

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

SR. NO.	TABLE NUMBER	PARTICULARS	PAGE NUMBER
01	3.1	City Wise Distribution and Computation of Sample Size for Calculating Total Sample Size	177
02	3.2	Reliability of Opinion of Selected Social Network Users on Selected Criteria for the Study	181
03	3.3	Comparison of Mean Scores of Experience/Satisfaction from Social Networks	181
04	3.4	List of Selected References of Selected Criteria Used in Drafting of Structured Questionnaire	183
05	3.5	Kolmogorov-Smirnov Test of Normality	185
06	3.6	Descriptive Values for Normality Test of Social Network Users	186
07	3.7	Reliability of Responses of Social Network Users	187
08	3.8	Comparison of Mean Scores of Expectation/ Perception from Use of Social Networks	426
09	3.9	Comparison of Mean Scores of Experience /Satisfaction from Social Networks	427
10	4.1	Profile of Selected Social Network Users (As Per Age Groups in Years)	201
11	4.2	Profile of Selected Social Network Users (As Per Gender)	203
12	4.3	Profile of Selected Social Network Users (As Per Marital Status)	204
13	4.4	Profile of Selected Social Network Users (As Per Type of Family)	205
14	4.5	Profile of Selected Social Network Users (As Per Educational Qualifications)	206
15	4.6	Profile of Selected Social Network Users (As Per Occupation)	207
16	4.7	Profile of Selected Social Network Users (As Per Annual Family Income)	208
17	4.8	Profile of Selected Social Network Users (As Per Number of Dependent Family Member)	210
18	4.9	Number of Earning Family Member of Selected Social Network Users	210
19	4.10	Selected Social Network Users' Awareness, Actual Use and Unawareness of Selected Social Networks (Vadodara City)	212
20	4.11	Selected Social Network Users' Awareness, Actual Use and Unawareness of Selected Social Networks (Surat City)	214
21	4.12	Selected Social Network Users' Awareness, Actual Use and Unawareness of Selected Social Networks (Rajkot City)	215
22	4.13	Selected Social Network Users' Awareness, Actual Use and Unawareness of Selected Social Networks (Ahmedabad City)	217
23	4.14	Selected Social Network Users' Frequency of Use of Social Networks in a Day	218
24	4.15	Selected Social Network Users' Frequency of Use of Social Networks in Minutes	219

25	4.16	Selected Social Network Users' Expectations for Accessibility Feature of Social Networks	428
26	4.17	Selected Social Network Users' Expectations for Extensibility Feature of Social Networks	428
27	4.18	Selected Social Network Users' Expectations for Integration of Content Feature of Social Networks	429
28	4.19	Selected Social Network Users' Expectations for Time Convenience Feature of Social Networks	429
29	4.20	Selected Social Network Users' Expectations for Functional Value Generated from Use of Social Networks	429
30	4.21	Selected Social Network Users' Expectations for Emotional Value Generated from Use of Social Networks	430
31	4.22	Selected Social Network Users' Expectations for Social Value Generated from Use of Social Networks	431
32	4.23	Selected Social Network Users' Expectations for Monetary Value Generated from Use of Social Networks	431
33	4.24	Selected Social Network Users' Experiences for Accessibility Feature of Social Networks	432
34	4.25	Selected Social Network Users' Experiences for Extensibility Feature of Social Networks	432
35	4.26	Selected Social Network Users' Experiences for Integration of the Content Feature of Social Networks	433
36	4.27	Selected Social Network Users' Experiences for Time Convenience Feature of Social Networks	433
37	4.28	Selected Social Network Users' Experiences for Functional Value Generated from Use of Social Networks	433
38	4.29	Selected Social Network Users' Experiences for Emotional Value Generated from Use of Social Networks	434
39	4.30	Selected Social Network Users' Experiences for Social Value Generated from Use of Social Networks	435
40	4.31	Selected Social Network Users' Experiences for Monetary Value Generated from Use of Social Networks	435
41	4.32	Selected Social Network Users' Perceived Usefulness from Use of Social Networks	436
42	4.33	Selected Social Network Users' Behavioural Intentions from the Use of Social Networks	438
43	4.34	Selected Social Network Users' Attitudes from the Use of Social Networks	439
44	4.35	Selected Social Network Users' Perceived Importance and Overall Satisfaction from Use of Social Networks	234
45	5.1	Findings of Correlation Between Expectations and Experiences of Selected Social Network Users in Use of Selected Social Networks	243
46	5.2	Findings of Correlation Between Expectations and Experiences of Selected Social Network Users in Use of Social Networks	245
47	5.3	Findings of Correlation of the Perceived Usefulness of the Selected Social Network Users' on Accessibility, Extensibility, Degree of Integration of Content and Time Convenience Features of Social Networks	246
48	5.4	Findings of Correlation Between Social Network Users' Perceived Usefulness and Values Generated From Use of Social Networks	248

