CHAPTER:2:

REVIEW OF LITERATURE

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DETAILED CONTENTS AT A GLANCE

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EXECUTIVE SUMMARY OF CHAPTER NUMBER TWO:

The chapter number two is the result of efforts put in by the researcher in conduct of concise review of literature that was undertaken to understand the linkages between perceived usefulness and value creation from use of social networks as well as behavioural intention, and attitude in use of social networks by social network users. It considered reviewing available and accessible 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 tried to review literature in various other areas viz., motives, effect and pattern in use of social network, factors affecting perceived usefulness of social network users in use of social networks, values created or generated through the use of social networks, and factors influencing adoption of social technology.

An attempt was made by the researcher to develop conceptual model of the research study after identifying research gap with the help of review of literature. The researcher had carried out review of literature using diverse sources of secondary data viz., Ph.D. Theses; Dissertations as well as research articles; research papers; earlier empirical research studies; research reports and articles as well as reports and results of empirical field surveys or studies that were conducted by other researchers' in India and worldwide. The researcher has also made use of available 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 in possible efforts to identify the gaps with the help of detailed review of literature to identify the research problem statement of this research study and also to determine the objectives of this research study.

CHAPTER:2:

REVIEW OF LITERATURE

2.0: INTRODUCTION:

The researcher has put efforts to undertake concise review of existing available literature considering objectives of the research study on the selected areas viz., Social Networks (SNWs), Theories for the Adoption of Innovation, Technical Acceptance Model (TAM); Perceived Usefulness; and Value Creation. The researcher has considered Internet users or social media users or social network users as synonymous in conduct of this research study.

The researcher has tried to offer in brief outcome of review of research studies on social networks. The researcher had further sub-divided review of literature on research studies as viz., motives behind use of social networks, effect of use of social networks and pattern of use of social networks respectively.

2.1: REVIEW OF LITERATURE ON SOCIAL NETWORKS (SNWs):

"Social networks are the web-based services that allow Internet users or social media users to construct a public or semi-public profile within a bounded system, articulate a list of other Internet users with whom they share a connection, and view and traverse their list of connections those made by others within the system. The nature and nomenclature of these connections may vary from one social network to another social network" Individuals all over the world are using social network applications due to its convenience and its feature to allow Internet users to remain in contact with old friends, making new friends, and in its support to conduct online business activities. They had described history of Social Networks in the world with the key changes and development with assessment of its features to offer comprehensive definition of the social networks (Boyd and Ellison, 2008).[1]

Ellison and Boyd (2013)[2] had tried to offer accurate definition of social networks and its frameworks to Internet users.

Ahmad (2011,b)[3] had examined awareness and frequency of social networks to conclude that rapid growth of use of social networks was due to its convenience. It allowed Internet users to keep in touch with his or her friends, meet new individuals, and even conduct online business meetings.

Ahmad (2011, a)[4] had studied awareness and frequency of use of social networks to conclude that Orkut, Facebook, hi5, LinkedIn and MySpace were the most popular social networking sites in India.

Lenhart and Madden (2007)[5] had surveyed teens between the age group of 12 to 17 years to examine use of social networks in America which revealed that older teen's especially, Girls frequently used social networks. The key purpose behind the use of social networks among the girls was to reinforce pre-existing friendships, while teenager boys used social networks for flirting and to make new friends.

Neelamalar and Chitra (2009)[6] had examined use of social networks by school and college going students between the age group of 17 to 19 years and 20 to 22 years in India. It was found that majority of the respondents were students who had made use of social networks for mailing and downloading. 42 per cent of them had used social networks to make friends; 60 per cent to establish his or her personality; 68 per cent to interact with online friends; 66 per cent to continue friendship with individuals of different cultural, racial, ethnic backgrounds, and 95 per cent of respondents had used social networks to reconnect with lost friends as well as to maintain existing relationships and for sharing of knowledge, ideas and opinions.

Harrison (2008)[7] had measured examined use of social networks by the employers and recruiters to observe specific behaviour while checking profile of candidate, and awareness and opinions of job seekers to conclude that most of them had used social networks for evaluation of the candidate and to examine behaviour of applicants. Majority of them had also claimed to look for illegal behaviour. But, minimal effect was found on recruitment process in the findings of the research study regarding behaviour of candidate from their use of social networks.

Ross, Orr, Sisic, Arseneault, Simmering and Orr (2009)[8] had investigated relatedness of Five-Factor Model ("Neuroticism, Agreeableness, Openness, Conscientiousness and Extraversion") of personality on use of Facebook and found that, in spite of some anticipated trends concerning "extraversion and openness to experience, personality factors were not as effective as suggested" in earlier studies available in existing literature. The results of the study revealed that a "motivation to communicate" was effective in terms of use of Facebook.

Correa, Hinsley and De Zuniga (2010)[9] had examined the connection between the "three dimensions" of the "Big Five Model" and use of social media is defined as "use of social networks and instant messages". The research study had also examined role of "Gender and age on the use of social media". The results of the research study had revealed that "extraversion and openness to experiences" were positively related to" use of social media", "emotional stability" was a negative predictor affecting "socio-demographics" and "satisfaction of life". The findings of the study differed by "Gender" and "Age" of the respondents. It was examined that "extraverted men and women" were frequent users of social media.

Among the "Male Respondents" men with higher degrees of "Emotional Instability" were found more regular users of the social networks. The relationship between "Extraversion" and "Use" of social media was found as particularly important among the "Young Adult" cohort. Conversely, being "Open to New Experiences" emerged as an important personality predictor for "Use" of social media for the more "Mature" segment of the sample. It had suggested relation of "Extraversion, Emotional Stability and Openness to Experience" for "Use" of social network applications (ibid).

Amichai-Hamburger and Vinitzky (2010)[10] had identified connection between individual personality that is "Introvert, Extrovert, Neuroticism, Agreeableness, Openness to experience and conscientiousness" of the Internet users and the way s/he behaved on-line. The results of the research study had revealed that Internet users who were highly "Extrovert" and had "more friends" joined more "Facebook Groups" than the individuals who were "Least Extrovert". "Neuroticism" Internet users were more willing to share "Personally-Identifying" information on Facebook. "Agreeableness" trait of the Facebook users affected their "future use intention". Whereas, users with personality trait "open to experience" used "a more number of features" of Facebook. These users were found frequently using social network applications for communication purposes. Facebook users with the "Conscientiousness" trait were examined having "a greater number of connections" in the social network application.

Seidman (2013)[11] had examined relationships between the "Big Five (Neuroticism, Agreeableness, Openness, Conscientiousness and Extraversion) and the use of Facebook to fulfil belonging and self-presentational needs of users." It was found that, "Belongingness-related behaviours" and "Motivations to use" the Facebook was affected by "Agreeableness and Neuroticism" personality trait. Frequent use of the social network for communication was affected by the "Extraversion" trait.

It was also seen that social network users low in "Conscientiousness" trait and high in "Neuroticism" trait differed in terms of their "Self-presentation and motivation to use" the social network. Social network users with "Neuroticism, Agreeableness, and Extraversion" trait used to display their "actual self" on social network. While, social network uses with "Neuroticism" trait express their "ideal and hidden self-aspects" on social networks. The motivation to express the "self-aspects" was also examined mediated by the relationship between "Neuroticism and Self-disclosure".

Hollenbaugh and Ferris (2014)[12] had used "Uses and Gratification Theory" to examine the "Self-Disclosure Behaviour" of Facebook users. The research study examined "Depth, Breadth, and Amount of Social Network User's Self-Disclosure Behaviour based on their individual and sociological factors".

The "Self-Disclosure Behaviour" was also examined based on the "motives of using" the Facebook. The results of the research study revealed "five personality factors viz., Neuroticism, Agreeableness, Openness, Conscientiousness and Extraversion" affecting "Self-Disclosure Behaviour" of social network users. Effect of "Self-Esteem, Social Cohesion, and Motives" was also examined in the "Self-Disclosure Behaviour", whereas no effect of "Demographic Variables" was seen on the "Self-Disclosure Behaviour" of the Facebook users under study (ibid).

Chen, Sharma and Rao (2016)[13] had theorized potential role of "Relational Capital" ("Perceived Enjoyment, Perceived Network Manageability, Age, Community Identification and Length of use of Web Site") in cultivating Internet users "continued use" of social networks. The study revealed significant association between "Perceived Enjoyment, Perceived Network Manageability, age and length of use" of social networks. "Community identification" was found to have mediating relationship between "perceived trust" of Internet users and "continual use" of social networks.

The "relationship strength" was found to be stronger in user group of "males" rather than "female", but relationship between "perceived reciprocity and community identification" as well as relationship between "community identification and continued use" of social networks were found as same among the "male and female" Internet users of the social networks (ibid).

Hemmi, Bayne and Land (2009)[14] had examined use of social technologies from education perspective. They had scrutinized diverse type of "Teaching and Learning Contexts" using dissimilar social technologies for diverse purposes in on-campus undergraduate courses and distance "e-learning" Post-Graduate programme. They had concluded that "social technologies were having significant potential as new collaborative, volatile and challenging environments for formal learning environment in on-campus or distance e-learning programmes."

Liang and Scammon (2011)[15] had discussed consumer engagement in social networks focusing their conversation on health communication to be called as "E-Word-of-Mouth (eWOM)". For the purpose, social network users were classified as support seekers and providers for health-related issues. In order to collect and classify the responses Netnography which is the Internet base Ethnography was used by the authors which had revealed benefits received by Internet users through "E-Word-of-Mouth" on health-related Social Networks. Health communication carried out using such social networks had helped Internet users to offer their personal views on health-related issues either as advice seekers or providers. These benefits were received not only to the active users who read and post messages but also for those passive users who had just read but did not post any messages on social networks.

Pehlivan, Sarican and Pierre (2011)[16] had examined consumer responses to Consumer Generated Advertising (CGAs) and Firm-Generated Advertising (FGAs) on social medias. The study had identified role of source of advertisement in digital conversations of Social Network Users (SNWUs). They had bifurcated the advertisements into Concordant, Contrarian, Incongruous and Subversive. Through text mining application, it was found that social network users were used to comment on product and its prices when advertisement was Concordant in nature that is when FGAs and CGAs having the same characteristics, harmonious and share official message with positive attitude. Consumer advertisement with Contrarian nature that deviated from the official message and were with negative attitude generated more and different types of comment of social network users.

Advertisement with Incongruous nature that is which featured a different message than the FGA and had a positive attitude towards the product was found as appreciated by social network users. While, advertisement of Subversive nature that is with official message but a negative attitude toward the product/brand advertised, were viewed by social network users and they had compared the product and services with the available one after seeing the ads. Subversive types of advertisements were found generating clear polarization in the comments given by social network users (ibid).

Demmers, Weltevreden and van Dolen (2020)[17] had examined the effect of brand generated content that appeared in different social networking websites on the consumer engagement with the company's product and services. It was found impact of entertaining and informational value of brand-generated content in social networking websites on consumer engagement in pre-consumption stage and post-consumption stage.

Harris and Dennis (2011)[18] had examined influence of recommendations of Facebook friends on shopping behaviour. It was found that respondents (students) initially had displayed little interest in Facebook for shopping but trust on the Facebook friends was found as having significant impact in making them open for use of different e-shopping websites.

Marshall, Moncrief, Rudd and Lee (2012)[19] had studied the role of social media networks in sales environment using qualitative approach to identify the use of social media networks by the sales persons in USA.

They had emphasised on variables viz., "Connectivity, Relationships, selling tools, Generational, Global, and Sales or Marketing interface" to identify the use of social media in selling process by the sales persons. They had concluded that social media was a dominant new selling tool for the companies (ibid).

Harvey, Stewart and Ewing (2011)[20] had examined the effect of "Involvement" with YouTube mediated by "Sender's tie strength, sender's knowledge of sharing and amount of online communication that a sender has across the tie" on "Forwarding Videos" across the social network application. The research study had found that YouTube users who are more "Involved" with the social network application would "forward" more of the content. The "Connection and Quantum of Communication" of the social network users was examined having multiplicative effect on their "Intention to Forward" the content whereas "Knowledge of Sharing" the content did not multiplicative effect the "intention to forward" the content in social network under study.

Gambo & Özad (2020)[21] had found that the use of social network differed among social network users based on their demographic viz., "Gender and Age". The research study found difference in the use based on "Gender and Age" of social network users. Youth of the age group 18 to 29 years were examined using social networks more than the social network users of other age group under study. Similarly, female social network users were found as using more social network compared to male counterparts. Female social network users were found using social network for the specific purpose whereas male social network users used social networks for more generic purposes.

Older social network users who were having age of more than 65 years were found as having more concern for the privacy than the young social network users (ibid).

2.1.1: Review of Literature on Motives Behind Use of Social Networks (SNWs):

An attempt has been made to discuss on motives behind use of social networks as follows.

Macaulay, Keeling, McGoldrick, Dafoulas, Kalaitzakis, and Keeling (2007)[22] had examined differences in the motives of social network users, for visiting social network. Some of them had visited social networks to "collect product information and purchase, some sought social support and information; others visited for intense experience and greater social involvement." The authors had emphasised on taking care in designing social network websites by the companies for successful achievement of varied goal of social network users because failure to identify distinct needs of these group of social network users by the companies might result into the difficulty in attainment of business and community building goals.

Dwyer (2007)[23] had explored the use of social networks and instant messenger by social network users for interpersonal relationships. He had tried to understand attitudes of social network users of social technologies towards privacy and impression management while interacting with social network users to discover that "convenience, easy access, low cost and enjoyment" were main features for use of social networks as a communications media by the social network users.

Lin and Lu (2011)[24] too had explored factors affecting decision for joining a particular social network. The research study had applied "network externalities and motivation theory" to describe the "motives" behind joining social networking websites. The findings of the research study had examined the "enjoyment" as an important influential factor for "using" social networking websites. Strong influence of "Perceived Complementarity Benefits" was examined on "Perceived Usefulness and Enjoyment", compare to the "Number of Members" in the social networks. "Gender" of the social network users affected their "Perception of Benefit" and the "Network Externalities" for intention to "Continuously Use" of social network applications. "Women" social network users' "Continuous Use" intention depends upon the "Number of Peers" using the same network. "More number of known people" using the social networks gave the feeling of "Usefulness" for social network applications to "Male" social network users but not the feeling of "Enjoyment". Whereas "Female" social network users enjoyed using the social network applications.

Hughes, Rowe, Batey and Lee (2012)[25] had examined relation of "Personality" traits viz., "Neuroticism, Extraversion, Openness-to-Experience, Agreeableness, Conscientiousness, Sociability and Need-for-Cognition of social and informational use of the two largest social networking websites that is Facebook and Twitter." The results of the research study found association of "Socialising and Information Seeking or Exchange Behaviour" of social network users dependent upon the "Personality" of the social network users. "Sociability and Neuroticism" personality factors affected the "Use" of Facebook. Whereas "Conscientiousness, need for Cognition, Neuroticism, Extraversion and Sociability" affected the use of Twitter.

Young social network users high in "Sociability and Neuroticism" personality trait used Facebook more for "Social" purposes. Whereas social network users were examined using Twitter for informal purpose (ibid).

Leung (2013)[26] had examined the role of "Uses and Gratifications", and "Narcissism" in "Generation of Content" in social medias. The research study had also explored difference in use of social technology applications viz., "Facebook, Blogs, and Forums" based on motives for use, narcissistic personalities and the generation in which the social network users were born.

The research study had examined the effect of "Socio-Psychological viz., affection, venting negative feelings, gaining recognition, getting entertainment, and fulfilling cognitive needs" on generation of content in particular social technology applications. "Facebook and Blogs" were used by the social technology users to meet their "Social and Affection" related needs. Whereas, "Forum" was used to demonstrate "Discontent" of social technology users. "Exhibitionists" personality users used social technology applications to show their "affection, negative feeling and to achieve recognition". No effect of "Generation difference" was examined on use of "Facebook and Blogs" but the pattern of use differed among different "Narcissistic" personalities "Baby Boomers".

Michikyan, Subrahmanyam and Dennis (2014)[27] had examined the relation between "Neuroticism, Extraversion, as well as presentation of the real, ideal, and false self on Facebook." The results of the research study showed positive association between the levels of "Extraversion and Facebook activities". "Neuroticism" personality young adults used Facebook to show their "Ideal and False Self", whereas social network users low in "Extraversion" used the social network to upload "self-exploratory" content.

Reshma (2014)[28] had found use of social networks with regular social network users and purpose of its use. This research study had also examined influence of factors viz., friends, family, teachers and others on use of social networks.

The findings of the research study had revealed that social networks were found to be extensively used by the young respondents of Age group below 20 to 30 years were found using social networking websites for Entertainment and knowledge while those social network users who were above 30 years used social networking websites for knowledge and communication. Male respondents were found to be more prone to use social networking websites compared to the female social network users. For the selection of social networking websites, influence of friends was found as playing a major role among the social network users.

Oh, Ozkaya and LaRose (2014)[29] had surveyed "effect of supportive interactions on social networks to mediate the influence of social network application, use and number of social networking websites' friends on perceived social support, affect, sense of community, and life satisfaction." The study also examined "the relationship between supportive interaction and immediate affect after the interaction over a period of 5 days." Result of the study examined positive relationship between supportive interaction and affect after the interaction on use of social network application.

A Path Model revealed "positive associations among the number of social network applications' friends, supportive interactions, affect, perceived social support, sense of community, and life satisfaction" respectively (ibid).

Mvungi and Iwaihara (2015)[30] had assessed the effect of "inward and outward motivation on use of social networks, risk awareness and profile attributes in social media user's disclosure activities in social networks." Motives under study were classified as "inward motive to interact with existing social networks friends and outward motive to acquire friends via the social networks, and neutral motive which could not distinguish whether social network users had inward or outward motive." It was found that "gender, profile photo, certain motivations, and risk awareness highly affected private information disclosure activities in social network application."

Martin and North (2015)[31] had examined "diffusion of responsibility" on social networks. Their study was on "embedded requests for assistance, and manipulations of the number of virtual bystanders and time since the request was posted." The research study had intended to test "whether explanations of helping in physical settings apply to social networks contexts". The result of the research study revealed no significant effect of time for the "bystander conditions in willingness to participate in future research whether the requests were sent on that day or two days after". "Willingness to participate" was also found unaffected by the "increase in number of virtual bystanders". Thus, "Virtual diffusion of responsibility" did not occur with the "increase in the bystanders".

Frison and Eggermont (2015)[32] had examined "relationships among daily stress (school and family related stress), social support seeking through Facebook, perceived social support through Facebook, and depressed mood among adolescents." The result of research study had revealed that "daily stress positively predicted adolescents' seeking of social support through Facebook. When, social support was sought on Facebook and subsequently perceived, social support seeking through Facebook decreased adolescents' depressed mood. However when, social support was sought on Facebook, but not perceived, social support seeking through Facebook increased adolescents' depressed mood." When the same relationship was compared in the "traditional social support" context aggravating impact was examined on "social support seeking" with the "depressed mood" of the people.

Mäntymäki and Islam (2016)[33] had examined positive and negative drivers in use of social networks. The research study was based on the "Uses and Gratification theory and placed social enhancement and interpersonal connectivity as socio-psychologically positive gratifications and exhibitionism and voyeurism as the adverse gratifications predicting use of the social networks." Gratification was further linked to "psychological needs (self-presentation and the need to belong)." The use of social networks (dependent variable) was conceptualized as a "Multi-Dimensional second-order construct that consisted of content production, content consumption, frequency of use, and comprehensiveness of social network users' profile information."

The result of the research study demonstrated "Exhibitionism, Voyeurism and Interpersonal Connectivity as predictor of use of the social networks." Furthermore, it was found that "number of friends in social networks decreases the effect of Exhibitionism and increased the effect of social enhancement" (ibid).

Alnujaidi (2017)[34] had examined the effectiveness of the social networks in English language learning of the students. For this purpose, primary data were collected from total number of 103 students of "Higher Education Institutions" (HEIs) in Saudi Arabia. The findings of the research study revealed "positive attitudes, perceptions, and expectations toward the use of social networking websites for English language learning." It also examined whether attitudes and perceptions significantly influence expectations towards social networks. And, expectation of the social network users was found the significant predictor of their experience of English language learning from use of social networks.

