q-7]			
Chen, Sharma and Rao	2016	1	03
Yang	2006	1	
Ariff, Shan, Zakuan, Ishak and Wahi	2014	1	
Overall Perceived Importance and Satisfaction of Users of Social Networks.[Q-08]			
Shukla	2017	2	02
Demographic Criteria[At the End of the Questionnaire]:			
Vyas and Thakkar	2005	03	07
Amichai-Hamburger and Vinitzky	2010	04	
Chen, Sharma and Rao	2016	01	

### **3.10.1: Reliability and Validity of the Structured Non-Disguised Questionnaire:**

To test the reliability and validity of various constructs of the questionnaire, the Cronbach's Coefficient Alpha equivalent to the average of all the split half correlation coefficients was used by the researcher. As given in the Table Number 02, the Cronbach's Alpha score (Cronbach, 1951) showed that the value of opinion of selected factors of social networks which led to the perceived usefulness of social networks and the different values generated through the use of social networks was found ranging from 0.742 to 0.955 that showed internal reliability of the scale, and reflected the degree of cohesiveness amongst the selected items/statements (Malhotra, 2007 and Nunnally, 1981).

<b>Table Number: 02:</b> <b>Reliability of Opinion of Selected SNWUs on Selected Criteria for the Study</b>		
<b>Sr. No.</b>	<b>Selected Criteria</b>	<b>Cronbach's Alpha Co-efficient</b>
1.	Accessibility	0.880
2.	Extensibility	0.748
3.	Integration	0.656
4.	Time Convenience	0.722
5.	Perceived Usefulness	0.958
6.	Functional Value	0.817
7.	Emotional Value	0.912
8.	Social Value	0.909
9.	Monetary Value	0.889
10.	Behaviour Intention	0.905
11.	Attitude	0.690
<b>Overall Reliability of all Criteria</b>		<b>0.983</b>

The researcher had measured validity by comparing mean scores of scales with other measures of the same construct. The results of the validity are revealed in the Table Number 03. Mean of the same construct were measured and less variation was found in the given question categories and average satisfaction score. Majority of the social network users' experiences were found between Highly Satisfied to Neutral. Thus, different construct of the questions fulfils the condition of validity.

<b>Table Number: 03:</b> <b>Comparison of Mean Scores of Experience/Satisfaction from Social Networks</b>				
<b>Social Network Users Opinion with respect to Criteria. Rating Scale 1 [Very Poor] to 5 [Excellent]</b>		<b>Social Network Users Opinion with respect to Criteria. Rating Scale 1 [Highly Dissatisfied] to 5 [Highly Satisfied]</b>		<b>Difference in Mean Count [Column B - Column D]</b>
<b>Average Score</b>	<b>Mean Score</b>	<b>Average Score</b>	<b>Mean Score</b>	<b>Mean Score</b>
<b>(Q-5 -1 to 31)</b>	<b>(Rank)</b>	<b>(Q-8 -1 to 9)</b>	<b>(Rank)</b>	<b>(Rank)</b>
<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>B-D</b>
Accessibility	4.07	Accessibility	4.06	0.01
Extensibility	4.04	Extensibility	4.06	-0.02
Integration	3.99	Integration	3.98	0.01
Time Convenience	3.86	Time Convenience	4.04	-0.18
Perceived Usefulness	3.94	Perceived Usefulness	4.10	-0.16
Functional Value	4.00	Functional Value	4.03	-0.03
Emotional Value	3.88	Emotional Value	3.90	-0.02
Social Value	3.76	Social Value	4.01	-0.25
Monetary Value	3.84	Monetary Value	3.92	-0.08
<b>Overall Average</b>	<b>3.93</b>	<b>Overall Average</b>	<b>4.01</b>	<b>-0.08</b>

### **3.11: SAMPLING DECISIONS:**

The major sampling decisions applied in this research study have been described as follows.