49	5.5	Findings of Correlation Between Social Network Users' Perceived Usefulness, Attitudes and Behavioural Intention from the Use of Social Networks	250
50	5.6	Statements Showing Significant Association of the Age of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks	253
51	5.7	Statements Showing Non-Significant Association of the Age of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks	254
52	5.8	Statements Showing Significant Association of the Gender of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks	255
53	5.9	Statements Showing Non-Significant Association of the Gender of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks	255
54	5.10	Statements Showing Significant Association of the Type of Family of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks	256
55	5.11	Statements Showing Non-Significant Association of the Type of Family of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks	257
56	5.12	Statements Showing Significant Association of the Marital Status of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Created (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks	258
57	5.13	Statements Showing Non-Significant Association of the Marital Status of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks	258

58	5.14	Statements Showing Significant Association of the Educational Qualifications of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks	259
59	5.15	Statements Showing Non-Significant Association of the Educational Qualifications of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks	260
60	5.16	Statements Showing Significant Association of the Occupation of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks	261
61	5.17	Statements Showing Non-Significant Association of the Occupation of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks	262
62	5.18	Statements Showing Significant Association of the Annual Income of the Family of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks	262
63	5.19	Statements Showing Non-Significant Association of the Annual Income of the Family of Social Network Users' with the Experiences of System Quality features of Social Networks (Accessibility, Extensibility, Integration of Content and Time Convenience) and the Values Generated (Functional Value, Social Value, Emotional Value and Monetary Value) from the Use Social of Networks	263
64	5.20	Statements Showing Significant Association of the Age of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks	265
65	5.21	Statements Showing Non-Significant Association of the Age of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks	265
66	5.22	Statements Showing Significant Association of the Gender of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks	266
67	5.23	Statements Showing Non-Significant Association of the Gender of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks	267
68	5.24	Statements Showing Significant Association of the Marital Status of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks	268

69	5.25	Statements Showing Significant Association of the Marital Status of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks	268
70	5.26	Statements Showing Significant Association of the Type of Family of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks	269
71	5.27	Statements Showing Non-Significant Association of the Type of Family of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks	270
72	5.28	Statements Showing Significant Association of the Educational Qualifications of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks	271
73	5.29	Statements Showing Non-Significant Association of the Educational Qualifications of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks	271
74	5.30	Statements Showing Significant Association of the Occupation of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks	272
75	5.31	Statements Showing Non-Significant Association of the Occupation of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks	273
76	5.32	Statements Showing Significant Association of the Annual Income of the Family of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks	274
77	5.33	Statements Showing Non-Significant Association of the Annual Income of the Family of Social Network Users' with the Perception of Perceived Usefulness from the Use Social of Networks	274
78	5.34	Findings of Chi-Square Test between Social Network Users' Selected Background Variables Vis-À-Vis Social Network Users' Behavioural Intentions from the Use Social of Networks	276
79	5.35	Findings of Chi-Square Test Between Social Network Users' Selected Background Variables Vis-À-Vis Social Network Users' Attitudes from Use Social of Networks	277
80	5.36	Results of Independent Samples Kruskal-Wallis Test	283
81	5.37	City-wise Differences in the Experience of Accessibility of Social Networks Amongst Selected Social Network Users of Gujarat State	284
82	5.38	City-wise Differences in the Experience of Extensibility of Social Networks Amongst Selected Social Network Users of Gujarat State	285
83	5.39	City-wise Differences in the Experience of Integration of the Content of Selected Social Network Users of Gujarat State	286
84	5.40	City-wise Differences in the Experience of Time Convenience of Selected Social Network Users of Gujarat State	287
85	5.41	City-wise Differences in Perceived Usefulness of Selected Social network Users of Gujarat State	288
86	5.42	City-wise Differences in the Experience of Functional Value Generated from Use of Selected Social Networks Amongst the Selected Social Network Users of Selected Cities of Gujarat State	289

