Adoption of Social Networking Website among Internet Mavens in India - Application of Roger’s Theory of Diffusion of Innovation

SUMMARY
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By
RAJESH KUMAR

Under the Supervision of
Prof. K.S. THAKUR
Former Dean, Chairman & Head
School of Commerce and Business Studies
Jiwaji University, Gwalior (M.P.)

Research Centre
SCHOOL OF STUDIES IN MANAGEMENT
JIWAJI UNIVERSITY, GWALIOR (M.P.)
1.1 Introduction

As a fairly recent phenomenon, characterized by “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content” (Kaplan & Haenlein, 2010, p. 61), social media has swept up consumers of popular culture across the globe, having grown to now entertain 1.5 billion users in just a few years (Chiu et al., 2012). Scholars Boyd & Ellison (2007, p. 7) consider the phenomenon as “web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system”. However, as the industry develops, the degree of social connectedness delivered through digital media, sets products apart in the ever-growing market place of new online product. Given the rapid evolution of user demands and preferences, as well as the diversity of consumers of social media, creators of such products must constantly iterate their medium to appease such lofty needs.

The advent of real-time social media services date back to 1997, when Sixdegrees.com, a service that enabled users to create profiles and list friends, as well as blogs and online messaging services were made available to anyone with internet access (Digital Trends, 2012). In 2002, the market exploded with social network services such as Friendster, LinkedIn and MySpace, however it was not until 2004 with the launch of Facebook, that social media became a widely accepted concept. Social media now serves as the primary activity online and users are becoming increasingly diverse; supporting evidence includes the surprising fact that one in four American internet users over 65 now own a social media profile (Norman, 2010).

Having “changed the nature of online user participation into more democratizing forums where people can communicate and add their user-generated content [...] more active use indicates more varied use and forms of participation” (Brandtzæg, 2011, p. 29). Social media further distinguishes itself from traditional media, as it is inexpensive and easily accessible while enabling individuals to both publish and consume
information. Consequently, social media has been classified as one of the most powerful sources for news, trends and marketing, especially as favored platforms such as Facebook and Twitter increase in popularity, both for individuals and companies alike. Through its interactive nature, this media channel has been a revolution not only for the communications of organizations, communities, and individuals, but has also grown an entirely new commercial marketplace.

With the success of Facebook in particular, reporting 1 billion active users in October 2012, who average seven hours of use per month (Facebook, 2012), the market has seen a dramatic rise in new social media products. Low entry barriers for both adopters and producers has encouraged growth in contenders, many of whom aspire to be ‘the next Facebook’. Businesses including large enterprises are also quickly incorporating technologies, that mimic the real time dialogue enabled by online social networks to improve collaboration and productivity (Chiu et al., 2012). However, with the influx of new players and rapid industry growth, high failure rates in the market of social media products has ensued as developers struggle to move forward from the initial hype into mainstream, and long-term successful markets (Helft, 2012).

Person to person communication locales, for example, MySpace, Facebook, Cyworld, Bebo, BlackPlanet, Dodgeball, and YouTube have pulled in a huge number of clients, a significant number of whom have incorporated these destinations into their day by day rehearses. An informal community benefit concentrates on building on the web groups of individuals who share interests or potentially exercises (Dwyer et al., 2007). The sites permit clients to expand on-line profiles, share data, pictures, blog passages, music cuts, and so forth. Subsequent to joining a long range interpersonal communication site, clients are provoked to distinguish others in the framework with which they have a relationship. The name for these connections contrasts relying upon the site-well known terms incorporate “Companions,” “Contacts,” and “Fans.” Most SNS require bi-directional affirmation for Friendship. In just a couple short years, the fame of person to person communication locales (SNS, for example, Facebook and MySpace has soar, with a huge number of adolescents and twenty a few things utilizing these destinations as their social interchanges vehicle of decision. Generally, schools and colleges have started to explore different avenues regarding these online networking systems,
planning to discover approaches to utilize them as an enrollment showcasing device. However, minimal genuine or solid research existed to demonstrate whether these systems were a suitable or successful instrument for schools to speak with forthcoming understudies.

The long range interpersonal communication locales related to a specific area varies, henceforth the purpose behind joining these destinations contrasts starting with one individual then onto the next. Albeit, person to person communication destinations have been in presence for a long time, its appropriation in India has as of late expanded. Person to person communication destinations are worked for clients to interface for various purposes like business, general visiting, meeting with companions and associates, and so on. It is likewise useful in governmental issues, dating, with the enthusiasm of getting various focal points with the general population they meet. As of late, the utilization of system locales has expanded extra minutes in India with the change in innovation and the utilization of cell phone to surf the web and measurement have demonstrated that 90% of individuals on the web at one point in time or the other are going to interpersonal organization destinations.