#### **3.11.1: A Representative Sample of the Research Study:**

The representative samples of this research study were active social network users who are being residents of the selected four cities of the Gujarat State viz., Ahmedabad, Surat, Vadodara and Rajkot respectively. An attempt was also made to keep the sampling fairly representative across the demographic variables by applying convenience sampling methods.

The primary data were collected from selected social network users belonging to different segments viz., students; housewives, employees and businessmen from the selected four cities of the Gujarat State viz., Vadodara, Ahmedabad, Surat and Rajkot respectively.

#### **3.11.2: Sampling Design:**

The researcher had used non-probability sampling design for this research study. Convenient sampling method was followed to draw representative samples of this research study. Sampling method consisted of those social network users who are using social network and are being residents of the selected four cities of the Gujarat State viz., Vadodara, Ahmedabad, Surat and Rajkot respectively.

#### **3.11.3: Sampling Method:**

The researcher had made use of convenience sampling method.

#### **3.11.4: Sampling Frame:**

Cross-section users of social networks based on the data published by Internet Mobile Association of India (IAMAI), and Telecom Regulatory Authority of India (TRAI) was taken into consideration for drawing the representative sampling unit that is social network user from the selected four cities of the Gujarat State viz., Vadodara, Ahmedabad, Surat and Rajkot respectively.

#### **3.11.5: Sample Size Determination:**

For the purpose of the collection of the primary data, the sample size of total number of 1540 social network users was computed and drawn from the selected four cities of the Gujarat State viz., Vadodara, Ahmedabad, Surat and Rajkot respectively. The total number of social network users (SNWUs) who were drawn from the Vadodara city was 302; 522 SNWUs from Ahmedabad; 440 SNWUs from Surat, and 276 social network users were drawn from the Rajkot city of the Gujarat State.

**[Please Refer Annexure-II for detailed information on Determination and Computation of Sample Size]**

#### **3.11.6: Sampling Media:**

The primary data were collected by two ways. First, in e-form through Goggle form and Second, through hard copy of structured non-disguised questionnaire which was circulated among the selected social network users residing in the selected four selected Cities of the Gujarat State viz., Vadodara, Ahmedabad, Surat and Rajkot respectively.

#### **4.0: DATA ANALYSIS AND INTERPRETATION:**

The various statistical tools were applied to draw inferences of this research study. The researcher had made use of viz., Frequency Analysis; Computation of Mean; Correlation Test, application of Factor Analysis and Structural Equation Modelling. The Correlation Test, Chi-Square Test, T-Test and Kruskal-Wallis Test are also applied to test the significance of the formulated statistical hypotheses to offer findings and implications of this research study.

Data analysis was used to offer the demographic profiles of the selected social network users in the selected four cities of the Gujarat State viz., Vadodara, Ahmedabad, Surat and Rajkot respectively. The data analysis offers results on selected criteria viz., frequency of use; awareness of different Social Networks, perception and experience of the selected system quality features and value created, attitude, behavioural intention and future use intention of social network respectively.

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

The researcher has attempted to offer findings of applications of various statistical tools and techniques that were put to use to infer findings and to bring out meaningful strategic business, economic and managerial applications of this research study. The use and application of correlation has revealed the relationship between the experience and expectation of selected social network users regarding the system quality features of social networks. The relationships between perceived usefulness and the system quality features, values created, attitude, and behaviour intention of selected social network users were also examined through the correlation test. The researcher has also applied the Chi-Square Test to evaluate the association of the selected background variables of selected social network users and their responses for the expectation versus experiences of system quality features viz., accessibility, extensibility, integration of content and time convenience, and values created viz., functional value, social value, emotional value, and monetary value; attitude and behavioural intention of social network users.



The findings of the research study are also based on application of Kruskal-Wallis Test that was used to identify the differences in the city wise responses of selected social network users in the State of Gujarat.

The factor analysis was applied on perceived usefulness to reduce the dimension of the statements, and Structural Equation Model (SEM) using PLS-SEM was performed to predict the relationships among the variables. The researcher had also attempted to present overall implications based on the results and findings of this research study.