Ophir (2017)[35] had examined individual differences that were associated with distress sharing on social networking sites. It considered variables like use of social media, distress sharing on social networking websites, and feelings of social rejection were examined and the research study found no difference in distress sharing among genders. Social rejection was found to be predicting distress sharing on social networking websites. Notably, social rejection and distress sharing were found as only associated among social network users with high use of social medias scores.

Voorveld, van Noort, Muntinga & Bronner (2018)[36] had studied 11 dimensions to use the selected social networking websites viz., "Facebook, YouTube, LinkedIn, Twitter, GoogleC, Instagram, Pinterest, and Snapchat." The 11 dimensions identified in this research study were viz., "Entertainment, Negative emotion related to content, Negative emotion related to the platform, Pastime, Stimulation, Identification, Practical use, Social interaction, Innovation, Topicality and Empowerment." The research study found the highest score of topicality dimension which revealed that social networks provide social network users with "quick, useful, and up-to-date information." In spite of lower scores among the social networks, "entertainment, pastime, and social interaction" were examined to be important for the use of particular social networking websites. Empowerment was seen as a significant motivational factor for using social networks but it was not examined to be delivered by the selected platforms in this research study.

Naeem (2020)[37] had found that the social networks are used by the organisation for implementing changes in the companies. The research study was conducted to identify role of social networks for effective change implementation in the companies. The research study had found that social networks played significant role for two-way communication, trust development and leadership, support and participation and also in reducing resistance for implementing change management. It also found that the social networks helped in knowledge sharing and protection, employees' formal and informal participation and in formal participation of management respectively.

2.1.2: Review of Literature on Effects of Use of Social Networks (SNWs):

The section given as below has attempted to offer brief discussion on effect of use of social networks.

Das and Sahoo (2011)[38] had studied negative effect like viz., "stranger friends, health risk, reduction in work productivity, addition of social networks, increase in cybercrime and destruction of relationship"; when "personal information's" were posted on social networks. They had suggested users to be careful while posting information on social networking web site.

Nešić, Gašević, Jazayeri and Landoni (2011)[39] had studied usefulness of social networking websites in order to see the usefulness of social networks and software named SDArch was developed for the study. The prototype was based upon "semantic web technologies and social networking." The findings of the study showed usefulness of prototype in improving effectiveness, efficiency and satisfaction of the authors, which in turn helped in improving its performance.

Chui, et al. (2012)[40] had examined economic impact of social technologies. They had studied current scenario to predict future use of social technologies in five sectors viz., "Financial Services, Automotive, Energy, and Transportation companies". They had identified "ten value-creating levers" of social technologies which helped business to add value in organisational functions within and across the enterprise.

This value-creating lever are viz., "co-create products, use for forecast and monitor, use in distribution of business process, derives customer insights, use for marketing communication or 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". Value creation levers are used by organisation across the value chain, from product development to after-sale customer service (ibid).

Deans (2012)[41] had developed the program for "Distance Learner" for the use of social media applications for business purpose. The program was tested through "Short Term Studies" on the students opting courses and living in distance places. The students selected for the purpose of the research study were given responsibility for completion of assignment for the particular technology in a group. The students were given option to share the assignment with other student with the use of social technology application. The responses were collected for the usefulness of social technology in completion of their assignments. The students in the study found use of social technology improving their learning outcome and hence useful for completion of assignment.

García-Peñalvo, Colomo-Palacios, and Lytras (2012)[42] had investigated the effect of information available on the Internet, on the training programs of the organization. The study had examined increase in use of Internet and social network application by the employees of the organization. Employees used different Internet applications to communicate with one another and to exchange the knowledge and information among one another. The communication and exchange among the employees were found affecting their behaviour and pattern of working.

The research study thus suggested considering such learning for the purposes of designing the training programme for the employees of the organization (ibid).

Oiarzabal (2012)[43] had accessed the purpose of use of Facebook by "migrants". "Migrants" under the study were "the people who left their home land due to the structural socioeconomic or political conditions and had settled in other countries". "Migrant" under the study were the member of certain institutions which were established to maintain their relation with the cultural of their home land.

Established institutions also worked for the "social, economic, political and business development" of the "migrants" by making it as a group effort of the "migrants" of same homeland. Such institution united with one another and worked for the benefits of the "migrants" at different part of the world. "Migrants" and the institutions where examined using Facebook for connection purposes.

They had found the application providing "ease in connection and communication" with the "migrants" living at the distance places in the world. The social network application helped the "migrant" to stay connected with the other "migrant", helped them to share information regarding different matters and help them to maintain and reaffirmed their identity in collaborative manner.

Karpinski, Kirschner, Ozer, Mellott and Ochwo (2013)[44] had studied impact of multi-tasking's on relationship between use of social networking websites and Grade Point Average (GPA) among the students of United States of America (USA) and European university. The study revealed negative relationship between use of social networks and GPA, moderated by multitasking of the students of USA. While no effect was found in Grade Point Average due to the use of social networks in European students under study.

Patil (2014)[45] had found positive and negative features of social networks and its impact on youth. The positive features discussed under the study were viz., easy and speedy communication, easy to find and make friends, keep relationships, ease to use and information around world. While the negative features that were found viz., consumption of time, diverting the focus from education or career, reduce reading writing ability and real human contact, increase crime due to uploading personal information of users respectively.

Al-Aufi and Fulton (2014)[46] had undertaken a research study to evaluate the effect of "informal scholarly communication" done by the researchers and faculty members using different social network application on their "Academics' Patterns". The research study had found increase in use of social network application by the researchers and faculty members for academics related discussion. Social network applications were examined increasing the "connectivity" and provided "ease in connection" with the different people of similar interest. "Information" shared through the social network was also examined helpful for the "personal and professional" development by the respondents under study.

Al-rahmi, Othman and Musa (2014)[47] had studied impact of social network on academic performance of the students. The researchers also studied the possibility of using the social network as a "Pedagogical" tool for improving performance of the students. Based on the responses of Under-Graduate and Post-Graduate student of Technology University of Malaysia it was examined that students found the used of social network effective in improving their "Academic Performance".

The research study found engagement of the student through social networks as an important factor followed by the interaction with "Peers and Supervisors" through use of social networks affecting the "Collaborative Learning" and thus their "Academic Performance" of the students.

Ozer, Karpinski and Kirschner (2014)[48] had identified the difference in the "Negative and Positive Impact" of social networks on "Academic Performance" of students in the United States of America (USA) and Europe. The research study considered variables such as "use of social networks as a tool for connection or communication, for school work, relaxation/ study break, time consuming, cause distraction, related to academic procrastination, decrease academic performance, no multi-tasking while studying, being a responsible student, being good at multi-tasking, and no relationship between use of social networking websites and academic achievement" to measure the impact on academic performance. The findings of this research study revealed differences in perceptions between students of USA and Europe. Higher number of European students thought that social networks had positive impact on their academic performance. Hence, social networks supported them in becoming a responsible student. The school work purpose included viz., sending messages to their classmates, easy connect with their friends, and communication for school/ Group projects. While students of the USA revealed the negative impact of social networking websites. They found the use of social networking websites as distracting and time consuming, and it was related to academic procrastination.

Reinecke and Trepte (2014)[49] had examined reciprocal effect of "authenticity on social networks" and the "psychological well-being of users of social networks" in a two-way longitudinal study in Germany. It examined longitudinal effect of authenticity of social networks on positive and negative satisfaction of life. The results of the research study demonstrated "online authenticity" having a "positive longitudinal effect" on three indicators of subjective well-being that is "positive affect, absence of negative effect, and satisfaction with life." The "beneficial effects" of use of social networks were found as not similarly accessible amongst all social network users. Those with low levels of "well-being" were less possible to feel "authentic" on use of social networks and were benefited from its authenticity.

Al-Aufi and Fulton (2015)[50] had investigated the extent of impact of "Informal Scholarly Communication" through social network applications on the "academics Performance" of the students. Students under the research study belong to Humanities and Social Science disciplines of two different university viz., Dublin University College and Sultan Qaboos University of Ireland and Oman respectively.

Students studying in both the university had found social networks useful for "informal scholarly communication". They found social network helpful in "collaborating the research, exchanging and development of ideas, developing new contacts and promoting their research" (ibid).

Utz (2015)[51] examined the purpose for which Facebook users used to "Post" their "personal information" on the social network application. The research study had identified the purposes of post into "increasing the connection" and "for the entertainment". The research study had found people doing the "Intimate Communication" through "Private Conversation" in the social network application under study. "Self-disclosures" content available to the users of the social networks were found important for increasing their "connectivity" and were also "entertaining" for the users of the selected social network application.

Brooks (2015)[52] had measured the effect of use of social media on efficiency and well-being in classroom environment. The research study investigated the use of social media on task performance, with the mediating role of attentional control and multi-tasking computer self-efficacy. It also measured the relation between use of social media and technostress which in turn was related with happiness of social network users. The research study showed lower performance of the task by the social network users with higher amounts of use of personal social media. Neither the attentional control nor multi-tasking computer self-efficacy significantly moderated the effect of use of personal social media on task performance. Greater amounts of use of social media were found as associated with higher level of technostress. A greater level of technostress was also found associated with lower levels of happiness. Thus, high level of use of social medias was also found to be the cause of technostress and lower happiness in users.

Tandoc, Ferrucci and Duffy (2015)[53] had used the framework of "Social Rank Theory of Depression" and conceptualized "Facebook Envy" as a probable link between use of "Facebook surveillance" and "depression" among college students. The research study had examined the relationship between "Facebook surveillance" on "depress mood" with the mediating relationship of "Facebook envy" of the social network users. The research study had found reduction in the depress mood of the users with the use of selected social network when the "Facebook envy" was controlled to identify the relation between the use and depress mood.

Choi and Lee (2015)[54] had investigated use of social networks for purpose of sharing the "political news" among the social network users. The political news sharing activity for the purpose of study was categorised into "News Externalizing", "News Internalizing" and the individual level of interest in it.

The research study had examined that frequent use of social networks lead to the newer sharing activity. "Political interest" of the social network users was found negatively affecting the "news internalizing" among social network users with different demographic background. Whereas, the "political interest" of social network users positive affected "news externalizing" (ibid).

Brooks and Califf (2016)[55] had studied relationships between "stress" due to social media technology and individual job characteristic viz., "Autonomy, job feedback, task identity, task significance and task variety" with the performance of employees. The research study had identified negative relation between stress due to social medias technology and the performance of the employees.

Individual job characteristics viz., "Job Feedback, task identity, task significance and task variety" directly affected performance of the employees. The results of the research study had showed that with the increase in the "stress" due to social media technology performance of the employees' decreases. The reduction in the performance was examined affected by the "lower levels of job feedback, task identity, task significance and task variety" respectively.

Wessel, Thies and Benlian (2016)[56] had examined effect of fake "Facebook Likes" on decision-making of sponsors on "crowdfunding" platforms. The research study had identified the situations where "crowdfunding" campaigns were supposed to receive fake "Likes" by the social network users. Its results showed that fake "Likes" influenced the investment decisions of sponsors. Categories such as "Art, Crafts, Dance, and Comics" were found as less affected by fake "Likes". Creators who invested more time and effort in generating and handling the campaign were prone to have more fake "Likes" of the social network users. Strong competition among the creators was also found to be the reason of fake "Likes". Categories of the products and services which were more known among the users were examined having a smaller number of fake "Like". "Fake Facebook Likes" had a very short-term positive effect on the number of sponsors.

Jain (n.d.)[57] had focused on the positive and negative impact of social networks on Indian youth. The study highlighted the ethical responsibilities of the users to make proper use of the social network applications.

2.1.3: Review of Literature on Patterns of Use of Social Networks (SNWs):

The section given as below has dealt with review of literature on pattern of use of social networks by social network users.

Marshall et al. (2008)[58] had reviewed cross-national differences among university students of India and USA in use of social networks.

These differences were studied in terms of viz., privacy attitude, behaviour and communication pattern of social networks. No difference was examined between the behaviour considering trust and online communication pattern between the students. But, Indian students were found as more individualists which meant to be more trusting, open, and direct in exchanges with strangers. Whereas American students were found as more collectivists tend that is to be less trusting and evasive in unwanted exchanges (ibid).

Ong et. al. (2011)[59] had examined relationship of "Narcissism" and "Extraversion" on "Adolescents' self-presentation" in four Facebook profile features viz., "profile picture, status updates, social network size and photo count." 7 to 9 Grade students of Government secondary schools of Singapore were taken as respondents for the purpose of study. Its results showed that "Narcissism" helped in predicting the tendency to upload profile pictures and frequency for updating the status on social network. Whereas "Extraversion" helps in the prediction of the social network size and number of photos uploaded on the social network.

Manjunatha (2013)[60] had studied use pattern of social networks through the variables viz., hours spend per week, gender differentiation in its use, purpose of membership, users' level of intimate relationships with online friends, frequency and purpose of communication. Effects of social networks on interpersonal relationships were also examined and its results revealed that, majority of respondents were exposed to social network application for shorter duration. Male respondents were found as using social networks more than the female social network users. The respondents had social network user account in more than one social network that were generally used by the respondents to stay in contact with known people and other people who were using social networks had a positive opinion about the use of social networks.

Davenport, Bergman, Bergman and Fearrington (2014)[61] had examined the purpose of use of "Facebook" and "Twitter" among the "Narcissism" social network users. Use for the purpose of the research study was bifurcated into active use which included generation of content and the passive use which include consumption of content. "Narcissists" college going students under study were found using "Twitter" for generation of content. Whereas "Narcissists" adult was found using "Facebook" for the generation of content. "Twitter" was examined motivating "Narcissistic" for using all manifest through "tweeting", while Facebook provided other mechanisms to achieve "Narcissistic" motives.

Choi and Toma (2014)[62] had investigated patterns of use of social media for social sharing and effects of social sharing on shared emotions of social network users.

It was found that more "accessible" and "non-intrusive" social media was used for sharing "positive events" by its users. "Intrusive" and "rich media" like telephones were used to share "negative events" among the people. "Highly intense positive events" were found more likely to be shared through "Twitter" than "low-intensity positive events". "Highly intense negative events" were found more likely to be shared "face-to-face" than "low-intensity negative events". Irrespective of the mode for sharing users experienced increased "positive affect" after sharing "positive events", and increased "negative affect" after sharing "negative events" (ibid).

Shelton, and Skalski (2014)[63] had studied the variable viz., prevalent controversial content (alcohol partying, profanity, drug use, nonverbal aggression, nudity) on Facebook, frequency of anti-academic behaviour compared to pro-academic behaviour (studying/ reading, meeting with a group, sitting in class), quantum of personal information disclosed by Facebook users and the differences in amount of personal information and debatable content disclosed based upon Gender of the social media users of "Facebook". Its results examined higher frequency of debatable content in all categories under the research study compared to the personal content categories. Facebook was found having more negative content with the difference in the frequency of the content based on the category under study. A social network was examined having more "Anti-academic content" compared to the "Pro-academic content". Majority of the respondent did not disclose their personal details on social network. Differences were also observed on the disclosure of personal information and the sharing of personal content based on the gender of the respondents.

Feng and Xie (2014)[64] had examined the motivating role of use and privacy concern in social network applications of the parent's social network users on the use and privacy concern of teen's social network users. Teen's social network users used different features relating to the privacy setting when parents had more concern for the privacy.

Van Gool, Van Ouytsel, Ponnet and Walrave (2015)[65] examined the effect of "Reasoned Pathway (Attitude and subjective norm of friends, parents and teachers)" and the "Social-Reaction Pathway (Prototype Favourability and Similarity)" for sharing of personal information relating to the peer relationship on social networks. The research study had examined the significant impact of the reasoned and social-relation pathway on information disclosure relating to the relationships with the peer in the social network. Among all pathways attitude was found to be the strongest predictor for information disclosure behaviour of social network users.

Oeldorf-Hirsch and Sundar (2015)[66] had identified "Wall, Likes, Tags and Comments" as the key elements that affected involvement of social network users in the creation and forwarding the news content. The research study had also examined that "social affordances of the website" that is "Audience Customization" and "Targeting of specific friends" affected the involvement of the news, whereas "Comments" given by the users of the social networks affected the users to share new stories in the social network.

Zlatolas, Welzer, Heričko and Hölbl (2015)[67] conducted the research to understand the relationships between "privacy issues" and "self-disclosure" on Facebook. The study found significant effect of "privacy awareness, privacy social norms, privacy policy, privacy values and privacy concerns" on "self-disclosure" behaviour. "Privacy social norms, privacy policy and privacy control" affected "privacy value". "Privacy awareness, privacy policy and privacy control" affected "privacy concerns". "Privacy value" had a significant positive impact on "self-disclosure" behaviour. "Privacy concerns" were examined to have negative impact on "self-disclosure". "Privacy awareness" had significantly negative impact on "self-disclosure" and on "privacy concerns".

"Privacy social norms" too showed negative impact on "self-disclosure" and positive impact on "privacy value". "Privacy policy" was examined having negative impact on "self-disclosure, privacy value and privacy concerns". "Privacy control" examined having negative impact on "privacy value and privacy concerns" respectively (ibid).

2.2: REVIEW OF LITERATURE ON THEORIES FOR ADOPTION OF INNOVATIONS:

The following part has provided brief description on selected important theories that have been developed over a period of time for adoption of innovation. Social technologies are used by individuals for different purposes. It helps in satisfying different types of needs of the social media users. Social network users around the world have adopted different types of applications of social networks to satisfy their diverse needs (Boyd & Ellison, 2008)[1].

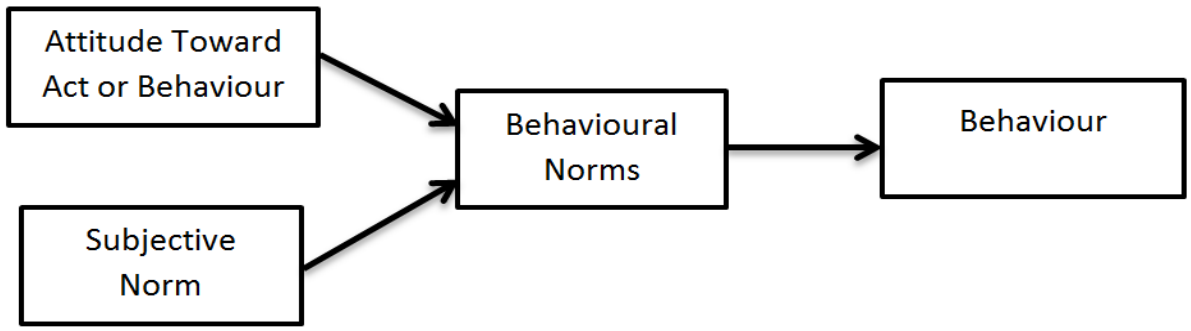
There are different factors which plays an important role in adoption of innovation now referred as new social technology application by the social network users (ibid)

An attempt had been made by the researcher to explain in brief selected theories developed for the adoption of Innovation as follows.

It mainly includes "Theory of Reason Action (TRA)" as developed by Fishbein and Ajzen; "Theory of Innovation Diffusion (IDT)" develop by Roger; "Theory of Technology Acceptance Model (TAM)" as developed by Davis; "Theory of Planned Behaviour (TPB)" as developed by Ajzen and "Decomposed Theory of Planned Behaviour (DTPB)" as developed by Taylor and Todd explained in brief as follows.