Diffusion theory seeks to explain how, why and at what rate new ideas and in particular technologies, spread through a social system. The founding theories of innovation literature, which are consistently used to nurture current innovations, are founded on the basis of a diffusion process encompassing the following: “two types of actors, an advocate of change and a potential acceptor of change; the conditions in which these actors operate; communication between the actors; and the subject of that communication, a new thing or idea” (Fliegel & Kivlin, 1966).

Many classification systems have attempted to achieve standardization of adopter categories, however those defined by Rogers (2003) half a century ago, still persist as a dominant resource for understanding users, even in regards to new innovations today. Applied in rural sociology, Rogers (2003) argues that innovations are diffused through various channels over time (p. 11), amongst members of a social system who are categorised within five distinct groups: innovators, early adopters, early majority, late majority, and laggards (p. 22). This theory is recognised, tested on, adapted for and
applied to many other industries beyond those used in its origination.

While Rogers’ (2003) theory creates a broad foundation for how innovations spread through a social system, Bass (1969) attempts to predict adoption based on the interaction between existing and potential users of a product; using consumer durables he mathematically forecasts new users of a product over a duration of time. Further, theorist von Hippel (1986) asserts that certain technologies allow the end user to participate in the production of the innovation. In particular he develops the concept of ‘the lead user’, who can create important feedback to producers and lead other user groups to adopt a product. Moore (2000) adds to the body of knowledge, by addressing the diffusion of high-technology products. He states the existence of a ‘chasm’ that must be overcome through marketing efforts that allows the product to diffuse through user groups similar to those proposed by Rogers (2003).

Based on the above summary of existing knowledge, we thus assert a gap in the body of research, that focuses on the diffusion of online products.

As Rogers (2003) delimits his theory using agricultural technologies, we regard the fundamental differences between the products used in Rogers’ theory and those of social media, as the root of incompatibility in predicting the diffusion of social media. The social media market demands a theory that accounts for the vast differences between its respective products and the ‘infrequently purchased’ tangible goods, that founded traditional diffusion theory (Bass, 2004, p. 182). By nature, adoption barriers for social media are low and lasting relationships between its users are essential for long-term success; thus the innate differences between the products referred to in original diffusion literature and those of social media presents an inaptitude.

Recent attempts to apply diffusion theory to social media have materialised, with a focus on generating a user typology for online social products (Brandtzæg & Heim, 2011; Ortega, Menendez, Gonzales, 2007; Horrigan, 2007; Li et al., 2007; Roberts &Foehr, 2004;). Such attempts have yet to deliver a thorough understanding that lends generalisations that can be applied to all social media often due their narrow scope.

Whilst Brandtzæg and Heim (2011) provide relatively new research in the field, their
results have been gathered only on the basis of Norwegian subjects’ use of four local social networks, with samples averaging a median age of 16 years. This study thus fails to capture a fair representation of the complex diversity of social media users. A similar approach by Roberts & Foehr (2004) identifies six user groups, using a sample of American youth between eight and eighteen years of age, again failing to depict the broad demographics of social media users. In comparison, the study carried out by Li et al. (2007) has succeeded in using an approach that encompasses a broad sample base, but lacks a theoretical foundation and identifies only highly superficial qualities within its six user groups. Kozinets (1999) studies the consumption activity and the intensity of relationships, between members of a virtual community; identifying four user groups. However, this classification relies only on levels of interaction between users, dismissing their motivations for use and factors that influence adoption. Furthermore, Kozinets’ (1999) theory is based only on findings declared by other researchers, and lacks empirical insight into the world of social media.

A series of gaps are thus apparent in today’s research body on social media and diffusion. ‘Time’ has become a major classification factor, that has led to over-homogenized results, as it fails to incorporate the critical qualitative differences between various users (Brandtzaeg, 2010). We thus find that current studies strive predominantly to determine user types on the basis of frequency of social media use, and thereby fail to acknowledge the importance of understanding the gratification, motivation and behaviour of these users. This complexity thus ascertains a need for the development of a more nuanced description of how people use social media, and how it manages to diffuse through networks (Selwyn, Gorard & Furlong, 2005). On account of this we assert that empirical studies in the field do not utilise a broad enough sample of users and social media types to warrant a comprehensive on social media diffusion.