#### **6.0: RECOMMENDATIONS AND SUGGESTIONS OF THE RESEARCH STUDY:**

The researcher has put efforts in this chapter to offer a bird-eye view of entire Ph.D. Thesis. It has provided the recommendations, suggestions, and limitations of the research study along with the directions for the future researches in near future. Based on the data analysis of the collected primary data, testing of hypotheses and by developing the Structural Equation Modelling (SEM), the researcher recommends that social networks developers should properly understand the requirement of the social network users considering differences in their age-groups, gender, educational qualifications, occupation to develop and offer innovative features in social networks. It calls for regular feedback and periodical surveys of the social network users by the developers of social networks. This research study had measured the direct relationships between the constructs. This research study had also found 58.6 per cent of variance explained in the attitude, behaviour and future use intention of social network in the perceived usefulness and the selected values created/generated from the use of social networks. The effect of perceived usefulness amongst selected social network users was found to be much greater than the values created/generated from the use of selected social networks by them.

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

- The research study involved the collection of primary data through filling up the structured-non-disguised questionnaire, though all efforts were made to check, reduce and minimize ambiguous responses as provided by the selected SNWUs. The responses collected might lead to distorted and incorrect data information, analysis and findings of the research study.
- As this empirical study was mainly undertaken based on the collection of primary data and information mainly from the urban population, it would be inappropriate to generalize it as fit and representative for the entire population of the Gujarat State.

- The research study was mainly carried out only in the four selected cities viz., Vadodara, Surat, Rajkot, and Ahmedabad of the Gujarat State. This research work does not aim to cover the total picture of all urban social network users.
- The findings of the research study are suffering from limitations of restricted sampling size, sampling design that is convenience sampling method as followed by the researcher in the conduct and drawing of representative sampling units under this research study.
- The empirical evidence of this study is collected within Gujarat State and the results may not be generalized as the conduct of this research study was restricted to only four selected cities of Gujarat, i.e., Surat, Baroda, Ahmedabad and Rajkot.
- It was difficult to get the factual information of social networks users being dynamic and continuously keep on fluctuating with the passage of time, which made it extremely difficult for the researcher to know the exact size of population which in turn also affects decision of determination the actual appropriate sample size.
- The research study had limited time duration, and monetary resources, so the results would also get relatively influence to some extent.
- The hurdles of “Don’t know”, “Undecided” and “Neutral” response categories from the surveying samples. That was biased opinion of social network users might not reveal the true and real facts.
- The research study is based upon only representative samples that were conveniently drawn in it.
- There are different methods to measure attitude, behavioural intention and future use intention for social network, and there are number of models and assessment techniques developed for the same. In this regards, views of experts may differ from one another.

## **8.0: DIRECTIONS FOR THE FUTURE RESEARCHES:**

Further research can be undertaken on the organizational users so that the attitude, behavioural intention, and future use of the social network of the organizational users can also be identified. Future research can also be undertaken for checking the mediating effect of the values created or perceived usefulness on attitude, behaviour intention and future use intention of social network.

## **9.0: CHAPTERISATION SCHEME OF THE PHD THESIS:**

### **9.1: 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 behaviour 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; behaviour 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 behaviour 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.

## **9.2: 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.

## **9.3: 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.

## **9.4: 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 statistical software SPSS-21 version.

#### **9.5: Chapter Number Five: Findings & 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 Modelling (SEM) respectively.

#### **9.6: 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

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**Appendix**  
**Annexure-1**  
**Welcome to Questionnaire**