2.2.1: Theory of Reasoned Action (TRA):

Figure Number: 2.1:
Theory of Reasoned Action (TRA)



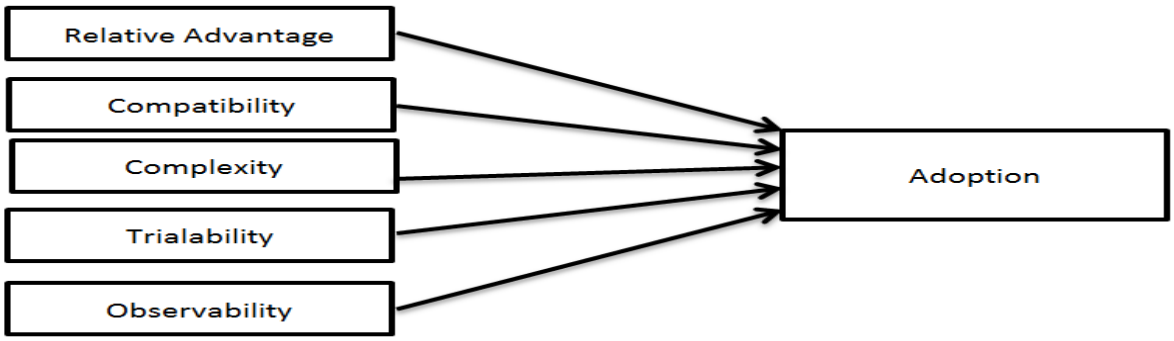
Source: Fishbein and Ajzen (1975)[68]

Fishbein and Ajzen (1975)[68] have developed the "Theory of Reasoned Action (TRA)" that theorizes an "individual's attitude" and "subjective norms" as a determinant of "behavioural intentions". It explains an "attitude towards adopting an innovation" which is derived from an "individual's beliefs" that its adoption would lead to certain definite results. "Intention to perform took place when an individual positively evaluates the performance behaviour". "More favourable the attitude with respect to a certain behaviour, stronger would be an individual's intention to adopt the behaviour."

"Subjective norms" referred as "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 would shape his/her behaviour towards the use of a specific technology."

2.2.2: Innovation Diffusion Theory (IDT):

Figure Number: 2.2:
Innovation Diffusion Theory (IDT)

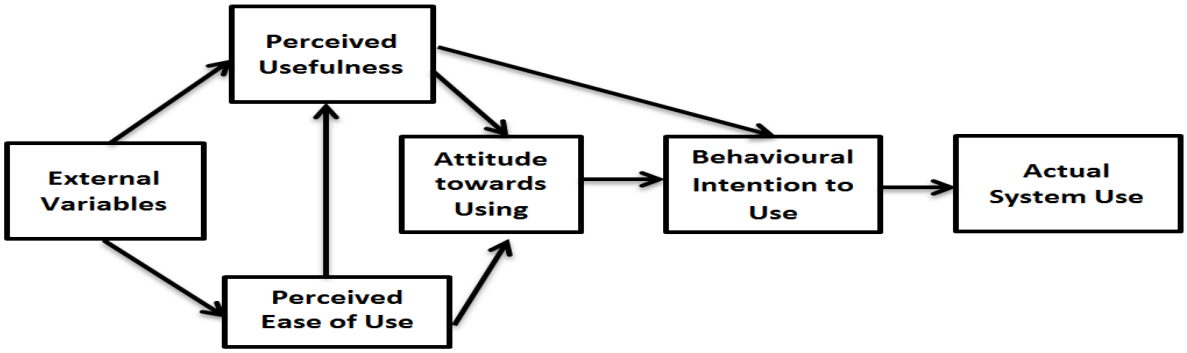


Source: Roger (1983)[69]

Roger (1983)[69] has illustrated "Innovation Diffusion Theory (IDT)" which explains the "Adoption of Innovation". According to this theory, "adoption of innovation depends upon the reduction of uncertainty". To reduce uncertainty, "an individual gather and synthesizes information about the technology". It suggests five key attributes viz., "Relative Advantage, Compatibility, Trialability, Observability, and Complexity" that affects "adoption of innovation". "Perceived relative advantage" refers to the "degree to which innovation is perceived as being better than its precursor." "Perceived compatibility" is the "degree to which innovation is perceived to be compatible with existing values and current needs." "Trialability" has been referred as the "degree to which innovation is perceived as being triable on a limited basis prior to any decision to adopt." "Observability of innovation" is the "degree to which innovation is visible to other members of a social system and complexity is the degree to which an innovation is perceived as relatively difficult to understand." The first four attributes are found as positively related to the adoption rate while the last one is related as negative.

2.2.3: Technology Acceptance Model (TAM):

Figure Number: 2.3:
Technology Acceptance Model (TAM)



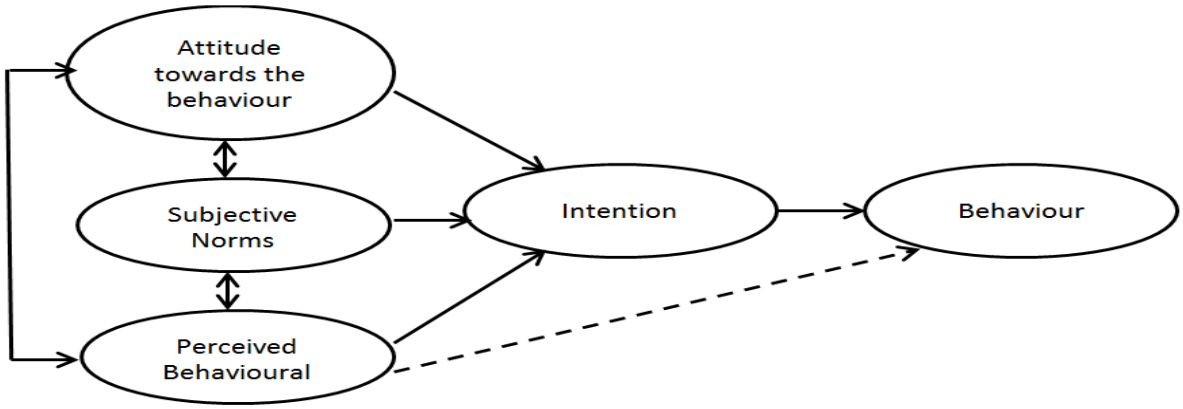
Source: Davis et al. (1989)[70]

Davis (1989)[70] has developed the "Technology Acceptance Model (TAM)" that emphasizes on "perceived ease of use, perceived usefulness, attitude towards use, behavioural intention to use, and actual use" as a determinant of accepting technology by its users. Among the determinants as mentioned above, "perceived ease of use" and "perceived usefulness" are considered as an important determinant for the use of technology by the people. TAM is an adaptation of TRA in the Information System (IS) field. TAM theorizes that "a technology, that is easy to use, and if found to be useful would have a positive influence on the intended user's attitude which in turn increases intention towards use of the technology that generates the adoption behaviour."

"Perceived usefulness" is defined as the degree to which "a person believes that using the system will enhance his or her performance". Perceived ease of use, on the other hand, is defined as the degree to which "a person believes that using the system will be free of mental effort".

2.2.4: Theory of Planned Behaviour (TPB):

Figure Number: 2.4:
Theory of Planned Behaviour (TPB)

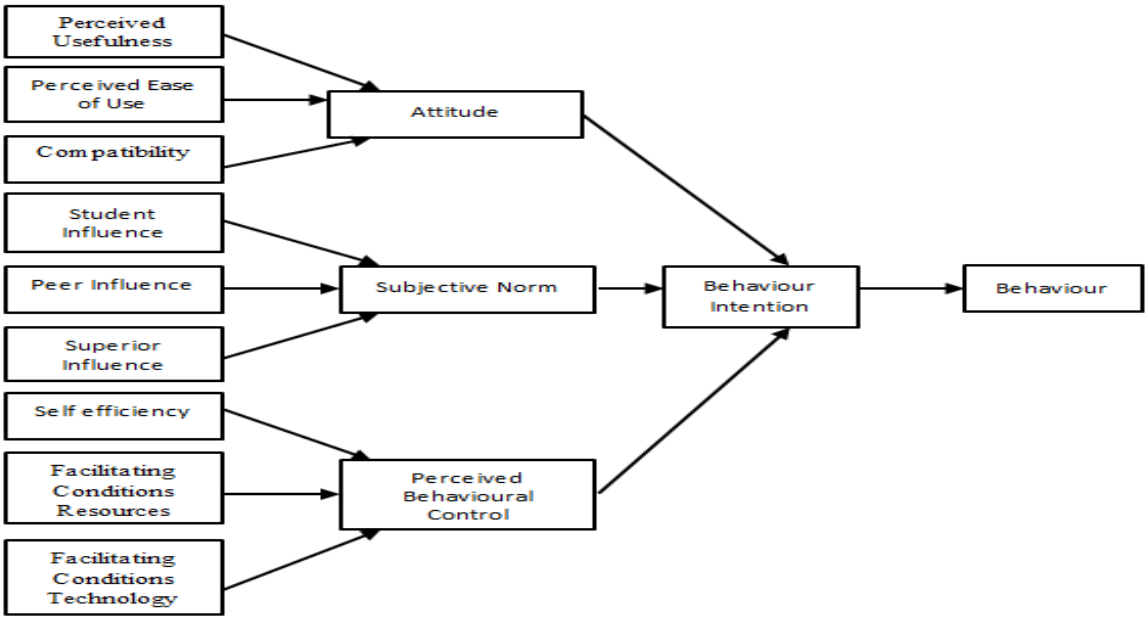


Source: Ajzen (1991)[71]

Ajzen (1991)[71] has offered the "Theory of Planned Behaviour (TPB)" that ascertained "behavioural intentions" as a function of an "individual's attitude" towards his/her "behaviour, subjective norms and individual's perception of behavioural control." "Perceived behaviour control" is reflected as "individual's beliefs of his or her ability to perform behaviour." "Performance of external behaviour" is found to be affected by "external factors" like "time and money", and "internal factors" like "ability and self-efficacy". Thus, according to the TPB "behavioural intention" is not only influenced by the "attitude" and "subjective norms" but also by "perceived behavioural control". This is based on the proposition that "individuals are likely to engage in certain behaviour when they believe to have the required resources and confidence to perform the behaviour".

2.2.5: Decomposed Theory of Planned Behaviour (DTPB):

Figure Number: 2.5:
Decomposed Theory of Planned Behaviour (DTPB)



Source: Taylor and Todd (1995)[72]

Taylor and Todd **(**1995)[72] have established the "Decomposed Theory of Planned Behaviour (DTPB)", which combines the aspects of "TPB" with aspects of "IDT". "TPB" proposed the influence of "attitude, subjective norms and perceived behavioural control" on the "intention to use the technology". Taylor and Todd took "TPB" one step further by "decomposing the attitudinal, normative and perceived control beliefs into multi-dimensional constructs". "Decomposition by DTPB" provided higher explanatory power and a more precise understanding of the "antecedents of behaviour". "Attitude" was identified through "perceived usefulness, ease of use and compatibility", which influenced the formation of "attitude" toward certain "behaviour". "Subjective norm" was identified through "peer influences and superior influences"; and "perceived behavioural control" was identified through "self-efficacy, technology, and resources"

Among the models discussed above "Technology Acceptance Model" is a model which is widely adopted in literature to study the adoption of technology. Many authors have modified "TAM" by adding different construct to "TAM" to increase the predictability of the model for their study.

The following section offers a brief description on selected research studies that had used TAM to understand the adoption of technology among the individuals.

2.3: REVIEW OF LITERATURE ON TECHNICAL ACCEPTANCE MODEL (TAM):

"Technical Acceptance Model" was developed by Davis in the year 1985 to explain behaviour regarding use of computer. "TAM" uses "TRA" as a theoretical basis for specifying the causal linkages between two key beliefs viz., "Perceived Usefulness (PU)" and "Perceived Ease of Use (PEOU)" with users' "attitudes", "intentions", and actual Computer "Adoption Behaviour".

The responses were collected from total number of 112 participants from IBM Canada's Toronto Development Laboratory. Of these 112 respondents, 109 were users of Electronic Mail and 75 were users of XEDIT. The respondents had an average of six months' experience with the two systems that were studied, and it was found that "PU" and "PEOU" were found as significantly correlated with both "self-reported current use" and "self-predicted future use". But, "usefulness" was examined as having a significantly greater correlation with "use behaviour" than "PEOU" (Warshaw & Davis, 1985; Davis, 1989).[73,70]

Davis, Bagozzi, and Warshaw (1989)[74] had predicted individuals' acceptance for a computer through "TRA" and "TAM". They had measured "intentions" of people by taking into consideration viz., "attitudes, subjective norms, PU, PEOU, and related variables". A longitudinal study of 107 user's "intentions" to use a specific system was measured after one-hour and 14 weeks of introduction to the systems. In the research, it was found that when the system was new "PEOU" directly affected "behaviour intention", but as the user started using the system, effect was indirect through "PU". It also examined that the effect of "PEOU" became insignificant on "attitude" and "behaviour intention" with the passage of time and use of systems.

Adams, Nelson and Todd (1992)[75] had conducted two different studies using "TAM". The first study conducted, was related to the use intention for "Electronic and Voice Mail" the two-messaging technology by the respondents.

In this research study total numbers of 118 respondents from 10 different organizations were surveyed to study , "Perceived Usefulness (PU)" was examined to be an important determinant while "PEOU" was not observed to be an important determinant of "use or intention to use" the messaging technologies. The second study conducted was related to "use intention" for Word Processing, Spreadsheets and Graphics. In this study, total number of 73 respondents were surveyed who were users of all the three packages. The results of the studies were somewhat mixed, but indicated the importance of both "PEOU" and "PU" in "intention to use" the package (ibid).

Davis (1993)[76] had identified the effect of system design feature on acceptance or rejection of technology. A field study of 112 professional and managerial employees in North American Corporation was conducted for the purpose of research. Selected employees were also users of the two end-user systems ("Electronic Mail and Text Editor"). The author had studied four constructs, which included "electronic mail & text editor" viz., "PU, Perceived Ease of Use (PEOU), attitude, and behaviour intention". Through Ordinary Least Squares (OLS) regression, it was found that "system" and "perceived ease" had no direct effect on "use".

"System" had a small but significant direct effect on "attitude". "Systems" ("electronic mail than a text editor") significantly affected "PEOU" but not the "PU". "PEOU" had a small but significant effect on "attitude" and strong effect on "PU". "PU" had a significant and strong effect on "attitude". "PU" has a strong and direct effect on the "use of technology" compared to the "attitude", and "attitude" has a significant effect on "use of electronic mail and text editor" (ibid).

Segars and Grover (1993)[77] had extended "Technology Acceptance Model (TAM)" by adding variable "effectiveness" to improve the predictability of "TAM". Authors had used data collected by Adams, et al. (1992)[75] to perform a "Confirmatory Factor Analysis (CFA)". They had examined that "two-factor model" consisting of "ease of use" and "usefulness" did not adequately fit the data. To identify the sources of the poor fit, they performed an "exploratory analysis" guided by multiple empirical indicators of model misspecification provided by LISREL and found a better-fitting model by eliminating two observed measures (work quickly and understandable) and then splitting the items used to measure "PU" into two factors. One factor identified was "usefulness" (which included makes job easy, useful and increase productivity), and the other as "effectiveness" (which included effectiveness and job performance). The new "three-factor model" (including "usefulness, effectiveness, and ease of use") was then confirmed by cross-validation with the voice mail data (Segars and Grover, 1993)[77].

Subramanian (1994)[78] had used data set for voice mail and consumer dial-up systems for conducting the replication of the construct measurement of "PU" and "PEOU" on "future use of technology". The responses were collected from the total number of 179 respondents from which 75 respondents were users of voice mail and 104 respondents were a user of consumer dial-up systems. Using "Conformity Factor Analysis", it examined that results of the construct measurement for "PU" and "PEOU" in the research which were found quite consistent with the results reported in prior research with minor variations. "PU", and not "PEOU", was a determinant of predicted "future use".

Taylor & Todd (1995)[72] had assessed the role of prior experience in use of IT system. The study focused on use of a "Computing Resource Center (CRC)" by business school students. For the purpose, data were collected from total number of 430 experienced and 356 inexperienced potential users of CRC. Variable under the study were viz., "PU; PEOU; Attitude; Subjective Norms (SN); Perceived Behavioural Control (PBC); Behaviour Intention (BI) and Behaviour". The augmented TAM was tested separately for the experienced and inexperienced groups using LISREL8 with maximum likelihood estimation. The results of this study demonstrated that "PEOU" was a more important predictor of "attitude" for inexperienced users. "Attitude" to "BI" was not significant for either group and did not differ between the experienced and an inexperienced group. "PU" was a stronger predictor of "intention" for inexperienced users. However, it did not differ between the two groups in its impact on "attitude". The path from "SN" to "BI" was not significantly different between the two groups. "PBC to behavior" was stronger for the inexperienced group and "behaviour intention to behavior" was stronger for the experienced users.

Szajna (1996)[79] had conducted a longitudinal study to test revised "TAM". The author tested the actual use of system with self-reported use of system. First time data were collected from 61 Graduate students after giving them training cum demonstration for operating electronic mail. These students were facilitated to use electronic mail for 15-weeks without any charge. Second-time data was collected after the completion of these 15-weeks.

"Pre-test" and "Post-test" were conducted to identify the difference in the acceptance of technology. In "Pre-test", it was examined that "PEOU" positively affected "PU" but not the "Intention of use". "PU" positively affected the "Intention to use". "Intention to use" was also found positively affecting "self-report system use". In "Post-test", effect of "PEOU" reduces on "PU" still, "PEOU" did not influence the "intention to use" the e-mail. "PU" positively influenced "intention to use" and "use of self-report system". "Intentions" were found positively influencing use of "self-report system" and the "actual use" of e-mails. "Intentions" were influencing "use of self-report system" more than the "actual use" (ibid).

Igbaria, Zinatelli, Cragg and Cavaye (1997)[80] had tested TAM for "personal computing" acceptance in small firms of New Zealand. For the purpose, data were collected from total number of 358 respondents working in a small firm and were at clerical position.

Two variables were added at TAM viz., "Intra-Organizational factor" which included, "Computing Support, Training and Management Support" and "Extra-Organizational factor" which included, "Computing Support and Training". Through Structural Equation Modeling (SEM), it was examined that "PEOU" and "PU" were the dominant factors influencing "use of system". "PEOU" and "management support" had the strongest influence on "PU". "Internal training" had positive effects on "PU" but it did not influence "PEOU". The data also examined the moderating effect of "external computing support" and "external computing training" on "PEOU". The results of the study demonstrated the importance of "PEOU" and "PU" in mediating the relationships of the "Intra and Extra Organizational factors" on "personal computing acceptance" (ibid).

Hu, Chau, Sheng and Tam (1999)[81] had carried out research explaining "physicians' decisions" to accept "telemedicine technology" in the "health-care" context. For the purpose "PU, PEOU, attitude, and behavioural intention" were taken as variables under the research study. Data processed, were collected from that total number of 408 physicians of pre-selected specialties who practiced in public Tertiary Hospitals in Hong Kong. Through SEM, it was examined that, "PEOU" had a positive effect on both "attitude" and "PU". However, neither of these effects were found as statistically significant. "PU" was found to have a significant direct and positive effect on a "physician's attitude" as well as on his or her "intention to use" the technology. "PU" was also examined to have a direct as well as an indirect effect, through mediating "attitude", on the "intention to use". "PU" was found having a strong significant influence on physicians' "intention to use" the technology and "attitude" was found having significant influence on "behavioural intention", though to a lesser extent than "PU".

Agarwal and Prasad (1999)[82] had undertaken a survey to identify the relationship between "individual difference" and "IT acceptance" by mediating the construct of "TAM". Model was tested by surveying 230 users of Information Technology Innovation. In the research study, they had found three individual difference variables viz., "Role with regard to technology, level of education and prior or similar experience" having significant effects on "PEOU".

"Tenure" in the workforce was not found influencing "PEOU" and "usefulness", whereas "participation in training" was found as examined influencing "PU". "PEOU" was found as significantly predicting "perceived usefulness and attitude", and "PU" was a significant predictor of "intentions to use" the innovation (ibid).

