

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

<b>SR. NO.</b>	<b>FIGURE NUMBER</b>	<b>PARTICULARS</b>	<b>PAGE NUMBER</b>
01	1.1	Value Delivery Process	06
02	1.2	Steps of Value Delivery Process	07
03	1.3	Internet Users from 2014-2020 (In Millions)	11
04	1.4	Internet Penetration in 2020 (Q1) (In Percentages)	12
05	1.5	Digital around the World as on October, 2020	13
06	1.6	Internet Use: Device Perspective (September, 2020)	13
07	1.7	Use of e-Commerce Amongst Internet Users as on October 2020	14
08	1.8	e-Commerce Activities	15
09	1.9	m-Commerce Use amongst Internet Users	15
10	1.10	Worldwide Social Technology Users in Billions from 2017 to 2025	19
11	1.11	Social Technology Penetration as of July 2020	19
12	1.12	Selected Applications of Social Technologies	21
13	1.13	Internet Users in India as of January 2020 (In Millions)	26
14	1.14	Social Network User Penetration with a Forecast Until 2025 in India	26
15	1.15	Social Platforms: Active User Accounts (In Millions)	32
16	1.16	Technology Acceptance Model	43
17	1.17	A Preliminary Model of Value for Customers	49
18	1.18	Five Preliminary Value for Customer (VC)	50
19	1.19	Creating a Customer Value Proposition	51
20	1.20	The Process of Collective Value Creation in Brand Communities	53
21	1.21	Strategic Frame Work for Customer Relationship Management	54
22	2.1	Theory of Reasoned Action (TRA)	97
23	2.2	Innovation Diffusion Theory (IDT)	98
24	2.3	Technology Acceptance Model (TAM)	98
25	2.4	Theory of Planned Behavior (TPB)	99
26	2.5	Decomposed Theory of Planned Behaviour (DTPB)	100
27	3.1	Conceptual Model Developed and Used for Measurement of Perceived Usefulness of Social Networks in Value Creation or Generation for Social Network Users	179
28	5.1	Results of Structural Equation Modeling	312
29	6.1	Conceptual Model Developed and Used in the Research Study	344
30	6.2	Standardized Estimates for the Model	346