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 ☐ No ☐

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

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

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

S.N.	Social Network	I Know	I Use	I Don't Know	S.N.	Social Network	I Know	I Use	I Don't 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.5) Please put a Tick (✓) 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				
		1	2	3	4	5	1	2	3	4	5
1.	SNWs help in taking advantage of knowledge & skills of other users										
2.	SNWs make us to use the expertise of other users										
3.	SNWs users easily get connected to each other.										
4.	SNWs make possible to get the information from all around the world										
5.	SNWs provide me with the capabilities to work beyond geographical boundaries										
6.	SNWs gets updated fast										
7.	SNWs are quick in addressing issues as they arise										
8.	SNWs effectively combine information from different websites										
9.	SNWs save time										
10.	SNWs influence my behaviour										
11.	SNWs are useful for developing business										
12.	SNWs improve my knowledge										
13.	SNWs help me to take informed decisions										
14.	Uploading & sharing of photos & Videos is easy in SNWs										
15.	SNWs make me more interactive										
16.	SNWs are enjoyable										
17.	SNWs are relaxing										
18.	SNWs make me feel good when I am sad										
19.	Connection with friends make me happy										
20.	Connection with family make me happy										
21.	Usage of SNWs makes me feel less lonely										
22.	SNWs create new relationships										
23.	SNWs improve my existing relationships										
24.	SNWs make me feel accepted by others										
25.	SNWs help me to create good impression on other people										
26.	SNWs give me a social approval										
27.	SNWs provide me a social support										
28.	SNWs provide me new business opportunities										
29.	SNWs save money										
30.	SNWs offer value for the money										
31.	SNWs help in generation of money										

**(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.**

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.	I feel SNWs are reliable for the purpose of sharing information	1	2	3	4	5

**(Q.7) 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**

Sr. No.	Selected Items	Scale				
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 connecting people	1	2	3	4	5
13.	My dependency on SNWs are increasing for expanding my business	1	2	3	4	5
14.	I intend to use SNWs to forward content shared by others	1	2	3	4	5
15.	I intend to use SNWs to contribute new content	1	2	3	4	5
16.	I intend to use SNWs to retrieved content from other websites	1	2	3	4	5

(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 (✓) separately on both of them as the case may be.

Sr. No.	Selected Criteria	Your Perceived Importance					Your Overall Satisfaction				
1	Accessibility of the SNWs	1	2	3	4	5	1	2	3	4	5
2	Extensibility of the SNWs	1	2	3	4	5	1	2	3	4	5
3	Integration of the SNWs	1	2	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	1	2	3	4	5	1	2	3	4	5
9	Monetary Value of the SNWs	1	2	3	4	5	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-II

### Sample Size Determination:

The ever increasing demand for research has created a need for an efficient method of determining the sample size needed to be representative of a given population.

The formula for determining sample size is given below.

#### Formula for determining Sample Size:

$$n = \pi (1 - \pi) z^2 \div D^2$$

*Where*

$n$  = required sample size.

$\pi$  = the estimated population proportion (based on the researcher's judgment and estimate that 50 per cent (0.50) of the target population (Internet Users) make the use of social network.

$z$  = suppose the level of confidence is 95 per cent than associated  $z$  value is 1.96

$D$  = the level of precision and desired precision is such that the allowable interval is set as  $D = p$  (sample proportion) –  $\pi$  (population proportion) = + or – 0.05.

This formula used form Naresh K. Malhotra and Satya Bhushan Dash (2011) 'Marketing Research – An Applied Orientation' 6<sup>th</sup> Edition, Pearson, Page number 364.

#### Calculation of Sample Size:

$$n = \frac{\pi (1 - \pi) z^2}{D^2}$$

$$n = \frac{0.50 (1 - 0.50) (1.96)^2}{(0.05)^2}$$

$$s = \frac{0.50 (0.27) (3.8416)}{0.0025}$$

$$s = \frac{0.9604}{0.0025} = 384.16 \text{ so sample size is } \mathbf{385}$$

Based on total 385 sample size we can also determine the total sample size, considering four selected cities as four strata, by multiplying 385 with four strata (i.e.  $385 \times 4 = 1540$ ) Total Sample size for four as given in the following table.

As the size of population is different in all selected four cities the Stratified Random Sampling method (Proportional Allocation) is used and city wise allocation of sample is calculated as follows.

Stratified Random Sampling (Proportional Allocation):  $n_i = \frac{n N_i}{N}$

$$n_1 = \frac{n N_1}{N}, n_2 = \frac{n N_2}{N}, n_3 = \frac{n N_3}{N}, n_4 = \frac{n N_4}{N}$$

Where,

$n$  = required total sample size (1540).