Lastly, we identify a disinclination of researchers to generate results that can be applied more practically, by incorporating real life cases and references to the industry. These academic findings are often seen in isolation and thereby fail to be translated into knowledge that can be employed by companies to improve the performance of social media products.
1.2 Problem Identification

As general innovation diffusion theory is a framework or way of thinking dependent on the specific context for application, a series of challenges arise when applying it to a specific industry. Without the frame of reference on the subject in question, application can become hazy and diluted, thus failing to deliver any value or relevant insight. The application of a general framework (Rogers, 2003) to industry specific innovations, demands high scrutiny in the validity of results, as they often require as user is approach on account of idiosyncrasies with prior innovations.

Through preliminary inter views with social media producers, repeat reference to terms purported by Rogers (2003) arise. One in particular expresses their severe struggle to advance beyond early users, so to reach the mainstream market (RM, app. 1.1.1.1). In contrast, another conversation with a social media producer expressed a direct tactic to exclude such early users from their platform (TT, app. 1.1.1.2). This discrepancy lead us to question the application of such widely used terms and concepts for social media, and to consider the degenerative effects the implementation of such theory can have. Suggestions that the most advanced users should be first attracted to further diffuse an innovation was particularly unsettling. To further probe at the suspicion that such a strategy is ill-fitted to diffuse a social medium, we inter viewed a likely ‘innovator’ (Rogers, 2003), paying particular attention to their motivation for use and the indications of a desire to further diffuse a social medium through their network. Through this preliminary research, it became apparent that the advanced user had a greater interest in the technical aspects of social media, rather than the connections the platform enabled (PL, 1.1.2.2). The user is thus unlikely to recommend, advocate and/or share a product with others. The preliminary inquiries, therefore uncover profound findings that motivate and justify further research to vindicate such discoveries.

Thus we appreciate prominent incompatibilities with Rogers’ diffusion theory in its application to social media. Given its widespread acceptance and use in the social media industry, this theory has been left un-criticised or challenged in its applicability to new technology. This subsistence may be a result of habit, rather than of proof or validity in its application to the successful diffusion of a modern innovation. With the
above review of prior inquiry into our subject, we present our primary focus, where we seek to evolve the body of knowledge pertaining to the diffusion of social media innovations.

1.3 Objectives

The exploration endeavors to recognize the different components that influence the decision of youth uniquely school going Students in picking a SNS and locate a model fit for picking the SNS. In other word the study attempts to find out various factors of adoption of SNS by youth in India. And further to link the adoption of SNS with behavioral usage and intention of the usage of the SNS.

The primary objective of the study is to find out the following:

- To find out the various factors that influence Maven internet user to access that SNS sites on the basis of the Rogers Diffusion of Innovation Model.
- To develop of a model the adoption of SNS with the behavioral usage and intention of the usage of the SNS.

1.4 Formulation of Hypotheses

Previous research studies on adoption of SNS by individuals mainly relied on considering SNS as a technological innovation in instant messaging service applications. The diffusion of innovation theory could be considered as one of the most popular theories that have attempted to explore factors that affect an individual to adopt an innovation or a new technology. DIT seeks to explain how, why and at what rate new ideas and technology spread through cultures.

According to Rogers (2003), ‘diffusion is the process by which a technology or an innovation is communicated through certain ways between the people in a social system over the time’. Rogers furthermore, postulated that innovation (an idea), communication channel (the way a message traverse from one person to another), time (a time require for adoption of innovation by member of a social group) and social system (a set of
interrelated units having common goal) are the key elements in diffusion research. [http://en.wikipedia.org/wiki/Diffusion_of_innovations]

A number of earlier studies have examined these factors in adoption and diffusion of internet based technologies and has consistently concluded these attributes, particularly those of compatibility, relative advantage, and ease of use, as the most frequently salient factors for adoption of internet and mobile technologies say ATM and SNS [For example, Koenig-Lewis et al. 2010; Liu & Li 2010; Papies & Clement 2008; Park & Chen 2007; Vijayasarathy 2004; Ibrahim M. Al-Jabri 2012; Dr. A Sajeevan Rao 2012]. Following is brief summary of Rogers’ five attributes and their relationship with innovation adoption:

Figure below demonstrates the exploration show. Relative preferred standpoint demonstrates the helpfulness of a development; similarity is how much an advancement is seen as predictable with existing qualities, past encounters, and the requirements of the potential adopter; unpredictability is how much a development is seen as moderately hard to comprehend and utilize; Trialability is experimenting with or testing a development so it makes intending to the adopter; and Observability is how much the consequences of a development are noticeable to others.