87	5.43	City-wise Differences in the Experience of Social Value Generated from Use of Selected Social Networks Amongst the Selected Social Network Users of Selected Cities of Gujarat State	290
88	5.44	City-wise Differences in the Experience of Emotional Generated from Use of Selected Social Networks Amongst the Selected Social Network Users of Selected Cities of Gujarat State	291
89	5.45	City-wise Differences in the Experience of Monetary Value Generated from Use of Selected Social Networks Amongst the Selected Social Network Users of Selected Cities of Gujarat State	292
90	5.46	City-wise Differences in the Attitude of Selected Social Networks of the Selected Social Network Users of Different Selected Cities of Gujarat State	294
91	5.47	City-wise Differences in Behavioural Intention of Selected Social Networks of the Selected Social Network Users of Different Selected Cities of Gujarat State	295
92	5.48	Results of the Friedman Test for Experience for System Quality Features of Selected Social Network Users' of Vadodara City	296
93	5.49	Results of theFriedman Test for Experience for System Quality Features of Selected Social Network Users' of Surat City	297
94	5.50	Results of theFriedman Test for Experience for System Quality Features of Selected Social Network Users' of Rajkot City	297
95	5.51	Results of theFriedman Test for Experience for System Quality Features of Selected Social Network Users' of Ahmedabad City	298
96	5.52	Results of theFriedman Test for Experience for System Quality Features of Selected Social Network Users' of Gujarat State	298
97	5.53	Results of theFriedman Test for Experience for Values Generated from Use of Selected Social Network Users' of Vadodara City	299
98	5.54	Results of theFriedman Test for Experience for Values Generated from Use of Selected Social Network Users' of Surat City	299
99	5.55	Results of theFriedman Test for Experience for Values Generated from Use of Selected Social Network Users' of Rajkot City	300
100	5.56	Results of theFriedman Test for Experience for Values Generated from Use of Selected Social Network Users' of Ahmedabad City	300
101	5.57	Results of theFriedman Test for Experience for Values Generated from Use of Selected Social Network Users' of Gujarat State	301
102	5.58	Findings of KMO and Bartlett's Test of Selected Social Network Users' Perceived Usefulness for Selected Cities of Gujarat State	304
103	5.59	Findings of Total Variance of Selected Social Network Users' Perceived Usefulness for Selected Cities of Gujarat State	305
104	5.60	Findings of Factor Loading Score Based on Rotated Component Matrix on Selected Social Network Users' Perceived Usefulness for Selected Cities of Gujarat State	306
105	5.61	Factor Loading, Convergent Validity, Composite Reliability and Cronbach Alpha of the Constructs	307
106	5.62	Findings of AVE Values and Fornell–Larcker Test of Discriminant Validity	309

107	5.63	Findings of Discriminant Validity of the Selected Constructs through Cross Loading	310
108	5.64	Findings of Regression and Hypotheses Testing	313
109	5.65	List of the Selected Statements for the Selected SNWs Users Attributes	440
110	5.66	List of the Selected Statements for Perceived Usefulness of Selected Social Networks	440
111	5.67	List of the Selected Statements for the Selected Value Created through the use of Selected Social Networks	441
112	5.68	List of the Selected Statements for Attitude and Behavioural Intention for Use of Selected Social Networks	441
113	6.1	A Brief Factual Profile of the Research Study	324
114	6.2	Kolmogorov-Smirnov Test of Normality	327
115	6.3	Descriptive Values for Normality Test of Social Network Users	328
116	6.4	Selected Social Network Users' Reliability of Opinion on Selected Criteria of the Research Study	329
117	6.5	Comparison of Mean Scores of Expectation/ Perception from Use of Social Networks	331
118	6.6	Comparison of Mean Scores of Experience /Satisfaction from Social Networks	331
119	6.7	Profile of Selected Social Network Users	332
120	6.8	Results of Friedman Test for Experience for System Quality Features of Selected Social Network Users' of Selected Cities of Gujarat State	338
121	6.9	Results of Friedman Test for Experience of Values Generated from use of Social Network by Selected Social Network Users' of Selected Cities of Gujarat State	338
122	6.10	Summary of Important Criteria of Selected System Quality features and Selected Value Created from Use of Social Networks	339
123	6.11	Summary of Criteria which Needs Improvement for Selected System Quality features and Value Created from Use of Social Networks	340
124	6.12	Key Findings of Social Network Users' Future Use Intentions Considering the Selected Demographic Variables of Social Network Users (SNWUs)	341
125	6.13	Social Network Users' Satisfaction Score for the System Quality Features of Social Networks	348
126	6.14	Social Network Users' Satisfaction Score for Values Created from Use of Social Networks	349
127	6.15	Table Providing Details of Hypotheses, Findings and Implications of the Research Study	350