$n_1, n_2, n_3$  and  $n_4$  = required total sample size for each group.

$N_1, N_2, N_3$  and  $N_4$  = Size of population for each group (577138, 333250, 486506, & 304365).

$N$  = Sum total of population of all four group (1701258).

**By applying formula sample size is calculated as follows:**

$$n_1 (\text{Vadodara}) = \frac{1540 \times 333250}{1701258} \text{ so } n_1 \text{ is 302 Sample size for Vadodara.}$$

$$n_2 (\text{Ahmedabad}) = \frac{1540 \times 577138}{1701258} \text{ so } n_2 \text{ is 522 Sample size for Ahmedabad.}$$

$$n_3 (\text{Surat}) = \frac{1540 \times 486506}{1701258} \text{ so } n_3 \text{ is 440 Sample size for Surat.}$$

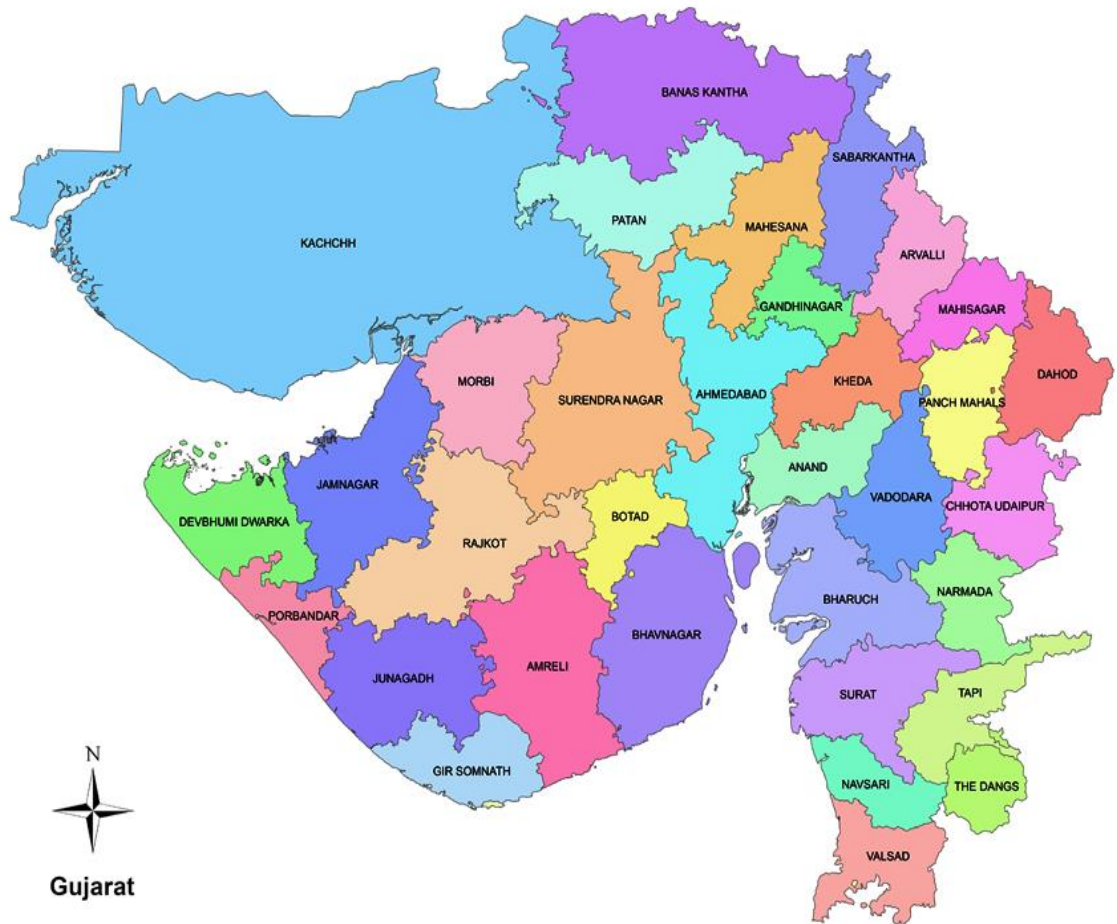
$$n_4 (\text{Rajkot}) = \frac{1540 \times 304365}{1701258} \text{ so } n_4 \text{ is 276 Sample size for Rajkot.}$$