Karahanna, Straub & Chervany (1999)[83] had developed a model to understand "user acceptance" and "user resistance" to "adoption" and "use" of Information Technology (IT). This research study specifically investigated whether differences existed between the determinants of "Behavioural Beliefs" which included viz., "perceived usefulness, image, compatibility, ease of use, visibility, result demonstrability and trialability" and "Normative Beliefs", which included viz., "top management, supervisor, peers, friends, MIS department and local compute specialists" on "adoption" and "use" of IT; "attitude" toward "adopting and continuing use" of IT; and "subjective norm" toward "adopting and continuing use" of IT. For the purpose, data were collected from total number of 77 respondents who were adopters of windows and 153 respondents who were users of windows. In the result, it was examined that "behavioural intention" to adopt Windows was solely determined by "normative considerations" from the "social environment" concerning the "adoption" of Windows. While "intention to continues use" of Windows was determined by the users' "attitudes" toward "continual use" of Windows and the degree of "voluntariness of use". Thus, relationship between "attitude" and "behavioural intention" was found as stronger for "users" than for "potential adopter" and relationship between "subjective norm" and "behavioural intentions" were found to be stronger for "potential adopters" than for "users". In terms of "behavioural beliefs", "perceived usefulness" was the only belief underlying both "attitudes toward adopting" and "attitude towards continue to use". In addition, "image" was found as significant for "users" while "visibility, result demonstrability, ease of use, and trialability" were found as significant for "potential adopters". For "potential adopters", "top management, friends, and one's supervisor" were the top three determinants of the "subjective norms". For "users", "peers, local computer specialists, and top management" were found as the determinants of "subjective norm".

Dishaw & Strong (1999)[84] had integrated "TAM" and "Task Technology Fit Model (TTFM)" to improve the predictability of "acceptance of technology". Construct of TTFM included "task characteristics, tool functionality, tool experience, and task-technology fit". "Task characteristics" proposed to influence "task-technology fit and actual tool use". "Tool functionality" projected to affect "PEOU and task technology fit". "Tool experience" predicted to affect "PEOU and PU". And "task-technology fit" expected to affect "PEOU, PU, and use" of actual tool. Rests of the effect were the same as TAM model. Data were collected from total number of 60 respondents.

Model was tested using Structural Equation Modeling (SEM). "Task characteristics" showed significant negative relationships with "task- technology fit" and actual tool "use". "Tool functionality" was examined having a significant positive relationship with "task- technology fit" and negative relation with "PEOU" (ibid).

"Tool experience" was examined to have a significant positive relationship with "PEOU and PU". While, "task-technology fit" had a significant positive relationship with "PEOU", other relationships were found to be insignificant. "PEOU" positively and significantly affected "PU", and "PU" positively and significantly affected "attitude" towards the use but not the "intention or actual use" of tool. "Attitude" was found as positively and significantly affecting "intention to use". Actual tool "use" was observed not to be affected by "intention, PU and or task technology-fit" (ibid).

Venkatesh and Davis (2000)[85] had developed and tested a theoretical extension of the "Technology Acceptance Model (TAM)" by developing a new model which explained "perceived usefulness" and "use intentions" in terms of "social influence" ("subjective norm, voluntariness, and image") and "cognitive instrumental processes" ("job relevance, output quality, result demonstrability, and perceived ease of use"). Four longitudinal field studies at three points of measurement ("pre-implementation, one-month post-implementation, and three months post-implementation") were conducted to test the model. The questionnaire was circulated among the respondents on the basis of training received by each respondent in the organisation. System use for the first two studies (1 & 2) was voluntary while system use for the last two studies (3 & 4) was mandatory. "The extended model strongly supported for all four organizations at all three points of measurement." Both "social influence processes" and "cognitive instrumental processes" were found significantly influencing "user acceptance". "PU" was a strong determinant of "intention to use", and "PEOU" was a significant secondary determinant. "PEOU" positively affected "PU". It was also examined that, when use was mandatory or voluntary, "subjective norms" did have a direct effect on "intention" but had an effect on "PU" and this effect weakened with the "experience" of systems. "Subjective norms" were also examined to have a positive effect on the "image" in all the four longitudinal studies. "Image", interaction of "job relevance" and "output quality" were found as significant in all four studies at all points of measurement showing a significant positive effect on "PU". "Intention to use" was too found positive and significantly affecting the "use behaviour" of the respondents.

Kwon & Chidambaram (2000, January)[86] had examined patterns of "cellular phone adoption" and "use" in an urban setting.

Total numbers of 176 "cellular telephone" users were surveyed about "their patterns of use, demographic and socio-economic characteristics, perception about the technology, and their motivations "to use cellular services". The research study was conducted to examine "direct and or indirect effect of individual characteristics, PEOU, PU that is extrinsic motivations, enjoyment fun that is intrinsic motivations, and social pressure on acceptance of users of new technology".

Through multiple regression and path analysis, it was found that "Gender, income, and occupation" had no significant effect on their "perception of cellular telephones" and the "social pressure to use it". "Age" of the respondents revealed a strong and significant association with the "social pressure" they faced to "use cellular telephones". "Users' perception", however, had shown a significant relationship with their "motivations" (ibid).

"PEOU" had a significant and strong association with respondents' "PU". No significant relationship between the respondents' "apprehensiveness" about cellular telephones and their "PU" to use them was found. "Apprehensiveness" about telephones was found having a negative and significant association with "intrinsic motivations" to use it. "Intrinsic motivation" to use "cellular telephones" revealed a significant and negative association with "work-related use" of "cellular telephone". "PEOU" was found having significant and positive relationship with "PU" and also for the "use" of "cellular telephone" (ibid).

Liang, Xue and Byrd (2003)[87] had examined the use of "Personal Digital Assistants (PDAs)" by a "Health Care Professional". For the purpose "compatibility, job relevance, support, PU, PEOU, and personal innovativeness (PI)" were taken as an independent variable and use as a dependent variable for the purpose of this study. The primary data were collected from total number of 77 respondents. Partial Least Squares (PLS) method was used for further processing of data and verification of the model as developed by the authors. The results of the research study show that "compatibility" and "job relevance" positively and significantly affected "usefulness". "Support" positively and significantly affected the "ease of use". "PI" positively and significantly influenced "PEOU" and "use". "PI" affected "PEOU" more than "use". "PEOU" positively affected "PU" and "use", it had more affected on "PU" than "use". And, "PU" was found as a significant determinant of "use" and was mediated by "PI" and "PEOU".

Chau (1996)[88] had developed TAM by dividing "perceived usefulness" into "near-term usefulness" and "long-term usefulness". For the purpose, primary data were collected from total number of 285 administrative and clerical staff using Microsoft Word and Excel program in a large organization. Data of these users were further processed for testing of Model using the SEM separately for the adoption of both the software. Microsoft Word and Excel showed similar results. "PEOU" had a positive effect on "near-term perceived usefulness" but not "behavioural intention". "Near-term perceived usefulness" was found affecting perceived "long-term usefulness" and "behavioural intention". Effect of "near-term usefulness" was found more on "behavioural intention" than "long-term perceived usefulness". "Long term usefulness" was also found positively affecting the "behavioural intention" of users of software.

Lu, Yu, Liu & Yao (2003)[89] had developed a TAM for "Wireless Internet". They had divided "usefulness" as "short term usefulness" and "long term usefulness". They had also proposed to add "technical complexity, individual difference, facilitating conditions, social influence, and wireless trust environment" as factors affecting "short-term" and "long-term usefulness" of "Wireless Internet via Mobile Devices (WIMD)".

They suggested measuring the effect of "technical complexity, individual difference and facilitating conditions" on "PEOU". "PEOU" effect was suggested to be measure on "short- term usefulness and attitude" to use WIMD. "Attitude" for WIMD was proposed to be affected by "near-term usefulness, long-term usefulness, and PEOU" (ibid).

"Intention to use" WIMD was anticipated to be affected by "near-term usefulness, long-term usefulness, and attitude" to use WIMD respectively (ibid).

Lu, Lu, Yu, Yao (2003)[90] had explored factors associated with "wireless Internet via Mobile Technology Acceptance". For the purpose primary data, were collected from students of MBA-level who were perusing e-Commerce course in Beijing, China. From total number of 160 responses, 128 responses were found fit for further data processing and testing of the model. "PU, PEOU, social influences, wireless trust, environment and facilitating conditions" were considered as an independent variable, and "intention to accept" the Wireless Internet Mobile Technology (WIMT) was taken as a dependent variable. The result of this research study showed that "Wireless Trust Environment, PU, PEOU, system complexity, and social influences" were directly related to the "acceptance" of WIMT. "Facilitating conditions" were also found as directly associated with the "acceptance" of WIMT but the association examined was found to be weak.

Ma & Liu (2004)[91] had conducted a meta-analysis on 26 studies on the TAM. 26 studies selected by the authors involved, direct or indirect empirical testing of TAM. The current study had examined the relationships in TAM with a large sample size by taking a sample of all 26 studies into consideration.

The results of the study showed a strong relationship between "PEOU and PU", and between "PU and Technology Acceptance (TA)", while the relationship was found as weak between "PEOU and TA". Strength of these relationships were measured from three perspectives. First with "Magnitude of mean effects" which showed the large mean effects for "PEOU and PU" and "PU and TA", while the medium effect for "PEOU and TA". Second test conducted was statistical significance of mean effect which was observed to be significant at 0.01 level of significance. And, third with a "fail-safe test" which was found between 71-131 null effects for the mean correlation between "PEOU and PU" and between "PU and TA". However, the mean effect for "PEOU and TA" did not pass the "fail-safe test", which showed a need of one more study reporting null effect which would lead to the effect being non-significant.

Wixom and Todd (2005)[92] had carried out a survey to examine use intention of data warehousing predefined reporting software. In order to examine the "use behaviour intention", various effects were examined on the variables under this research study. Effect of "information quality" was examined on "information satisfaction", and "system quality" on "system satisfaction". Effect of "information satisfaction" and "system satisfaction" was further measured on "PU" and "PEOU" respectively. Effect of "PEOU: was further measured on "PU and attitude". Effect of "PU" was measured on "attitude and behaviour intention". The primary data were collected from total number of 465 respondents.

The results of the analysis showed "completeness, accuracy, format, and currency" significantly related to "information quality" and collectively accounted for 75 percent of the variance as in "information quality". "Reliability, flexibility, integration, and accessibility" too were found as significant determinants of "system quality" whereas "timeliness" was not (ibid).

"Information quality" and "system satisfaction" revealed significant influences on "information satisfaction" which accounted for 71 percent of the variance. "Information satisfaction" too had a significant influence on "PU". "System satisfaction" had a significant influence on "PEOU". "PEOU" had a significant influence on "PU" and "attitude". "PU" too had a significant influence on "attitude" and "intention". "Attitude" was found as having significant influence on "intention to use" the technology (ibid).

Mao, Srite, Thatcher & Yaprak (2005)[93] had explored key factors that influenced the "usefulness, ease of use, and intentions to use" advanced mobile phone services viz., "Mobile Internet Access, e-mail, and payments". Effect of mobile phone "efficiency" and "personal innovativeness" was explored on the "PU and PEOU". And, effect of "PU, PEOU, price, and accessibility" was measured on "intention to use" advanced mobile phone services.

Out of 273 student respondents, 130 students had studied in universities of Turkey and 143 students had studied in universities of USA. Research model was tested using SEM differently for Turkey and the USA. The results of turkey students showed the direct effect of "mobile phone efficiency" on "PEOU" but not the "PU". "Personal innovation" directly and significantly affected "mobile phone efficiency, PU and PEOU". "PEOU" also revealed a direct effect on "PU and intention to use" the mobile phone services, and "PU" was found having a direct effect on "intention to use", effect of "PU" was examined to be more than "PEOU" for the "use" of advance mobile phone services. Significant direct effect of "price" was examined on "intention to use" but not of "accessibility" for Turkey students. The results of USA students showed direct effect of "mobile phone efficiency" and "personal innovation on PEOU", and not on "PU". "PU" was found to be affected by "PEOU". While "intention to use" advanced mobile phone services were only found to be affected by "PU" (ibid).

Kim & Malhotra (2005)[94] had developed two models, The First model, "Two-Wave Panel Model" shows individuals interact with a personalized Web-based information system over time. Model was developed by authors based on a "dual-mode processing" paradigm which included the variables "PEOU, PU, use and Behavioural Intention (BI) to use" the personalized web-based information. Model had focused on three types of processes for "pre and post, sequential updating mechanisms (Pre-PEOU to Post-PEOU; Pre-PU to post-PU; Pre-BI to Post-BI)", "feedback mechanisms in both Pre and Post (use to PEOU; use to PU; and use to BI)" " behavioural patterns (Pre-use to Post use)". It also studied whether "behaviour intention" affected the "future use" of the system as study by TAM.

In Wave-1, 298 responses were collected from students who were users of web-based information and were further processed. In Wave-2, which was conducted two months later, and in all 298 respondents, 189 responses which were complete were further processed. "Means of Latent Variable Scores (MLVS)" were used to test the model. It tried to examine that "PEOU" was consistently a strong determinant of "PU and BI" at both waves. No relationship was found between "PU and BI" in the first wave, but a significant relationship was found between "PU and BI" in the second wave.

It was also found that "intention" was no longer a determinant of "future use" when "past use" was taken into account. Premises of the sequential updating mechanisms, "PEOU and PU" in the Wave-1 had positive impact on the same variables at the Wave-2. However, "BI" of the Wave-1 was not influenced by the same variable measured of the Wave-2. "USE" constantly and strongly influenced the TAM variables measured at the same time. While, "Behaviour-Evaluation" feedback relationship between "Pre and Post" were found to be substantial. "USE" of the Wave-1 had a direct impact on "USE" of the Wave-2 supporting the notion of "repeated behavioural patterns" (ibid).

Kim and Garrison (2009)[95] had developed a "Mobile Wireless Technology Adoption Model" by Extending TAM. "PEOU, PU, Perceived Ubiquity (PQ), Perceived Reachability (PR), Job Relevance (JR) and Behavioural Intention (BI)" were the construct of the model. "PEOU, PU, PQ, PR and JR" were taken as an independent variable while "BI" was taken as the dependent variable. For the purpose data was collected from 242 respondents working in a medium-sized Korean company. Their relationships among the variables were determined through SEM. The result of the data analysis showed that "PEOU" was having a significant positive relationship with "PU and BI". The relationship of "PEOU" with "PU" was found to be stronger than that of "BI". The other entire construct "PU, PU with JR, PQ and PR" too revealed a significant positive relationship with "BI". It was examined that "PU" had a positive significant effect on "BI" than any of the other construct.

Lin and Lu (2011)[24] had examined "Network Externalities" and "Motivation theory" to identify the reasons for people joining social networks. For the purpose of this reaserch study, the primary data were collected from 402 respondents. "Network Externalities" which included a "number of members, number of peers, perceived complementarity, perceived benefits which included usefulness and enjoyment" as well as "continued intention to use" social networks were considered as variables under this research study. Through SEM, it was found that the "number of members, number of peers, perceived complementarity" had a significant effect on the "usefulness" of social networks. A "number of peers and perceived complementarity" significantly affected "perceived enjoyment" but the "number of a member" did not. "Perceived benefits" that is "usefulness and enjoyment" were found as significantly affecting "continuous use intention". "Network Externalities", "number of peers" too were found as significantly affecting "continuous use intention" and not the other two.

Marshall, Moncrief, Rudd, and Lee (2012)[19] had examined changing phases of technology within the "Sales Environment", leading to the identification of social media as a dominant new selling tool through four focus groups. The research study explored the breadth of current technology use by "sales managers" and "sales individuals" for selling products of the organization. The research study had examined use of social media for "connectivity relationships, selling tools generational, global and sales marketing interface" by sales managers and sales individuals.

Lorenzo-Romero, Constantinides & Alarcón-del-Amo (2011)[96] had examined factors affecting the acceptance of social networks. "Trust of users" was found as positively and significantly affecting "PU, PEOU, and attitude". "Perceived risk" had revealed negative significant relation with "PEOU", and "intention to use" the social network. "PEOU" was examined having significant positive effect on "PU, attitude and intention to use". "PU" had shown a significant positive effect on "attitude and intention to use" the social networks. Effect of "PU" was found more than the effect of "PEOU" on "Attitude" but was less than "PEOU" on the intention to use the social networks. "Attitude" was found as positively and significantly affecting "intention to use" and "intention to use" was found as having a positive and significant effect on "actual use" of social networks. Thus, in this research study the authors had found effect of "PU" as mediated by the "attitude for intention to use" social networks.

Rizwan, Mir and Rehman (2012)[97] had proposed to extend TAM for developing a model for online shopping. They had suggested adding "locus of control" factor affecting "PU and PEOU". "PU and PEOU" should, in turn, be examined for their effect on "attitude towards making online shopping" and "attitude for online shopping" were proposed to be affecting "future intention for users" for making online shopping. They had recommended to examine "innovativeness and perceived risk" as an interim variable between "attitude and intention affecting future intention" for making online shopping. Thus, when people are more "innovative" they would prefer to make online shopping compared to those people who are "less innovative" even though they are having a "favourable attitude" for making online shopping. Similarly, when individuals perceive online shopping "less risky", they would make online shopping more compared to when they "perceive online shopping as riskier".

Ghazizadeh, Lee and Boyle (2012)[98] had proposed the development of TAM to assess automation and authors had called the same as "Automation Acceptance Model (AAM)" by adding "compatibility, trust and feedback mechanism" based on prior experience of users to TAM constructs. The model was developed by author's stated external variables as independent variables which affected "PU, PEOU, compatibility and trust". "Compatibility" was suggested as affecting "trust, PU and PEOU" while "trust" was proposed as affecting "PU, PEOU, and behavioural intention to use" automated systems. The remaining construct as showed the same relationships as per TAM model. "Feedback" was based on the "actual use" of the system which was anticipated as affecting "compatibility, trust, PU, PEOU, and behaviour intention to use" the automated systems by the users.

Park and del Pobil (2013)[99] had examined users' "attitudes" towards "tablet personal computers". They had identified the effects of "external factors" that is "perceived mobility", and viewing experience on "PU and PEOU", effect of "PEOU" on "PU and attitude", effect of "PU" on "attitude and intention to use", and effect of "attitude" on the "intention to use". The primary data were collected from total number of 511 respondents and it was found that Perceived Mobility (PM) affected "PU" more than "PEOU". "Viewing experience" affected "PEOU" more than "PU".

"PEOU" was found as affecting "attitude" more than "PU". "PEOU" was also found as affecting "PU" but the effect was less than that of the "attitude". "PU" was found as affecting "intention to use", the effect of "PU "on the "intention to use" was found as more than that of the "attitude" of respondents (ibid).

Svendsen, Johnsen, Almås-Sørensen and Vittersø, (2013)[100] had investigated the degree to which users' assessments of the core constructs of TAM were influenced by measurement of the traits viz., "Extraversion, Consciousness, Agreeableness, Emotional Stability and Openness to Experience". It was found that "personality traits" influenced "Behavioural Intention (BI)" both directly and mediated through the "TAM beliefs". "Personality traits" also influenced "TAM beliefs" without influencing "BI". "Extraversion" was examined having significant, positive relations with "BI" and this relation was fully mediated by the "TAM beliefs" ("PU and PEOU"). "Emotional stability" was examined related to "BI", but this relation was not mediated by the "TAM beliefs". "Emotional stability" affected "PEOU" and "Subjective Norms (SN)" of the users of the technology. "Openness to experience" was found significantly and positively related to "PEOU", but did not influence "BI". "Consciousness" and "agreeableness" too were examined significantly and found as positively related to "PEOU" and "SN" but did not influence "BI". Significant negative relation was found between "openness to experience" and "SN". And, "PU" was found to be affecting "BI" more than "PEOU" and "SN" respectively.

Howell (2016)[101] had examined social network users of the age group of 16 to 74 years of USA and found significant and positive effect of "PEOU" on "PU", effect of "PU" and "trust" on "attitude", and the effect of "attitude" on "BI" of social network users.

Weerasinghe and Hindagolla (2018)[102] in their review study for the selected study on TAM, researchers found "PEOU" and "PU" as significant determinants for adoption of social networking websites by social network users in majority of the studies.

Some of the studies under review also took "enjoyment and or playfulness, social influence, trust, autonomy, and demographic variables viz., age and gender" to study the adoption of social network users. The study under review found this construct playing important role in determining behaviour intention of social network users for adoption and use of social networks. 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.

2.4: REVIEW OF LITERATURE ON PERCEIVED USEFULNESS (PU):

An attempt was made by the researcher in the following part to provide brief description on selected important research studies on "Perceived Usefulness (PU)". "Perceived usefulness" was one of the important constructs of Technology Acceptance Model developed by Davis in 1985. Davis (1985)[73] has defined "perceived usefulness" "as the degree to which an individual believes that using a particular system would enhance his or her job performance." Theory was basically developed by the author to identify acceptance of technology when the technology was new for the users.

Hence, he suggested considering "PU as inferential in nature, requiring respondents to estimate the effect of the system on their job performance in the absence of any direct experience of using the system in their job". Significant correlation was found between "PU and PEOU" with "self-reported current use" and "self-predicted future use" of technology. "Behaviour for use" of technology was examined to have significantly greater correlation with "PU" than the variable "PEOU". The analysis suggested that "PEOU" may actually be a causal antecedent to "PU", as opposed to a parallel, direct determinant of system use (Davis, 1989)[70].

Davis, Bagozzi, and Warshaw (1989)[74] had conducted a longitudinal study on social network user's "intentions to use" a specific system of total number of 107 users. Constructs were measured after one-hour introduction to the system and after 14 weeks of introduction. "PU" was again examined to have a strong influence on social network "use intentions", explaining more than half of the variance in intentions at the end of 14 weeks. "PEOU" had a small but significant effect on "intentions" as well, although this effect subsided over time. This suggested that, when social network users were using technology for a long period of time, "PU" can be taken as a construct for measuring their "intention for continuous use" of technology.

Szajna (1996)[79] in the longitudinal study also found "PU" as strong determinant of "intentions to use" than "PEOU" by testing TAM on acceptance of e-mail by college students.

Agarwal and Prasad (1999)[82] through their modified TAM found three variables concerning individual differences viz., "Role with regard to technology, level of education and prior or similar experience" having significant effects on "PEOU". And "PEOU" was found as significantly predicting "PU and attitude". "PU" was still examined to be a significant predictor of "intentions to use" the innovation. This research study had examined the role of level of education and prior or similar experience with such technology in understanding and using the technology. Using the technology with clear purpose helped social network users to get an advantage that they wanted from the use of technology and hence technology was perceived more useful compared to the other users and these users were having a more positive attitude for the use of technology.

Igbaria et al (1997)[80] had examined the acceptance of personal computing technology by small firms. They had found "PU" and "PEOU" as an important in mediating the relationship between "inter and extra organisational factors" and "actual use" of the system.

Adams, Nelson and Todd (1992)[75] had presented findings of two studies undertaken by Fred Davis on "PU, ease of use, and use of Information Technology (IT)". Both these studies had focused on evaluating the "psychometric properties" of the "ease of use and usefulness" scales while examining the relationships between "ease of use, usefulness, and system use". The research study found convergent validity of the two scales by examining "heterogeneous" social network user groups dealing with heterogeneous implementations of messaging technology.

The result of the research study-1, suggested "usefulness" as an important determinant of "system use", whereas result of study-2 were somewhat mixed, but indicated the importance of both that is "ease of use" and "usefulness" in the adoption of messaging technology (ibid).

Hendrickson, Massey, and Cronan (1993)[103] had reported on "Test-retest reliability of PU and PEOU scales". The study did not found the result of "PU and PEOU" on individual scale high. But, it found the sub-scale correlations to be very high, when both were combined with a minimal number of significant mean differences for items, test-retest reliability of TAM was found to be high.

Subramanian (1994)[78] had observed "PU" and not "perceived ease to use" as a determinant for predicting future use of technology.

Chau (1996)[88] had divided "PU" into two viz., "long-term and near-term" for testing acceptance of Microsoft Word and Excel in a large organization. They had found that "near-term usefulness" had more effect on "behaviour intention" than "long-term usefulness". They had also examined positive effect of "near-term usefulness" on "long-term usefulness".

Lu, et. al. (2003)[89] had proposed the development of TAM for the wireless Internet by these two types of "usefulness". They had suggested measuring the effect of "near-term usefulness" and "long-term usefulness" on "attitude" and "behaviour intention" of users of wireless mobile devices.

Zhou (2015)[104] had examined the effect of "network externality" on social network users' "continuance use" of mobile social networks. The author had studied the relationship between "network externality" (direct and indirect network externality) which was measured by referent "network size" (number of friends and peers in a user's personal circle that adopts a mobile social networks) and "perceived complementarity" (availability of more functions and applications to enrich mobile social networks experience) with "PU" and "flow" (obtain great enjoyment and time elapses) which in turn was measured with "continuous use intention". Effect of "privacy concern" was also examined with "PU, flow and privacy risk" which in turn was observed with the "continuous use intention" of social network users. The finding of this research study revealed significant relationship among the variables except for "perceived complementarity" and "continued use". Positive relationship among the variable was found except that of "privacy concern" with "PU" and "flow"; and "privacy risk" with "continuous use".

Gefen and Straub (2000)[105] had examined "e-Commerce adoption" by studying importance of "PEOU" information technology. "PU" and "PEOU" variable of TAM were taken into consideration for understanding the "adoption of e-Commerce". The researcher had found that "PEOU" was dependent upon the "intrinsic characteristics" of IT such as "ease of use, ease of learning, flexibility, and clarity" of its interface while "PU" was dependent upon the "extrinsic characteristics" viz., "task-oriented outcomes, achieving task-related objectives efficiently and effectively".

This study had explained direct effect of "PEOU" on IT when task itself was an integral part of an IT interface that is when the website was used to inquire about products, "PEOU" affected "IT adoption" because the required information was embedded in the website, and thus its quality was directly related to its "ease-of-use" (ibid).

Barkhi, Belanger and Hicks (2008)[106] in their research study described consumer purchase decisions in a virtual store. The results of the analysis described that "PU, Perceived Behavioural Control (PBC), and Perceived Peer Influence (PPI)" impacted on "attitude toward purchasing" from a virtual store. "Attitude toward purchasing" from a virtual store, in turn, influenced the "actual purchasing" from a virtual store.

Lee, Park and Ahn (2001)[107] had developed an "e-Commerce Adoption Model (e-CAM)" to examine important factors predicting consumer's online purchasing behaviour.

The model integrates TAM with theories of "perceived risk" to explain the "adoption of e-Commerce". "PEOU, PU, perceived risk" with products or services, and "perceived risk" in the context of the online transaction were taken as variables for predicting "consumer online behaviour". The findings of the research study showed significant and direct effects of "PU", perceived risk with products or services, and perceived risk in the context of online transaction" on customer's "adoption of e-Commerce" while "PEOU" had an indirect effect on the customer's "adoption of e-Commerce" by mediating "PU".

Pavlou (2003)[108] had displayed consumer "acceptance of e-commerce" by proposing a set of key drivers for engaging consumers in on-line transactions. For proposing a set of drives, "Theory of Reasoned Action (TRA)" and "Technology Acceptance Model (TAM)" was taken into consideration to examine variables like "PU, PEOU and perceived risk played" an important role in "e-Commerce acceptance".

Lim and Ting (2012)[109] had employed TAM to "identify factors influencing customers to accept and make use of systems developed and implemented by others". The research study was conducted to examine the relationship between "PEOU", "PU", "attitude towards online shopping", and "customers' intention to shop online" in Malaysia. The findings of the research study revealed significant relationship between "PEOU" and "PU" on "attitude towards online shopping" which in turn affected "intention of customer for online shopping".

Venkatesh, Morris, Davis and Davis (2003)[110] had developed "Unified Theory of Acceptance and Use of Technology Model (UTAUT)" based on "performance expectancy, effort expectancy, social influence, intention facilitating conditions and use behaviour" of the individuals. "Perceived usefulness" was included in "performance expectancy". The study found direct effect of "performance expectancy", "effort expectancy", and "social influence" on "intention to use". "Intention" and "facilitating conditions" directly affected "use behaviour" of the individuals using technology.

It was also found that "experience, voluntariness, gender, and age" played a moderating role in the "acceptance of technology". Thus, "perceived usefulness" was once again examined directly affecting "intention to use" technology.

Doll, Hendrickson and Deng (1998)[111] had found a difference in the "perception of usefulness" based upon the "different software systems adopted" by the users. "Adoption" also differed among the users based upon their prior experience with "systems, novices and prior computing experience" of users. Though, no difference for "perceived usefulness" was found among the users based on the "gender" of the users.

Lewis, Agarwal and Sambamurthy (2003)[112] had suggested that "individual", "social" and "institutional" factors affect "beliefs of use" of technology. They had viewed "PU" as beliefs concerning "instrumental outcomes" associated with "use of technology" and "PEOU" as beliefs that "use of technology" would be comparatively free of "cognitive burden". The researchers found the effect of "social" that is "departmental peers, informal circle, professional peers, supervisor and senior leader", and "institutional" that is "top management and local management commitment" on "PU", effect of "individual factor" that is "computer self-efficacy and personal innovativeness" on "PU and PEOU", and effect of "PEOU" on "PU". The result of the research study demonstrated a significant positive effect of "Top Management" on "PU" but did not have any effect on "PEOU". "Local Management Commitment" positively and significantly affected "PEOU" but did not have any effect on "PU". None of the "social norms" affected "PU or PEOU". "Individual factor", "Computer Self-efficacy" had a significant positive effect on "PEOU" but no effect on "PU", while "personal innovativeness" had a significant positive effect on "PEOU and PU", and "PEOU" was not found affecting "PU". The results of this study was quite different than the other studies which showed the significant positive effect on "PU" (Davis, 1985; Davis et. al, 1989; Davis, 1993; Szajna, 1996; Igbaria, et. al., 1997; Hu et. al, 1999; Lee, Park and Ahn, 2001).[73,74,76,79,80,81,107]

Hsu and Lu (2004)[113] had applied "TAM" that incorporated "social influences" and "flow experience" as belief related constructs to predict users' "acceptance of online games". Their results discovered significant direct effect of "social norms, attitude and flow experience" on "intentions to play online games". "PU" did not motivate users to "play online games", but directly affected their "attitude". "PU" was anticipated as a factor affecting "acceptance of online playing". Players would play online games only if they found it "useful" and if it could only satisfy their "fancy or leisure".

But from the analysis of the data, it was examined that "PU" did not motivated user to "Play Online Games" thus online players were found playing online games without any purpose.

Oh, Ahn, and Kim. (2003)[114] had examined factors affecting the "adoption of broadband access" at "individual level". This research study integrated views on "adoption and diffusion of technology", including the "TAM, the theory of planned behaviour and diffusion of innovation model". An "extended technology acceptance model" incorporating the notion of "perceived resources" proved to be relevant in the "adoption of broadband technologies".

It was examined that "Innovation Attributes", such as "Compatibility, Visibility, and result demonstrability", had an impact on constructs in the "extended technology acceptance model" such as "PU, PEOU and perceived resources". The results of the research study supported the idea that "Congruent Experiences" and "opportunities" in adopting a new technology affect user's "attitudes" through the three extended technology acceptance model constructs as mentioned above. The researchers have suggested making an effort to expand the "compatible experience" base of broadband Internet in order to facilitate its "adoption" and "use" (ibid).

Pikkarainen et al., (2004)[115] had investigated "online banking acceptance" taking "TAM" and developed a model indicating "online banking acceptance" among private banking customers in Finland. The findings of the research study indicated "PU" and "information" on online banking on the website were the main factors influencing "online banking acceptance".

Awamleh and Fernandes (2006)[116] had examined factors influencing "intention to adopt" and "continuation to use" Internet Banking facility by "users and non-users" in the United Arab Emirates. The research model was developed taking "TAM, theory of planned behaviour and computer self-efficacy" from "social cognitive theory" as a base. Seven factors viz., "computer self-efficacy, image, PEOU, perceived risk, PU, results in demonstrability and subjective norms" were determined to study the "adoption of the facility" by "potential user". The factor analysis was applied to analyse the data and it was found that "relative usefulness, perceived risk, computer efficacy and image" had a significant impact on "continued use of facility", while "relative usefulness and result demonstrability" were the only ones that were found significant for "non-users of the facility".

Suh and Han (2003)[117] had investigated the effect of "trust" on "customers' acceptance of Internet banking" in Korea by incorporating "trust" into the "TAM model". Their results indicated "trust, PU and PEOU" as significant determinants of "attitude". "Attitude and PU" had a significant effect on the "intention", and "intention" had a significant effect on "actual use". A similar study was carried on by Eriksson et al., (2005)[118] in Estonia which showed a positive effect of "trust" on "PEOU and PU". The findings of their study pointed out "PU" as the primary determinant of "use of the Internet Banking facility" by the customers of Estonian bank.

Bhattacherjee (2001)[119] had conducted a research study to identify the role of "confirmation" on "use intention of online banking facilities". For the purpose, effect of "confirmation" was measured on "perceived usefulness" and "satisfaction" with the "online banking system" which in turn affected "use intention" of the system. The study found significant positive effect of "confirmation" on "PU and Satisfaction". "Satisfaction" from online banking had a positive greater effect on "intention to use" than on "PU" of an online banking system. This study identified "satisfaction" as the strongest predictor of "intention" than "PU".

Wang et al., (2003)[120] had extended TAM by taking "perceived credibility" with "PEOU" and "PU". "Perceived credibility" was reflect through "security and privacy concerns" in the "acceptance of Internet Banking". The research study had found significant effects of "PU, PEOU and perceived credibility" on "behavioural intention to use" with "PEOU" having a stronger influence than both "PU and perceived credibility". "Perceived credibility" was examined to have a stronger influence on "behavioural intention" than "PU" in the "use of Internet Banking facilities" by the customers. The research study suggested taking factors like "easy interaction, trustworthy protection and privacy for the users" into consideration for attracting customers to "use the facilities". Its results 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 the "credibility of Internet Banking".

Rose and Fogarty (2006)[121] had examined "senior consumers' acceptance" and "use of" "Self-Service Banking Technologies (SSBTs)". Result indicated "self-efficacy, technology discomfort, perceived risk and personal contact" as determinants of "PEOU and PU". These were also found to be a "direct determinant of attitude" and "indirect determinant for intention to use" SSBTs.

Selim (2003)[122] had used TAM constructs "usefulness" and "ease of use" to assess university students' "acceptance of websites as an effective learning tool". The research study had used "Course Website Acceptance Model (CWAM)" to identify the acceptance and used of course website. The research study had found "Academic syllabus", "Course website usefulness" and "Ease of use" as key determinants affecting "acceptance and use of Academic course website."

Kang and Lee (2010)[123] had proposed a model by extending the "user satisfaction perspective" into research on "online service continuance". Model helped in framing "customer retention strategy" through "website design" and "investment decisions". Model was tested within the context of "social network services". Website "information satisfaction" and "system satisfaction" was found important for "continuance intention". The relationship among the variables was mediated through "PU" and "perceived enjoyment" of social networking services. It was noticed that "computer anxiety" served as an important moderator toward "continuance intention of use" of such services.

Liao, Huang, Chen, and Huang (2015)[124] had explored "behavioural models" associated with "using social network websites" in a "ubiquitous learning context". The research study had extended "TAM", adding "perceived playfulness" as an independent variable. "Personal Innovativeness in Information Technology (PIIT)" was taken as variable affecting "PEOU and perceived playfulness", and "collective efficacy" was taken as variable affecting "PU, PEOU and perceived playfulness". Its results showed direct and significant relationship among the variable accept between "PEOU" and "learning attitude". "Perceived playfulness" affected more on "learning attitude" than the "perceived usefulness" of website.

Lambic (2016)[125] had investigated the relation between the "academic performance" of students and the "frequency of use of Facebook" as a "learning aid". The research study was also carried out to know the effect of "PU" on frequency of use of the social network application as the learning aid. The research study had examined positive significant effect of "PU" on "frequency of use of Facebook" as a "learning aid". But no relation was found between the "frequency of use of Facebook" for "general purposes" and the "academic performance" of respondents. "Use of the Facebook" affected negatively to the "academic performance". Poor "academic performance" cannot only be due to the use of social network hence, the research study had suggested taking other factors into consideration for identifying the reason for poor "academic performance" of the respondents.

Keefa, Mayoka, and Ibrahim (2016)[126] had examined the influence of "PU" on the "adoption of social networking technologies" in institutions of "higher learning" in Uganda. Its findings indicated a positive and significant relationship between "PU" and "social networking technologies adoption" in these institutions.

Sledgianowski and Kulviwat (2009)[127] had examined factors influencing "adoption of social networks". This research study introduced "social network websites adoption model" to examine the effect of "perception of normative pressure, playfulness, critical mass, trust, usefulness, and ease of use" on "use intention and actual use" of these sites. Determinants were found having a significant direct effect on "intent to use", with "perceived playfulness" and "perceived critical mass" as the strongest indicators. "Intent to use" and "perceived playfulness" were found having significant direct effect on "actual use of social networks".

Rauniar, Rawski, Yang and Johnson (2013)[128] had proposed a "revised TAM framework" for improving understanding of a social network application user's "attitudes toward use". The study identified positive relationship between "PEOU, critical mass and capability" of social network application with "PU" of the site.

"Perceived playfulness" of social network application was found positively related to "perceived benefit". "PU and trustworthiness" of social network application were also found positively related with "intention to use" social network application, and "intention to use" social network application was found positively related to the "actual use" of social media.

Forsgren and Byström (2011)[129] had studied "conventional professional work practices" and "hesitant attitudes" and "feelings" related to the introduction of a social media tool for "communication and collaboration" in the organisation. Investigation was carried out in Electronic industry by studying an international product development company. This study divided "social media discomfort" into factors relating to areas of "social interaction (socialness)" and factors "mirroring a goal-orientation in attending to work duties (usefulness)". Its results indicated that individuals rejected new social media tools when they perceived tools as "disconnected" to established "structures, tools, norms and ideas shared in the workplace". The problem was generally faced by the companies at the time of adoption of new social media.

Brown Sr., Alkadry and Resnick-Luetke (2013)[130] had collected responses from total number of 191 public administrators to study and examine relationships between "participation in social networking activities" and five constructs viz., "PU, PEOU, Perceived Improvement Potential (PIP), intra organizational trust, and type of use" respectively.

The research study found favourable model fit statistics that supported positive relation between the "latent variables" that were examined viz., "PU, PEOU, PIP, intra organizational trust, and type of use", and "participation in social networking activities" (ibid).

Chen, Fan and Farn (2007)[131] had examined "Integrated Technology Acceptance Model (ITAM)" and "theory of planned behaviour" to study the "motorists' intention to use electronic toll collection service". This research study found that "system attributes, PU and PEOU" positively engendered motorists' "attitudes towards electronic toll collection service adoption". Its results revealed a positive influence of "attitude, subjective norm and perceived behavioural control" on "intention for adoption of electronic toll collection system".

Trainor (2012)[132] had studied "usefulness" of social networks in "managing and enhancing customer relationships". He had examined influence of social networks on "Customer Relationship Management (CRM)" which further influenced the "performance of the companies". "Influence" was determined by studying effect of viz., "Sales and Marketing-centric technology, Customer-centric technology resources, Sales or Marketing-centric and customer-centric technology resources, Customer-centric technology implementation and Firms". The research study had also examined relationships between "social CRM capabilities and customer-based profit performance; customer based relational performance, and new product performance mediated by co-created customer experiences". The research study was useful for the businesses as it showed the practices of integrating traditional CRS with social networks to enhance the performance of the business.

Kim, Chun and Lee (2014)[133] had examined "smartphone adoption behaviour" among American college students by combining all components of "Innovation Diffusion Theory (IDT), the TAM, the Value-Based Adoption Model (VAM), and the Social Influence (SI) model". Its findings revealed that all variables of "TAM, VAM, and SI" varied across the adopter groups, "current adopter's mean values of the variables were the highest, followed by those of potential and non-adoption groups".

The research study had examined "perceived value" and "affiliation" mainly determined the different "perception of adoption groups". "Smartphone adoption", however, was comparatively unaffected by "PEOU and PU". "Perceived Popularity, Perceived Price, and Ethnicity" played a role in distinctive determinants between "current adopters and non-adopters". The results of the research study had inferred that adopters believe smartphones as symbolic and worthwhile device.

Elliott and Polyakova (2014)[134] had found three factors viz., "Social Networking Site (SNS) Diet, tolerance and usefulness". "SNS Diet" was examined by the proposition that is "users differed in their response according to their satisfaction, ease, and usefulness" which was "quantified" by the factors of "frequent SNS use, duration of use, and amount of use increases".