<b>Table Number: 04:</b>				
<b>City Wise Distribution of Sample Size for Calculating Total Sample Size</b>				
Sr. No.	Name of the City in State of Gujarat	* Total Population as per Census of India, 2011	** Social Network Users (8 per cent penetration rate of total population)	Calculated Sample Size
01	Vadodara ( $N_1$ )	41,65,626	333250	302
02	Ahmedabad ( $N_2$ )	72,14,225	577138	522
03	Surat ( $N_3$ )	60,81,322	486506	440
04	Rajkot ( $N_4$ )	38,04,558	304365	276
	Total Estimated Sample Size	<b>212,65,731</b>	<b>1701258</b>	<b>1540</b>

\* <http://www.census2011.co.in>, Accessed on 29/11/2014. \*\* Kemp S. (2014).



**Annexure-III**  
**Map of Gujarat State**



## Annexure-IV

### Tables of Review of Literature

#### Selected Review of Literatures on Social Networks (SNWs)

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'inau (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.

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.
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.
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.
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.
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.
38	Keefa, Mayoka, & Ibrahim (2016)	Enhancing Social Networking Technologies Adoption through Perceived Usefulness: The Setting of Ugandan Institutions of Higher Learning.	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.
46	Gambo & Özad (2020)	The Demographics of Computer-Mediated Communication: A Review of Social Media Demographic Trends among Social Networking Site Giants	Study had found that the use of SNW differ among SNWUS based on their demographic viz., Gender and Age

### Selected Review of Literatures on Perceived Usefulness

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.

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 important 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.

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.
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.
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.
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	In their review study for the selected study on TAM, researchers found PEOU and PU as 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 adoption and acceptance
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	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	Study examined positive and significant effect of perceived usefulness and perceived enjoyment on communication quality of SNW whereas the effect of perceived usefulness was examined to be insignificant on intention to continuously use the SNW by the SNWUs.



### Selected Review of Literatures on Value Creation

Sr. No	Author(s), (Year)	Title	Findings
1	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.

<b>7</b>	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.
<b>8</b>	Prahalad and Ramaswamy (2004, a)	Co-Creating Unique Value with Customer	Researcher found that values could be created through DART model frameworks which include viz., dialogue, access, risk and assessment. They further examined that the key building block value could be co-creating through personalised interactions that were meaningful and sensitive to a specific customer.
<b>9</b>	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.
<b>10</b>	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.
<b>11</b>	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.

<b>12</b>	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.
<b>13</b>	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.
<b>14</b>	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.
<b>15</b>	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.
<b>16</b>	Landroquez 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
<b>17</b>	Zhou, Jin, Vogel, Fang & Chen (2011)	Individual Motivations and Demographic Differences in Social Virtual World Uses: An Exploratory Investigation in Second Life	Study identified functional, experiential, and social value as a motivator for using the social virtual worlds. They found the positive and significant effect of the three values on use of social virtual worlds.

<b>18</b>	Shanker (2012)	A Customer Value Creation Framework for Businesses that Generate Revenue with Open Source Software.	Study suggested to use functional value, cost/sacrifice value, relationship value, co-creation value and open source brand value as value proposition by open source software to fulfill the value need of the users.
<b>19</b>	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.
<b>20</b>	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
<b>21</b>	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
<b>22</b>	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

<b>23</b>	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 thus provided empirical evidence of its validity and positive relationship with performance of the company in marketplace.
<b>24</b>	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.
<b>25</b>	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).
<b>26</b>	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
<b>27</b>	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.
<b>28</b>	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

<b>29</b>	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
<b>30</b>	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.