"Tolerance" was examined with the proposition that "users with a high SNS Diet were more tolerant of frustrating tools than users with a low SNS Diet". "Usefulness" was examined with the proposition that "users with a high SNS Diet had higher valued usefulness of social networking web site". Its result showed that "SNS Diet" predicted participant's "satisfaction" rating and a participant's "perception of usefulness" (ibid).

Chang, Hung, Cheng and Wu (2015)[135] had integrated the concepts of "conformity tendency" and "perceived playfulness" into the TAM to explain reasons people "continued to use" social networks. Its results revealed that for "conformity tendencies, informational influence promoted continued intention to use" social networks through "PU", not through "normative influence".

"PEOU" was the primary factor that predicted reasons for users to "continue use" of social networks, and "perceived playfulness" facilitated users' "continued intentions to use" social networks.

Shibchurn and Yan (2015)[136] had applied the "intrinsic-extrinsic perspective" to examine "information disclosure intentions" by online social network users. "Voluntary disclosure" was tied to the "intrinsic value" that users attributed to their "social networking activities" while "reward motivation" was a form of "extrinsic value" for the disclosure. The researcher had developed a model to assess the effect of "intrinsic and extrinsic motivations" on "disclosure intentions" in reward-based settings. This research study had found a positive relation between "reward-level" and "disclosure intentions" whereas "extrinsic motivations" had insignificant effect on "disclosure intentions". The research study had inferred "information ambiguity" and "reward-amount ambiguity" as important factor influencing "disclosure intentions" of social network users.

Mishra and Tyagi (2015)[137] had tried to recognize the potential contribution of "online social networks as marketing tools". They had examined impact of "PU, perceived risk and personal fit" with brand for marketing through social networks and its effect on "attitude" of social networks users. The research study had directed positive and significant effects of "PU", and the negative effect of "perceived risk". Further, "PEOU and personal fit" with brands were found having a positive effect on "marketing" through social networks but their effects were insignificant.

Adjei, Annor-Frempong and Bosompem (2016)[138] had examined the factor that determined "use of social networks" in Ghana. They had applied "TAM model" to determine the best predictor of the extent of use of social networks among Non-Government Organizations (NGOs) in Ghana. The finding stated "ownership of a website, PU of social networks and type of NGO" as major determinants of "use of social networks".

Boase, Horrigan, Wellman, and Rainie (2006)[139] had surveyed "social ties" of two types viz., "Core ties (very close relationships) which captured three key dimensions of relationships strength viz., emotional intimacy, contact, and the availability of social network capital". The "social tie" was found as "significant ties (somewhat closely connected)" and "In-person encounters and landline telephones". Yet, new communication technologies viz., "e-mail, cell phones, and Instant Messaging (IM)" were found playing important roles in "connecting social network members".

Min and Kim (2015)[140] had studied three "Enticements" viz., "motivation of relationship management through social networks, PU of social networks for self-presentation, and subjective social norms" of using social networks. The research study had found "motivation of relationship management through social networks" and "PU of social networks for self-presentation" lead users to "disclose information". But, no effect of "subjective social norms" was found on "disclosure of information" by social network users. The research study suggested integrating "perceived benefit of behaviour enticements" into the social network users' to increase the use of social network.

Mouakket (2015)[141] had focused on "continuance use intention" toward "Facebook", among the university students in the United Arab Emirates. This research study had extended the "Expectation-Confirmation Model (ECM)" by investigating the influence of "enjoyment and subjective norms" as "critical factors" directly influencing "continuance use intention" and added "habit" as a mediator between "satisfaction" and "continuance intention". The findings of this research study revealed that "confirmation" had significant effect on "PU and satisfaction", influence of "PU on satisfaction", influence of "PU, satisfaction, subjective norms, enjoyment and habits" on "continuance intention to use" the social networks respectively.

Shirase (2012)[142] had investigated "negative effect" created if any, by the use of social networking websites viz., "Facebook, Twitter, MySpace and LinkedIn" on the life of individuals (employees). It was found that very few individuals believed that social networks had "negative effect" on their personal life. On the contrarily they believed that social networks had helped them to be more social. Due to social networks, they can stay connected with their "friends, had leisure when they were alone, made new friends and found recruiters for employment".

Chang and Heo (2014)[143] had explored "disclosure behaviour" on Facebook and provided understanding for the factors that contributed to explaining such behaviour. The "disclosure factors" taken in the study were "different motives such as social, hedonic, utilitarian, Social and investigation as well as time spent, number of Facebook friends, perceived benefits of use, trust, perceived risks of use and Gender difference". The finding of this study revealed a significant relationship between "different motives" as well as "time spent, number of Facebook friends, perceived benefits of use, trust, perceived risks of use and Gender differences" on the "disclosure of personal information" on Facebook.

Ariff, Shan, Zakuan, Ishak & Wahi (2014)[144] had measured the effects of "PEOU, PU and Perceive Enjoyment (PE)" on "e-Satisfaction (eSAT) in use of Facebook" among the Facebook's users who were aged between 18 - 24 years. The effects of "PEOU" on "PU and PE" were also examined. The results of this study indicated positive effect of "PEOU" on "PU and PE" in the context of Facebook. In addition, "PEOU, PU and PE" were found as having positive effects on "eSAT". "PE" of "hedonic information system" exerted a higher effect on "eSAT" compared to "PEOU and PU" of the "utilitarian information system" and its result highlighted the importance of "pleasure orientation" in the "use of Facebook".

Yang and Brown (2015)[145] had identified dimensions viz., "seeking information about peers, communicating with friends, pursuing new relationships, and gaming with others" for "Facebook usefulness" that facilitated "social activities". "Social competence" was posited to be positively associated with "college adjustment" but this relationship was found mediated by the "specific ways" in which students "used Facebook" which in turn was "contingent on students' perception" of "Facebook's usefulness" for various "activities or objectives".

Sullivan & Koh (2019)[146] had studied the effect of "perceived usefulness" and "perceived enjoyment" on "perceived communication quality" and "continuance intention to use" social networks. The research study had found positive and significant effect of "perceived usefulness and perceived enjoyment" on "communication quality". "Perceived enjoyment" was found as having significant positive effect on "continuance use intention". Whereas "perceived usefulness" was examined having insignificant effect on "continuance use intention" of social networks.

2.4.1: Review of Literature on Factors Affecting Perceived Usefulness of Social Networks:

The researcher has tried to provide brief description on selected important studies on factors viz., "Accessibility, Extensibility, Integration and Time Convenience" affecting "perceived usefulness" of social networks in the following section.

A social network is accessible with the help of Internet connection. It can be accessed through electronic devices viz., Computer, Tablet, Smartphone, etc. which can gain access to the "Internet connection". Users, in order to operate the social network, need to register themselves with a particular social network. There are different types of social network applications which fulfill different types of needs of the social media users (Hulme, 2010).[147]

Boyd & Ellison (2008)[1] defined social network as "web-based services that allow individuals to construct a semi-public or public profile in a bounded system." It allows social network users to create or contribute content in a variety of types of social medias. It allows them to "annotate content with tags; enable social network users to evaluate the content actively by voting or passively by using content, and permit them to create social networks by designating other social media users with similar interests as contacts or friends" (Lerman, 2007).[148]

Social networks provides a platform to social media users where s/he can demonstrate his or her creativity. It is removing the distance of time and place among them. Social network users can view or download the content as per his or her convenience. All these things had lead to a constant increase in the use of the social network by the individuals around the world. The contineous increase in the use of social networks is perceived as being useful by the social network users.

Macaulay et al. (2007)[22] had examined the difference in the motives of social network users for visiting social networks. Some social network users visited social networks for "product information and purchase, some for seeking social support and information, and other social network users for a more intense experience and greater social involvement".

Izuagbe, Ifijeh, Izuagbe-Roland, Olawoyin and Ogiamien (2019)[149] had conducted research study to examine the effect of social factors viz., "subjective norm, image and voluntariness" on "perceived usefulness" of social networks by the private university libraries. It found image as the strongest determinant followed by social norm and voluntariness for perceived usefulness and use of social networks by the university libararies. The social networks which helped in publisizing the university or helped in building up the image was perceived more useful by the univesity libraries.

An attempt has been made by the researcher in this part to present conscise and selective review of ;iterature on those factors that affectes perceived usefulness of the social networks vi., Accessibility, Extensibility, Integration and Time Convenience respectively.

2.4.1.1: Accessibility:

Increasing reach of the Internet has provided social network users with greater accessibility to the user of the Internet and the applications that are running with the help of Internet. Internet has decay the effect of time and place (Chen & Nath, 2004).[150] Individuals all around the world can now access any information or can connect with any individuals from any place at a convenient time. Internet allow "social contact across time, distance, and personal circumstances, it allows individuals to connect with distance as well as local family and friends, co-workers, business contacts, and with strangers who share similar interests" (Kraut, Kiesler, Boneva, Cummings, Helgeson & Crawford, 2002).[151]

Al-Aufi & Fulton (2015)[50] had found that social network provides the capability to its users to work beyond geographic boundaries.

Rambe (2012)[152] had examined Facebook broadening access to knowledgeable peers and the lecturers' support.

They had also examined functions of Facebook allowing peer demonstrations which permitted peer mentoring and thus externalization of students' knowledge.

Wixom et al. (2005)[92] had defined Accessibility as "the ease with which users of social network can access the information, expertise, and other users of the social network." Different social networks' applications are continuously being used as a new tool for the purpose of communication in society.

Chhiato (2018)[153] had proposed social networks as becoming the most powerful tool for disseminating information in today's digital world.

Khamis, Ang & Welling (2017)[154] had found that social network users engage in self-branding through social networking applications. The social network users found social network more convenient tool which had low or no entry barriers and high potential reach for the audiences. The social network users found it as a new promising tool to influence large number of audiences.

Different social networking applications due to its features provide different type of accessibility to its social network users. The researcher has provided a brief description on different types of accessibility covered under this research study viz., Informational Accessibility, Social Accessibility, and Accessibility of Expertise to the social network users as follows.

2.4.1.1.1: Information Accessibility:

The social network allows the social network users to post content which can be in pure Text format, Audio, Video, or mixture to various format. Content post by one social network user tends to be the information for the other social network user of the social network. The social network users' access social networks "to acquire information and thus increse his or her knowledge regarding to that particular data or information, subject or situation". Social networks are becoming a new tool for sharing and looking for information (Ariff et al., 2014).[144]

Information available on social networks are valuable for several reasons viz., "accessibility, being real-time, variety of viewpoints covered, and exclusivity" respectively (Heinonen, 2011).[155]

Bargh & McKenna (2004)[156] had discovered Internet having "unique" and even a "transformational qualities" as a communication channel. They found Internet as "maintaining relative anonymity and the ability to easily link with others users having similar interests, values, and beliefs".

Manjunatha (2013)[60] in their survey on Indian college students had examined that students were mainly using social networks for connecting with individuals and sharing information and ideas.

They had found that social networks act as "a platform for reconnecting with lost friends, maintaining existing networks/relationships and sharing knowledge, ideas and opinions". Students had stated that social network is a quicker and more convenient way to interact.

Al-Aufi et al. (2015)[50] had examined university students who were using a social network to communicate with academician or researchers globally.

Reshma (2014)[28] had found users who were using social network for knowledge purpose.

García-Peñalvo, Colomo-Palacios, and Lytras (2012)[42] had found Internet communications leading to the easy exchange of knowledge and plays a great role in transformation of Internet users. They had noticed that social network was increasingly being used as an informal way of learning by the people around the world.

Hughes et al. (2012)[25] had viewed that people primarily and increasingly used the social network to find and spread information as well as to remain updated through the information received from the social network.

Nahapiet and Ghoshal (1998)[157] had presented that "social capital" as "an integrative framework for understanding the creation and sharing of knowledge in organizations". Wasko & Faraj (2005)[158] had developed a model to access "individual motivations, structural capital, cognitive capital, and relational capital that contributes to knowledge generation" in an electronic medium.

Harvey et al. (2011)[20] in their research had examined the impact of strength of social capital in intention to forward or put the content on social networks. Individuals can only have access to the information if it is available or uploaded by social medias and Internet users on social networks. Uploaded information on the media is being used by other social network users for a person's needs, desires, perceptions, knowledge or effective status is term as information dissemination. Users can copy, download, upload and read as well as update information and share with others (Chhiato, 2018).[153]

Thus, those social network users' who are more knowledge or information conscious would use the social network which provides them with the desired information. The social network users, when uses the social network to receive information reveals importance to completeness, accuracy, format, and recency of information (Wixom et al., 2005).[92]

Social network users have desired level of specificity for information when they search it on the Internet or through social network. They continuously refine their search to reach the desired level.

The ability to view information at a desired level of specificity significantly influences a social network user' experience through social networks (Di Gangi, 2010).[159]

Hughes et al. (2012)[25] had examined the personality factor affecting the use of a particular social networks. Individuals, higher in conscientiousness and need for cognition are more likely to use Twitter for informational purposes.

Liang et al. (2011)[15] in their research study have viewed social network being used by the individuals for sharing health-related things.

Marshall et al. (2012)[19] had examined the use of social networks by the companies to transmit or share the information to their customers uses social networks for CRM. Companies should ensure that IT adopted by them to communicate with various stakeholders should be flexible enough to ensure addressing diverse needs of social network users.

Technology adopted to disperse the information should ascertain that information is easily accessible to the stakeholders at any time from any place (Prahalad and Ramaswamy, 2004, a).[160]

Ease in access of the information by the social network users lead to the perception of usefulness of the technology and the continuous use of technology by the social network users (Wixom et al., 2005).[92]

2.4.1.1.2: Social Accessibility:

People always want to remain in contact with the individuals who are their near or dear ones or to whom they can approach at the time of difficulty, or those who they think are more knowledgable or skillful, and they want to gain knowledge or acquire skill from them. Individuals are in constant search of technology which fulfills their need of connecting individuals at any place and time.

Hughes et al. (2012)[25] had examined social network users using a social network to remain in touch with those social network users to whom they already know.

Dwyer (2007)[23] had explored the use of social networks and instant messenger by individuals for development of interpersonal relationships.

Heinrichs, Lim and Lim (2011)[161] had identified social network providing ease to social network users for frequent and convenient social interaction. Information accessed through social network help users in better social networking.

Neelamalar and Chitra (2009)[6] had found people using social network for maintaining old contact, making new friends, to develop the connection of business, and to develop a connection with the other people in whom user has an interest.

Users found social network an easy way to "keep in touch with people" (Ariff et al., 2014).[144]

While Vitak (2008)[162] had detected that social network users increasingly use the social network to meet strangers and become friends or establish a connection with them. Marshall et al. (2012)[19] had found organizations using social network for development and maintenance of relationship with customers.

Social network provides networked individualism by linking social network users at any place (Wellman et al., 2003).[163] This networked individualism provides social accessibility to the social network users.

Social accessibility provides social network users with an opportunity to engage in scanning, which provides benefits like early identification of emerging trends, job opportunities and increase creativity among the social network users (Di Gangi, 2010).[159]

Chen et al. (2016)[13] had identified the importance of social accessibility in continuous use intention of social networks.

Patil (2014)[45] had examined social network users using social network to "keep in touch with old friends" and to "make new friends". Social network users provide real-time interaction with other social network users (Prahalad et al., 2004).[168] This real-time interaction helps social network users to stay connected and be well informed about one another. Interactions among the social network users to satisfy the emotional and social needs of the people and are thus helpful in the generation of emotional and social value for the users of the social network.

Hollenbaugh et al. (2014)[12] had found social network users using Facebook for gratifications. Different types of interaction on the social network provides social gratification to the social network users.

Huang, Hsieh and Wu (2014)[164] had found social gratifications important in developing the intention to revisit a particular social network.

The social network users who are using social network make a group of users in the social network who are having similar interest. Association with different groups help social network users to form social capital. Social capital helped in accumulating the resources through development or maintenance of relationships among individuals (Coleman, 1988).[165]

Nahapiet et al. (1998)[157] have defined social capital "as the sum of the actual and potential resources embedded within, available through, and derived from the network of relationships possessed by an individual."

Bourdieu and Wacquant (1992)[166] had defined social capital "as the sum of the resources, actual or virtual, that accrue to an individual or a group by virtue of possessing a durable network of more or less institutionalized relationships of mutual acquaintance and recognition."

Paxton (1999)[167] had found that social capital helps members "to draw on resources from other members of the networks". The resources such drawn can be "useful information, personal relationships, or the capacity to organize groups".

Social capital help users to be "more knowledgeable, to be more skillful and is helpful in the development of contact and connections, and provide them with new business opportunities" (Wasko et al., 2005).[158]

Seidman (2013)[11] had examined social networks for developing the feeling of belongingness to the group and thus give a feeling of being socially acceptable. Hughes et al. (2012)[25] had examined personality factor affecting the use of a particular social network. Author had observed "sociability" and "neuroticism" affecting the use of Facebook. Individuals, higher in "sociability" and "neuroticism" were expected to use Facebook more for "social reasons".

2.1.1.1.3: Accessibility of Expertise:

Variety of information is posted by the individuals on social networks. The information posted on social networks are related to different subjects or areas of interest. Social networks are freely accessible applications.The social network users by just registering in a particular social network can have access to the information available on that social network. Information so posted is helpful in becoming user more skillful. Technology is perceived useful when information posted on it and helps social network users to make good decisions, get their work done quickly; and to increase their effectiveness in doing the job (Wixom et al., 2005). [92]

Intensity of involvement increases, when technology used provides access to social resources which is helpful in increasing the expertise of the social network users. Increase in the expertise in turn leads to the "perception of usefulness" and development of "positive attitude" towards the technology. It was found that "accessibility of expertise" as a variable affects the perception of "social accessibility" of social networks. (Di Gangi, 2010).[159]

Hemmi et al. (2009)[14] had found "social networks having significant potential as new collaborative, volatile and challenging environment for formal learning environment whether on-campus or distance learning courses" and thus is helpful in increasing skill of the social network users who are taking advantage of it.

2.4.1.2: Extensibility:

Prahalad et al., (2004)[168] had defined extensibility as "the degree to which existing functionalities can be used in new ways". Social network when are able to meet varieties of needs of the social network users and is flexible enough "to adjust new demands or conditions" and are "versatile in addressing the needs" as they arise than a system of social network have a feature of "extensibility" (Di Gangi, 2010).[159]

Wixom et al., (2005)[92] had found the extensibility as "flexibility of social technology". Social network constantly updates itself to provide updated information to the social network users (Hughes et al., 2012)[25]. Social network provides access to the social network through the different electronic devices (Caton, Haas, Chard, Bubendorfer & Rana, 2014).[169]

Some social network applications are developed in such a way which gives user power to choose the individuals who can view their details or work. Social network users of such application can provide limited access to the content posted by them. Options are also given by the social network application to provide different access to different users. Social network increasingly provides connectivity to the social network users who are not earlier known by regularly updating its system and providing access to the users (Sachdev, 2014).[170]

Yang and Brown (2015)[145] had examined users who were using the social networks to increase their personal connection by finding individuals with a similar interest.

Social networks are used by many individuals all around the world. More membership in a particular social network increases the reach of its users. Social networks are used more, when it helps its users in further expanding their connections with other users with similar interest. And, thus provide a feeling of enjoyment to the users for interacting and sharing messages with more members (Li & Bernoff, 2008).[171] Social network provides access to the new group to the users, where users can demonstrate or view the work, skill or creativity. Social network thus is constantly extending its application to fulfil the ever-changing requirement of the users. Extensibility feature of social network was examined affecting the perception of usefulness of users. Thus, affecting intention of users to continuously use social network for different purposes (Di Gangi, 2010).[159]

2.4.1.3: Integration:

Integration refers to the way the system allows data to be integrated from various sources (Wixom et al., 2005).[92] There is constant change in the technology and thus social network users' also need to change or increase with the use of system. Social network being an Internet technology application require adopting fast change. Social network application in order to be useful should be flexible enough to meet the changing demand of the society (Di Gangi, 2010).[159]

Social networks should allow forwarding things available on other social network application to the users of different social network application (ibid). Social network application should be flexible and need to be upgraded to allow the user to view the content of different social network application if they are not the user of a particular application. Integration of content increases the reach of information and thus positively affects the attitude and intention to use the technology (Wixom et al., 2005).[92]

Di Gangi (2010)[159] had examined integration of social network as "that effectively integrates data from different areas of the website, pulls together information from different areas within the website and effectively combines data from different areas of the website".

Integration allows social network users to efficiently and effectively use social network to contribute new content (Lerman, 2007)[148] and create new value for the users. Individuals are habituated to speak and generate meaning in the content through linking it from various sources. The process adopted make their interaction meaningful (Lessig, 2004).[172]

Di Gangi (2010)[159] had identified integration of content affecting the perception of system quality which in turn was found affecting perception of usefulness of social network users. Integration of content allowed more dissemination of information as users can give comments, opinions, likes, dislikes and can share the things to others which they had searched on the social network and were found interesting to them. Social network allows intermix of various media to make the content more presentable and interesting for the users of the network thus making integration important for use intention of users of the network (Korn, 2001).[173]

2.4.1.4: Time Convenience:

Technology is said to be time convenience when it is accessible by social network users from any place at any time (Balasubramanian et al., 2002).[174] It is very important for the time conscious customers who are using social technology. When individuals post, forward or chat through social networks, they put their efforts and time using the technology. Time is the most precious and non-renewable resource in this world and thus individuals use this resource with utmost care (Newell and Lemon, 2001).[175] Internet is accessible by individuals having Internet connection and the devices that support it. Social network applications being run with help of Internet and are accessible at any given point of time and from any place. This feature provides time and place convenience. Thus, providing information and connection of social network users at a convenient time and on a real-time basis gives utilitarian value to social network users (Prahalad et al., 2004).[168]

Introduction of social network application for communication has drastically changed the way of human interaction. Millions of social network users all around the world are using their majority of leisure time for connecting and communicating with one another on social networks (Zhong, Hardin & Sun, 2011).[176]

Technology is perceived to be useful when it reduces the time for work, study, connecting individuals or any other thing with is important for users (Lu, Lu, Yu & Yao, 2003).[90]

Manjunatha (2013)[60] in the survey of college students in India had found that social network being stated as a quicker and more convenient way to interact with the students.

Kleijnen, De Ruyter & Wetzels (2007)[177] had examined time convenience having a strong impact on perceptions of consumer value and use of technology.

2.5: REVIEW OF LITERATURE ON VALUE CREATION:

An attempt has been made in following section by the researcher to offer brief discussion on various significant research studies that were undertaken concerning value and value creation.

2.5.1: Value:

Kotler et al., (2009)[178] had defined value as "the sum of the perceived tangible and intangible benefits and cost to customers. It is a set of benefits offered by the companies to its customers to satisfy their needs. Buyers choose between different offerings based on which they perceive to deliver them the most value."

Ramaswamy & Namakumari (2018)[179] had explained value as when a customer buys a product or service, they are basically guided by the benefits the product or service offered to them. Thus, they are guided by the idea of utility. A customer, however, does not stop with utility but consider several other things. Utility and several other things that constitutes bundle of benefits provided by the product or services of the organisation. A marketer identifies this bundle of benefits as values. Customer reckons tangible and intangible benefits from the buying of products and services. Functional utility of the products and services purchased can be considered as tangible benefits whereas experience, prestige, brand image is considered as intangible benefits that are desired from the buying of products and services. Thus, customers do not buy the product but, s/he buys values. While analysing particular offering customer reckons various benefits and assign weights or credit to it according to customer's priority and set of expectations. The aggregate of weight/credits so assigned is called Total Customer Benefits (TCB). The value is a subjective and relative phenomenon, each and every customer or user of the product and services of the company value both that is product and services differently. The companies in order to increase consumption of its product or services therefore need to deploy effort for creating and building positive perception for values received by the use of its product and services by its target customers (ibid).

Wilson & Jantrania (1994)[180] have classified relationship value into three dimensions "viz., economic, strategic, and behavioural value." economic value can be achieved through cost reduction with the help of a relational partnership with concurrent engineering that is design, assembly, service, etc. Relationship value can be included as gain a competitive advantage with help of relationships. Core competencies can be strengthened of companies with the relationships through market positioning. Behavioural value helps in building long term relationships.

Social bonding with important individuals in the organisation helps in building trust of stakeholders and to develop a good culture in companies (ibid).

Dagger & O'Brien (2010)[181] had examined "the impact of relationship benefits on perception of satisfaction, trust and commitment, and ultimately customer loyalty." This research study had also explored "the difference in perceived relation benefits between novice (new) and experienced customers." The primary data was collected from total number of 376 consumers of nine different service industries. The research study had found positive effect of "repeated service encounters" on "developing the relationship" with the customer. The research study had suggested adopting different techniques to maintain relationship with the "novice (new)" and "experienced" customers. "Confidence benefits" was identified as an important driver that can lead to the satisfaction and obtaining trust of "inexperienced" customers. Whereas "social benefit" and "special treatment" given to the "experienced" customer served as an important factor affecting "satisfaction, trust and commitment" towards the services delivered by the business organization.

Sweeney and Soutar (2001)[182] had described "19 items for measuring customer perception of value on customer durable goods at a brand level." Values were measured in this paper which had included "emotional value, social value, quality or performance value and price or money value of durable goods." Its findings concluded significant role of values on attitude and behaviour of customers in consumer durable goods.

Chandon, Wansink & Laurent (2000)[183] had analysed sales promotion effectiveness through congruency framework. They had classified customer value into "hedonic benefits" and "utilitarian benefits". The "hedonic benefits" were presentation of personal values which included "entertainment, exploration, and value-expression". While the "utilitarian benefit" includes personal value like "savings, quality, and convenience". The research study had also examined the capability of each benefit to forecast the overall assessment of monetary and non-monetary promotions. Its results disclosed that "monetary savings were not, the only customer benefit of sales promotions. Customer can be distinguished among hypothesized six benefits." These benefits were further classified according to its hedonic or utilitarian nature. All the benefits under research study except "quality" were found as significant predictors of the "overall evaluation of monetary and non-monetary promotions". "Non-monetary promotions" were examined providing stronger "hedonic" and weaker "utilitarian benefits" than "monetary promotions". "Non-monetary promotions" of the organizations were evaluated by the customers on the basis of "hedonic benefits" while "monetary promotions" were evaluated by them on the basis of "utilitarian benefits."

Cronin, Brady & Hult (2000)[184] had theorized the effects of "quality, satisfaction, and value on customers' behavioural intentions." The research study precisely reported on a model of service encounters that simultaneously considered the direct effects of these variables on behavioural intention by investigating six service industries viz., fast food, health care, spectator sports, participation sports, long-distance carriers, and entertainment. Its finding showed direct as well as indirect relation of service quality, service value, and satisfaction with behavioural intentions of customers of the services industries.

Slater and Narver (2000)[185] had argued that well developed intelligence favourably affected customer value. Intelligence was found to be influencing organizational behaviour in three ways. First, it helped in solving a problem or exploiting an opportunity (action-oriented), second, it provided the foundation for future behaviour change (knowledge-enhancement) and third, it increased satisfaction or decreased dissonance with a change made in the organisation (affective). The research study had identified four strategies for intelligence generation viz., "market-focused, collaborative efforts with suppliers or alliance partners, experimentation and repetitive experience" respectively.

Holbrook and Corfman (1985)[186] and Zeithaml (1988)[187] were the pioneer for consideration and worked on the concept of value for the customers. It is understood as things viz., feature, experience, time, cost, etc. valuable for the customers. It is the perception of the customers regarding advantage or reduction in sacrifice due to the use of product or services offered by the companies.

It is customer-perceived occurrence of benefits either to attributes or outcomes by the consumption of the products and services of the companies. It is a result of any weighted combination of sacrifice and benefits which can be expressed rationally or intuitively or an aggregate of any or all of these (ibid).

Gale (1994)[188] had defined customer value as "market-perceived quality adjusted for the relative price of the product."

Butz and Goodstein (1996)[189] had examined customer value as "emotional bond established between a customer and a producer after the customer has used a salient product or services produced by that supplier and found the product to provide an added value."

Woodruff (1997)[190] had defined customer value as "customer's perceived preference for an evaluation of those product attributes, attribute performances and consequences arising from use that facilitate or block achieving the customer's goals and purposes in use situations. Customer value is something perceived by customers rather than objectively determined by a seller. Perception of value involves a trade-off between what the customer receives viz., quality, benefits, worth, utilities and what they give up viz., price, sacrifices, etc. to acquire and use a product or service" (ibid).

Yamamoto (2000)[191] had described the concept of the Net Present Value (NPV) of customers by emphasizing upon attracting and retaining customers by providing high customer value to them. He had discussed "customer-value hierarchy" by linking it to attributes and consequences of products or services and customer goals or purposes which in turn, lead to long-term profitability and growth of the companies.

Woodall (2003)[192] had discussed concept of value for customers. This research study had explored current diverse thought of various authors about value for customers and then rationalizes, clarify and classify extant ideas of the concept. The research work thus has helped in interpretation and presentations of the concept of value for customer and it has provided a useful guidance for the future researchers on it.

Lepak, Smith & Taylor (2007)[193] had used two types of values viz., "Use Value and Exchange Value." Use value was referred as "the specific quality of a new job, task, product, or service as perceived by users in relation to their needs, such as the speed or quality of performance on a new task or the aesthetics or performance features of a new product or service, and Exchange value is either the monetary amount realized at a certain point in time, when the exchange of the new task, good, service, or product takes place, or the amount paid by the user to the seller for the use value of the focal task, job, product, or service."

2.5.2: Value Creation:

Value creation is the basic thing in CRM and a key source of competitive advantage. Value creation involves "innovation that establishes or increases the customer's valuation of the benefits of consumption that is use value. Value that the customer receives from the products is the total package of benefits derived from the core product and the product surround or the added values that enhances the basic features such as services and supports" (Payne, 2002).[194]

Value creation by the firm includes "identifying customer benefits from customer's point of view, utilizing core competencies from its business domain, and selecting and managing business partners from its collaborative networks." For creating value for customers, businesses should know what customers think about, what they want, what are their activities, what are things that bother them and who are the individuals to whom they admire, interact or are influenced by and knowledge of all these helps in identification and generation of value for the customer (Kotler et al., 2009).[178]

The value that a company wants to deliver should be the mission and the basic competitive characteristics that would differentiate the one business unit from another. From the customer's viewpoint, value creation involves "increasing use value or decreasing exchange value, each of which can increase the consumer surplus [V (Value)-P (Exchange Value)]" (Priem, 2007).[195]

Value is conceptualized in two ways by Brady et al. (2005)[196] and Sweeney et al. (1999).[197] First, it is the generic value which is cost and benefit trade-off, and the other is the service value which is between service quality attributes and sacrifice made by the users or customers of the services. Value creation for the users of the technology occurs when they feel getting something more by the use of such technology which is understood as a successful outcome of the process than just an experience of using it (Mathwick et al. 2001).[198]

Lepak et al. (2007)[193] had discussed value creation from three perspectives viz., "individual, organisational and societal."

Ulaga (2003)[199] had identified "eight dimensions of value creation in manufacturer-supplier relationships viz., product quality, service support, delivery, supplier know-how, time-to-market, personal interaction, direct product cost, and process cost respectively."

Lepak et al. (2007)[193] had found "individuals who create value by developing novel and appropriate tasks, services, jobs, products, processes, or other contributions perceived to be of value by a target user viz., employer, client, customer relative to the satisfy their desired needs." Individuals created value by working innovatively. New ways of doing things make their job or service different and suitable in the eyes of their employer or customer of the services. Organisation create value by adopting new way of doing things, adopting novel technology or new type of raw material. Thus, novel and innovative things created value for the individual as well as the organisation.

Zhou, Jin, Vogel, Fang and Chen (2011)[200] had explored "the individual motivations and differences in Social Virtual Worlds (SVWs) based on the Uses and Gratifications paradigm and on the literature of the use of Internet."

The research study had identified "functional value, experiential value, and social value as motivators affecting use intention of social networks."

Zhou, Fang, Vogel, Jin, and Zhang (2012)[201] had viewed "functional value, hedonic value and relational capital as the perceived benefits affecting satisfaction and affective commitment of social network users." That in turn was observed affecting continuous use intention of social networks.

Zhou, Jin, Fang and Vogel (2015)[202] in their research study had viewed "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 networks."

Raza, Qazi, Umer & Khan (2020)[203] conducted the study to measure "the effect of social identity, subjective norm, maintaining interpersonal inter-connectivity, self-discovery, purposive value, entertainment value, social enhancement value, and self-enhancement on use of social networks." The findings of the research study revealed positive and significant effect of social identity, subjective norm, maintaining interpersonal inter-connectivity, entertainment value, social enhancement value and self-enhancement on use of social networks whereas self-discovery value had positive effect and purposive value had negative effect on use of social networks but the effect was on significant.

An attempt had been made by the researcher to provide brief description on selected important studies on values created or generated viz., functional value, social value, emotional value, and monetary value from the use of social networks in the following section.

2.5.2.1: Different Types of Value Created or Generated by Use of Social Networks:

Social network offers to individual's new ways to develop and retain relations, sharing of information, generating and editing of content, and participation in social movements through the Internet. It also helps in locating individuals having the similar background and interests based on the characteristics available in individual profiles (Lorenzo-Romero et al., 2011).[96]

Internet and social network applications are generally used by individuals for "entertainment, information, social interaction, self-expression, passing time, and professional advancement as motivation for using social networks" (Stafford, Stafford & Schkade, 2004; Trammell, Tarkowski, Hofmokl & Sapp, 2006).[204,205]

Heinonen (2011)[155] had divided to activate social technology users into broad three classifications depending on his or her motivation for which the activities were undertaken which included "information processing, entertainment activities, and social connection" respectively.

Different type of contents was generated by the activities undertaken by social technology users. Content generation on social network was found to be affected by the gratification (perceived benefit) from the content generated. Leung (2013)[26] had examined that individuals generate the content only when they find that generation of content will benefit them, emotionally, socially or economically. Different types of values are generated by the individuals as customer when s/he uses product or services of companies.

Sheth, Newman and Gross (1991)[206] had identified value in five categories viz., "functional value, social value, emotional value, epistemic value and conditional value."

Holbrook (1994)[207] had acknowledged value categories into two viz., "intrinsic to the product and extrinsic which is self-oriented or oriented by other individuals, environment, things, etc."

The research study considered values generated in this research study were viz., functional value, social value, emotional value, and monetary value respectively.

Dolan, Conduit, Fahy and Goodman (2016)[208] had found informational content, entertaining content, relational content and remunerative content available on social networking sites affecting the engagement behavior of social network users with the different social networking websites.

Omigie, Zo, Ciganek & Jarupathirun (2020)[209] had examined utilitarian, hedonic, and personal values created influence on customer satisfaction. That in turn was found affecting continuous use of technical application as outcome behavior of the study.

The researcher had tried to offer brief review of literature on functional value, social value, emotional value and monetary value as follows.

2.5.2.1.1: Functional Value:

Bargh et al., (2004)[156] had identified applications being run with the help of Internet that had provided ease in connection with the individuals who were able to communicate anything at any time at their convenience. Different types of communication on Internet have helped in generating a lot of information to the user of the technology. Information generated on Internet has been found to be of different form, some are for close group which helps in maintaining a relationship with individuals. Some information helped users in development of his or her skills, and some helps in bringing individuals of similar interest together.

Social networks being and Internet applications are often used by individuals to search for information or to disseminate to remain updated by having information of various things, individuals, situation etc. on real-time basis; to demonstrate his or her skill; to pass their time when they do not have other work in priority; to feel relax, etc. (ibid).

These are the functional values which are received from the use of social network. Ramaswamy and Namakumari (2018)[179] had defined functional value as "ability of a product to meet a given task or need".

Sweeney and Soutar (2001)[182] had defined it as a "utility derived from the perceived quality and expectation of the product and services". Sánchez-Fernández and Iniesta-Bonillo (2007)[210] examined it as "instrumental, task-related, service-oriented, and rational in nature which are linked to motivating desires which satisfies psychological and safety needs".

Constantinides, Romero and Boria (2008)[211] had examined social networks being used for "creating, sharing and disseminating information" resultant into "democratization of knowledge" and allowed "active participation" by users as "contributors, reviewers, and editors". Users thus use social network to create communities of special interests, share his or her experience and knowledge with the other users and do conversation with other know individuals and institutions.

Hollenbaugh et al. (2014)[12] had examined effect of "virtual community, companionship, exhibitionism, relationship maintenance and passing time" on the "amount, length and breadth of self-disclosure" on social network. Authors had identified these factors that are important in providing "functional utility" of social networks, and hence important in "self-disclosure of information" on social network.

Chen et al. (2016)[13] had examined importance of information in use of social network applications. In the research work, authors had signified importance of quality information. They had found that social network users rely on the information when they find it complete and posted by the person on whom user trust. Association of information with the group in which it is posted also played a major role in believing it to be true. A number of a group member and the relation with group member affected the intention to post the information by the user of the technology. They had also observed the difference in disseminating the information based on the gender for the user of social network. Individuals used social network for generation of information viz., general, personal, or enlightening information which makes another social network user aware about the topic of interest, skills or knowledge of users who have posted the information or helped other users to make informed decisions (Trammell et al., 2006).[205]

Leung (2009)[212] had differentiated content generation by social network users based on recognition needs, cognitive needs, social needs and entertainment needs. They had examined individuals using social networks for establishing his or her personal identity for broadening their knowledge base; to find what is going on in the society.

The researcher wanted to understand event that are happening in the society; to redefine the thinking by the information received from social network, and to share views thought and experience with the other member of the social network. Thus, individuals were found viewing social network for different information purposes and also used it for disseminating different types of information to the other users of the social network.

Whenever individuals use any social network technology s/he want it to saves his or her time, technology considered it useful when s/he is easy to learn, make social network users more effective and productive and satisfy his or her social need to stay connected by providing quick communication (ibid).

Sledgianowski et al. (2009)[127] in their research work had examined social network applications providing this entire thing to social network users and thus delivering functional value to them.

Leung (2013)[26] had found social network users using social network to share his or her interests, views, thoughts, and experiences with the other social network users of the social network. They had also used to access different information on the social network. Information's which were accessed on the social network had not only helped to broaden the knowledge base of the users but it had also helped in refining the thinking of users and had aided them in making informed decisions. The functional value thus created from the use of social network had lead users to continuously use the social network for future purpose.

Lampe, Ellison and Steinfield (2006)[213] had conducted a research study to identify reasons for using Facebook by college students to find new offline friends or to learn more about individuals they initially meet offline. They had found frequent use of social network by the college students. Students under this research study had often used Facebook to search for information and thus learnt more about individuals they meet offline.

Students' had also used social network to find new friends but were comparatively less than searching for information for the individuals to whom they had already met (ibid).

Lampe, Ellison and Steinfield (2007)[214] had identified importance of contents of profile generated by the users of Facebook so that other users would search or show interest in viewing the detail content about the social network users. Authors had discussed three different types of theories explaining how to profile construction affects participation in online communities. "First, Signalling Theory which addressed the type of information that can be placed in profiles, suggesting that profile elements act as signals that might prove something about the identity of the users.

Second, Common Ground theory which explained the motivation of filling out profiles, to establish common frames of reference viz., school, college, institution, country, etc. that enhanced mutual understanding. Third, was Transaction Cost theory which showed reason to give other contact details on the social network so that other users can easily contact with other modes to the users of social network". The social network users can create such type of profile only if social networks had such type of features which allowed users to do so.

Social networks provide such features which gave social network users enough flexibility to create the profile according to his or her requirement that deliver functional value to them (ibid).

Manjunatha (2013)[60] had examined features of a social network that provided social network users with a much quicker and more convenient way to interact. The social network users were able to share massages using different types of media to the other users of the network.

Waters, Burnett, Lamm and Lucas (2009)[215] had studied use of Facebook by the non-profitmaking organisation and had found non-profitmaking organisation used Facebook to disseminate information about the organisation on the social network. Information disseminated by the organisation included viz., "providing a list of administrators in Facebook profile of organisation; linked back to their website from their Facebook profile, used their logo on social network account of the organisation; provided the mission statement and brief history of organisation; posted photographs of the events organised by or in the organisation and provided links to external news stories respectively".

Ariff et al. (2014)[144] had conducted a research study on total number of 384 Malaysian Facebook users to examine that function of social network that is Facebook as a mode of communication with other social network users who had found it easy and cheap and quick way to interact with other individuals. Users used social network to search for different information and had found varied and useful information on the social network. Users had also used network to share information with other users with the help of social network.

Liang and Scammon (2011)[15] had conducted a survey on "consumer-generated content", on health social networks where users discussed the different health problems and their solutions. The required data were collected for an "obesity support group" on a "popular health social networks" based in the USA through Netnography which revealed that feature of a social network was found useful by the users of the social network.

The social network users not only sought the information relating to obesity but also provided support to the other social network users to come out from the problems. Social network was also examined giving emotional and social support with the information relating to the health issues and the solutions for the same (ibid).

2.5.2.1.2: Social Value:

Internet has facilitated communication among individuals around the world. It has helped in developing "close ties" between "family and friends, especially with those who live too far away and it is difficult to visit them in person on a regular basis". Different applications of Internet have helped its users in formation of new relationships. Individuals can easily search individuals with similar shared values and interests (Hollenbaugh et al., 2014).[12] It examined the application that was being run with the help of Internet that had provided relative anonymity to the social network users. This feature of Internet encourages "self-expression" to the users, and the "relative absence of physical and nonverbal interaction cues which facilitates the formation of relationships with others".

Users were able to maintain a relationship with the help of Internet on deeper bases such as "shared values and beliefs" than just having a "common interest" (Bargh et al., 2004).[156]

Valkenburg and Peter (2009)[216] found that online self-disclosure by the social network users help them in building relationships with the other social network users and thus increases their social connectedness.

Heinonen (2011)[155] had examined individuals using social network for "social surveillance" to learn about friends and colleagues, sharing things with people, creating and maintaining relationship, working in a group and getting latest news from all around the world.

Dwyer (2007)[23] had found individuals using social network to develop and maintain interpersonal relationships. Social network was mostly used for instant messaging application which provided ease in communication on a real-time basis at no cost. It was examined to find out whether it helped social network users to generate social value from its use or not. Users were found using social network because other individuals important to them were using the network and person wants to remain in touch with these individuals. Individuals were also found using social network to gain respect and support from the other user of the network. They had used it to express their feeling with the individuals who were important for them.

They had also shared their views, thoughts, and experiences so that other social network users can make informed decisions. They had used social network to make their family and friends aware of their recent situation or conditions or updates. Individuals were also found using social network to promote or publicize their expertise or skill and thus gain social acceptance (Leung, 2009).[212]

Trammell et al. (2006)[205] had examined individuals doing "social interaction" with a motivation to be in "touch and maintaining relationships" with other social network user; including "acquaintances, family, and friends; and addressing or reaching out to readers who particularly view or download information posted by the users" of the network. Individuals use to present his or her personal information on social network or express his or her feeling for the particular event (self-expression) which gave them a feeling of social acceptance.

Lampe et al. (2006)[213] had found Facebook users who primarily used social network to increase their awareness about the individuals with whom they meet offline than searching for new online friends. They had also found such type of search which increased their awareness about the individuals and helped them to develop and maintain their relationship.

Leung (2013)[26] had found social network users using social network to express their gratitude and concern for others. Author had found social network to help them in creating bondage among the social network users by helping them to update about the things occurring in one another life or career. This is how social network gave the feeling of involvement to the user of the social network and thus helped in creating social value for the users. Social value thus created from the use of social network lead user to continuously use the social network for future purpose.

Wellman, Haase, Witte & Hampton (2001)[217] had undertook a survey to know the effect of Internet on "social capital" and found that online interaction among individuals accompanied their "face-to-face" and "telephone communication" without growing or declining it. They had also found that when social network users used Internet more, there was an increase in participation in "voluntary organizations" and "politics" whether offline or online.

Kavanaugh, Carroll, Rosson, Zin & Reese (2005)[218] had studied effect of Internet based technologies on extent of involvement and participation in local social life. Involvement was studied taking into consideration collective efficacy, membership, belonging, activism and use of social Internet. Social Internet included use of Internet for connecting with individuals who were found using Internet for bonding, bridging and maintaining social capital. In the survey, they had examined that individuals used Internet to communicate with local as well as non-local friends and family members. Individuals were also found using Internet application for connecting with co-workers, a matter of discussion varied from formal to informal among the participant. Other than these, Internet applications were also used to increase their contact by doing online friendships.

Thus, use of Internet application helped internet users in strengthening social contact, community engagement and attachment towards the group and individual. Most social networking services were examined offering some "group-building functionality", which allowed social network users to form their own "mini-communities within sites" (Chhiato, 2018).[153]

Ellison et al. (2007)[219] had examined the relationships between "use of Facebook" and the "formation and "maintenance" of "social capital" by its users. They had particularly accessed the "use of social network" for "bonding, bridging and maintaining social capital". Form the data analysis, it was found that users of Facebook used social network for all the three kinds of "social capital".

Brandtzæg (2012)[220] had found an association of social network with social bonds. Authors had suggested the main reason for using the social network applications was its availability free of cost. Individuals just have to incur expenses for Internet connection and the devices which gave access to different Internet applications. Individuals perceived social network as "easy way of communication with family, friends, and acquaintances regardless of time and place". Author had found "social network users were more likely to socially interact face-to-face with online friends and reported more social capital compared to non-users".

Sledgianowski et al. (2009)[127] had examined the effect of "hedonic value" and "utilitarian value" on the "use of social network" through "perceived playfulness, perceived critical mass and perceived trust". "Utilitarian value" of social network was identified through "perceived norms, perceived ease to use and perceived usefulness". Its result revealed the importance of "critical mass" in "continuous use intention" of social network. Perceived "critical mass" was defined by the author "as the point where the adopter perceives that the social network website has a significant number of members that he or she can associate with due to common interests, friendship, etc". Individuals had a continuous intention to use social networks when they found that other member of the group or known person's used the social network. Social network was used by the people to communicate things to these individuals which helped in strengthening and maintenance of relationships.

Valenzuela, Park and Kee (2009)[221] had found individuals using Facebook for interaction with individual and groups. Users used to disseminate information through social network. Authors had examined that, use of social network did not reduce the social capital but helped in building social capital. Intensity of communication on social network was based on trust of the social network users on the group or the individual. Social network users were also found participating in civic and political activities through the social network application.

Lim and Meier (2012)[222] had conducted an interview of Korean students who had come to the USA for purpose to study in USA universities. Interview was conducted with a purpose to know the purpose of use of social network and the effect of social network on the "affective" and "academic performance" of them. It examined that students mainly used social network to remain in contact with their "family and friends" in Korea. Some student had also used social network to take help of other social network users for their academic progress.

Al-Rahmi, Othman and Yusuf (2015)[223] had examined improvement in "academic performance of students and researchers when they had engaged and shared information and knowledge with research group members and supervisors or lecturers through social technology applications. Interactivity with research group members positively and significantly affected collaborative learning through social technology applications".

Lambic (2016)[125] had confirmed "a positive relation between the frequency of use of Facebook as a learning aid, and the academic performance (Number of points) of students in their subject". Author had examined Facebook groups as a "useful learning aid" for the students.

Manjunatha (2013)[60] had conducted research on "use and purpose of use of social networks" by the college students in India. The primary data were collected from total number of 500 college and universities students throughout India. Survey was mainly undertaken in urban regions, and rural areas were left out by the authors. It was found that 80 percent of the students spent significant time on social network. Students mainly used social network for purpose of communication, to maintain connection and to strengthen his or her bonding with existing friends and family members. Some of them had used social network to find new friends and to developing contact with other online users. Online contacts were developed among them mainly on the basis of personal likeness, education and business stream by the students.

Kraut et al. (2002)[151] had found that individuals frequently used Internet for "connecting with their family and friends, and to pass or view information". The study examined the Internet use based on the "extrovert" and "introvert" trait of the social network users. The study examined both the type of users benefiting from the use of Internet. The study found Internet users who are "extrovert" and are more social would communicate more through Internet. Frequent communication of the users provided them with "social support" compared to the users who are "less social or are introvert". Users with more "social support" were examined using Internet to reinforce their ties.

Such group of users also felt "social more involve" than the "introvert" or the users having limited use of social networks. The study also suggested that the users who were introvert or lack social support would benefit most from the use of the Internet. As it would provide them with an opportunity to communicate with people and would be supportive tool for developing and maintain relationship with the people (ibid).

Shapiro & Margolin (2014)[224] had examined different studies which showed the use of social networks by adolescents and concluded that social network provided adolescents with an opportunity to join groups online. This "different groups" showed different facets of their identity, both "affirming and connecting". They had also found some "ethnic, racial, and sexual minority adolescents" who used social network to explore "identity issues" and to "sought information, support, and social connections beyond face-to-face friends and acquaintances".

Ariff et al. (2014)[144] had conducted a survey of Facebook users to examine that individuals were increasingly using social network as a mode of communication. S/he uses to communicate different things through social network. Use of social network as a "communicating tool" had increased "efficiency of individuals in sharing information" with the "individuals in the society". Social network due to its features has helped social network users in building up connections and maintaining connections with the individuals in the society.

Kumari and Verma (2015)[225] undertook survey of college students to identify purpose of using social networks to maintain their relationships with school friends and other known people. Social networks were also used to make "new friends" and students were found more confident to interact with new individuals "online" than "face to face" interaction. In this way, social network had helped users to create "social value" with the use of different application.

Individuals continuously use social network to seek information like knowing the liking and disliking of online friends, finding what others are interested in and finding the content of interest post by another member of the group. Thus, it helped in maintaining the personal relationships which help in creating social value for the users of the network (Yang & Brown, 2015).[145]

Lin and Lu (2011)[24] had examined a number of peers participating in social network important for the user for joining a particular social network that were used by individuals to maintain a relationship with old friends, to make new friends and to form a group where they can interact on the topic of their interest (Marshall et al., 2008).[58]

Liang and Scammon (2011)[15] had surveyed users of healthcare social network in the USA where they had examined users having social support from the other users of healthcare social network. The users of social networks were found as freely discussing their health problem and the other users providing possible solutions to the problems faced by them.

Oh et al. (2014)[29] had examined to know whether the social network is effective in providing social support to the users.

Lenhart et al. (2007)[5] had examined individuals using social networks for connection. They used it to connect with old friends and develop new friends.

Neelamalar et al. (2009)[6] in their research had found that social network is a platform that helps in "reconnecting with lost friends, maintaining existing networks/ relationships and sharing knowledge, ideas and opinions and thus aid in creating bondage among the users" of the social network.

2.5.2.1.3: Emotional Value:

Social network is operated through different electronic devices like Mobile, Notebook and Desktop (Heinrichs et al., 2011).[161] They are frequently used for different purposes like getting information or for connecting individuals (Hollenbaugh et al., 2014),[12] provides social network social network social network users with the feeling of enjoyment (Dwyer, 2007; Heinrichs et al. 2011; Ariff et al. 2014; Reshma, 2014; Al-Aufi et al., 2015),[23,161,28,50,144] provides emotional support (Correa et al., 2010; Ariff et al. 2014) [9, 144] and make them feel relaxed (Leung, 2013).[26]

Lin and Lu (2011)[24] had found enjoyment as an important influential factor for using social networks. Individuals were found using social network to gain emotional support irrespective of the gender of social network users (Correa et al., 2010).[9]

Individuals used Internet applications to express his/her self in front of others. They had displayed or expressed their true self more than their actual self on Internet. Communicating with individuals on Internet provided them more bondage and emotional support (Bargh, McKenna & Fitzsimons, 2002).[202] Individuals were also examined using social network to build up the confidence in themselves, for the unique skills they had or being more informative or trustworthy for the other users of the social network.

They had also found that a social network helped individuals to feel less lonely by using the application when they have nobody to talk with or had no work to do (Leung, 2009).[212] Individuals preoccupy themselves by using social network and thus filled up their loneliness with the help of social networks (Trammell et al., 2006).[205]

Social networks are used by individuals to communicate with other individuals like friends, family, followers, co-workers, etc. (Lin et al., 2011; Manjunatha, 2013).[24,60] Communication with a person or group of interest makes user of social network application feel happy. Social network application provides users with different media or way through which they can communicate with other users or non-users of the application. This feature of social media makes communication more effective, leading to an increase in bondage and providing fun by communicating in the group. Easy access of information is helpful in stimulating curiosity among the users which may lead to innovation of things arouse due to the imagination of the user in the group.

Sledgianowski et al. (2009)[127] had found that a feeling of making individuals happy, providing social network users with experience of fun, stimulating their curiosity, and increasing their exploration and imagination increased use of social network by the users.

Leung (2013)[26] had found social network users to feel relaxed when they had used social network as a good source of entertainment and helped them in passing their time when they were alone or have no work to do (Reshma, 2014; Hollenbaugh et al., 2014).[28,12] Feeling relax and reducing loneliness satisfied emotional need and created emotional value from the use of social network. Emotional value so created lead users to continuously use social network in future.

Frison et al. (2015)[32] had examined relationships among "daily stress (school and family-related stress), social support seeking through Facebook, perceived social support through Facebook, and depressed mood among adolescents". The research study discovered that "daily stress" positively anticipated adolescents' who required "social support" through Facebook. When, "social support" was required on the Facebook and subsequently received it reduce the depressed mood of the respondents. However, when, "social support" sought but not received increased depressed mood of the users.

Lim et al. (2012)[109] had conducted an interview with Korean students who had come to the USA for purpose to study in USA universities. From the interview, it was found that social network helped the students to remain in touch with their "family and friends" in Korea and thus helped in providing "emotional support" in the unknown and different culture.

Ariff et al (2014)[144] in their survey had found that individuals were using Facebook for different purposes like for searching or giving information, connecting with individuals, passing their time, etc. Features of social networks made different things interesting for social network users.

The social network users were enjoying doing different things on Facebook. They thought social network was a good way to spend their leisure time on it. In this way, Facebook created emotional value for the users who were using the social network applications.

Dwyer (2007)[23] had identified instant messaging application of social network as more enjoyable as it was easy to connect many individuals by using the application. Application helped uses to stay in touch with individuals living at a far distance and thus satisfied their emotional needs.

2.5.2.1.4: Monetary Value:

Social network helps in "professional advancement" of the social network users. Professional advancement can be referred as "posting information to promote oneself, to advance or augment a career, or to ask others to assist in users' career". For personal advancement, users use to post information which is relating to the skill or work s/he knows or is doing and the matters related to the industries in which s/he has an exposer. It helps in building up the career of the user as other user may ask to help them looking at his expertise based on information posted on social network (Trammell et al., 2006).[205]

Leung (2013)[26] had found individuals using social network for promote and publish his/her expertise by posting the content relating to their expertise. Individuals tried to gain popularity among the other network users by the content posted by them and to gain respect and support in building up the career from the other network users. Monetary value was thus created from the use of network that lead user to continuously use the social network for future purpose.

Manjunatha (2013)[60] on the bases of a survey on Indian college students found that social network were used by student for developing their business. Students were used to "send message, chat, shared media and file which other users" of the social network.

Features of social network made them more "interactive, presentable, expanded their contacts and connection and improved their relationship with the other users of the social network". Thus, social network helps in managing the relationship with the various persons connected with the business.

Constantinides (2002)[228] identified Internet applications playing different roles which can help companies to market their product and services. The role discussed in the study includes "informational, promotional, relational, educational or transactional".

Borchers (2019)[229] had found bloggers emerging as a new actor for public and information disclosures and thus can be used as a new tool for marketing and public relation by different organization.

Constantinides et al. (2008)[211] had suggested that a company needs to adopt various tools which would be helpful in achievement of its objectives. Authors had suggested use of "passive social network tool" like "listening to the conversation of customers to identify his or her needs, new markets, features of product or services that did not appeal to them and suggestion for product/service improvement". And, "active social network tools" like "public relation and direct marketing; customer advertising concepts and product reviews; and customer as co-producer"; would be helpful to a company in developing their future business and marketing strategy. Authors had also found that listening (passive) and customer advertising concepts and product reviews (active) tools suitable sometimes for social media; and active tools like "public relation and direct marketing" and using customer as co-producer suitable in social networks. Harris and Dennis (2011)[18] had found the effect of suggestion of online friends in buying of a particular product or services. While Marshall, Moncrief, Rudd and Lee (2012)[19] had found that social network is a promising new tool for selling the organisational product by the salesperson.

Amelia and Hidayatullah (2020)[230] found significant impact of Instagram engagement on user's perception for luxury value. Thus, users who were using more of Instagram were found affected more by post and conversation regarding luxurious goods and services. Engagement in Instagram regarding the matter affected the perception of users for the luxury value and thus affected the purchase or consumption of luxurious goods and services.

Waters et al. (2009)[215] had undertaken surveyed of 39 non-profit leaders who were using social networks to "streamline its management functions; interact with volunteers and donors; and educate others about their programs and services".

The research study had identified that "interactions with stakeholders" on social network applications help in developing relationships with the stakeholders. Use of social network application was examined as an economical mode of communication. The social network applications were also observed increasingly used for receiving donation and thus were identified as a new source of money generation by the non-profit making organisation.

Neelamalar and Chitra (2009)6 had conducted a research on behavioural changes caused by social networks and the reasons that governed such behaviour of the users. They found social networks helping in building the career of the users. They also found users' seeking help of one another on social network looking at their expertise based on information posted on the social network. Social network were also examined used for maintaining existing friendship and contacts; finding new friends; maintaining a business relationship; finding active partners; etc. It was found that social network users used social network to find the individuals related to their business stream. The study revealed that social network was helpful in developing a business relation of the users.

Di Gangi (2010)[159] had found a social network providing social accessibility to the users. Social accessibility so provided social network users an opportunity to access new knowledge from diverse sources.

It provided social network users with the opportunity to engage in scanning, which provided benefits that are personally relevant to the user, such as the early identification of emerging trends, job opportunities and increased creativity in their work. All these helped in creating monetary value for its social network users.

Heinonen (2011)[155] had found individuals using information available on social technologies for their "personal benefits" viz, "processing content or exchanging products". This activity helped social technology users having a monetary benefit on use of social network.

Companies in order to reach target customers do Firm-Generated Advertisements (FGAs) on social networks. Social networks provide an interactive platform to its users, customers who are innovative and more interactive do Consumer-Generated Advertisements (CGAs) on social networks.

Pehlivan et al. (2011)[16] had conducted a research to examine the effect of CGAs and FGAs on users of social network. Authors had employed SAS Text Mining and NVivo in combination to help understand how the responses toward advertisements differed from each other. From the survey, they had found effect of both types on advertisements on the customer of the organisation. Both the types of ads were viewed and discussed on social networks by the social network users. It was found as affecting image of a company and in making individuals aware about the product and services offered by it.

Schivinski and Dabrowski (2014)[231] had investigated the effect of FGAs and CGAs that appeared on social networks on Brand Equity, and Brand Attitude. The effect of brand equity and brand attitude was than measured on purchase intention of social network users. The research study found positive and significant effect of CGAs on brand equity and brand attitude.

FGA had a significant effect on brand attitude but not on brand equity. Brand attitude was examined affecting purchase intention of social network users more than the brand equity. Thus, in this way advertisement on social networks affected the generation of monetary value for companies' products or services (ibid).

Khamis, et al. (2017)[154] had found social network users engaging themselves in self-branding by establishing strong online identity through the social network viz, Facebook, YouTube, Twitter and Instagram and thus earning money through the activities undertaken on the SNW.

Sharma, Singh & Aiyub (2020)[232] had studied the effect of customer engagement through social network. The customer engagement was identified through Attention, Absorption, Enthusiasm, Identification and Interaction. The effect of customer engagement was than studied on customer loyalty mediated through customer satisfaction. The study found all the factors reflecting customer engagement through social network. Customer engagement through social networks was found having positive and significant effect on customer satisfaction which in turn was examined having positively and significantly affecting customer loyalty towards the companies.

Thus, companies were found using social networks in different ways which help in generating monetary value for them.

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