![Proposed Model]

Figure: Proposed Model
The examination demonstrate received in this review portrays what ought to happen given the develops that was proposed by Rogers (1995) concerning the selection of an innovation. These builds should influence the goal to utilize a specific development which for this situation is Social Networking sites. In this manner, the model demonstrates that the five develops: relative favorable position, unpredictability, similarity, trialability and perceptibility of utilizing interpersonal organization sites would influence the expectation of the adopter to utilize these sites. The review will examine the appropriation of interpersonal interaction sites among the Post-graduate Students and their expectation of utilizing it with chose develops, for example, Relative Advantage, Complexity, Compatibility, Trial Ability, and Observability. The hypothesis and null hypotheses proposed for this study are as follows:

\(H_1:\) In terms “Which SNS do you often Access for social networking?” the rating given by the respondents are significantly different from each other.

\(H_2:\) In terms of “Which SNS do you often Access for social networking?” the gender of the respondents is significantly different from each other.

\(H_3:\) In terms of “Which SNS do you often Access for social networking?” the age of the respondents is significantly different from each other.

\(H_4:\) In terms of “Which SNS do you often Access for social networking?” the familiarity to computers of different is significantly different from each other.

\(H_5:\) In terms of “Which SNS do you often Access for social networking?” the education of the respondents is significantly different from each other.

\(H_6:\) In terms of “Which SNS do you often Access for social networking?” the occupation of the respondents is significantly different from each other.

\(H_7:\) Observability is an important factor for SNS to be an Innovation.

\(H_8:\) Relative Advantage is an important factor for SNS to be an Innovation.

\(H_9:\) Perceived risk is an important factor for SNS to be an Innovation.

\(H_{10}:\) Compatibility is an important factor for SNS to be an Innovation.
H_{11}: Trialability is an important factor for SNS to be an Innovation.

H_{12}: Complexity is an important factor for SNS to be an Innovation.

H_{13}: Observability has positive influences on attitude to adopting SNS.

H_{14}: Compatibility has positive influences on attitude to adopting SNS.

H_{15}: Relative Advantage has positive influences on attitude to adopting SNS.

H_{16}: Complexity has positive influences on attitude to adopting SNS.

H_{17}: Trialability has positive influences on attitude to adopting SNS.

H_{18}: The relative advantage of using social networking sites positively affect users’ attitude towards adopting the technology.

H_{19}: The complexity of the use of social networking sites positively affect users’ attitude towards adopting the technology.

H_{20}: The compatibility of social networking sites with the adopter’s values positively affect users’ attitude towards adopting the technology.

H_{21}: The Trialability of social networking sites positively affect users’ attitude toward adopting the technology.

H_{22}: The observability of social networking sites positively affect users’ attitude towards adopting the technology.

H_{23}: The attitude towards social networking sites positively affect users’ intention to use the technology.

1.5 Questionnaire Development

Advancement of a substantial and solid poll includes a few stages taking extensive time. Each progression relies on upon adjusting and testing of past strides that must be finished before the following stride. In this underlying stride, the reason, goals, investigate inquiries, and speculation of the proposed research are analyzed. Figuring out who is the group of onlookers, their experience, particularly their instructive/meaningfulness levels, get to, and the procedure used to choose the respondents (test
versus populace) are likewise some portion of this progression. An exhaustive comprehension of the issue through writing hunt and readings is a must. After building up a careful comprehension of the exploration, the following stride is to create proclamations/inquiries for the survey. In this progression, content (from writing/hypothetical structure) is changed into articulations/questions. What’s more, a connection among the goals of the review and their interpretation into substance is set up. For instance, the specialist must demonstrate what the survey is measuring, that is, learning, demeanors, recognitions, feelings, reviewing actualities, conduct change, and so on. Significant factors (autonomous, ward, and arbitrator factors) are distinguished and characterized in this progression.

A gathering of fifteen graduate understudies having an introduction to SNS was welcome to partake in the concentration bunch. They were informed about the reason for the meeting and the rules created by Morgan [1988], and were utilized as a part of dealing with the concentration amass dialog. The rundown of factors identifying with the selection of SNS distinguished through an audit of the writing was uncovered to the members. They were then requested that select and survey the factors they felt were important when undertaking SNS. The discourse, directed by one of the creators endured about two hours and the discoveries were utilized to refine the review instrument plan.

In view of the audit of writing and contribution from the concentration bunch exchange, a review instrument was particularly created for this review. The overview instrument comprised of a two section self–administered survey. The initial segment of the poll was intended to catch statistic attributes of respondents and utilization designs in SNS. The second part was intended to catch data on develops influencing the SNS reception, in particular Relative Advantage, Complexity, Compatibility, Observability, Trialability, and Perceived Risk. The estimation things of these builds are embraced from earlier research on web and SNS[e.g. Kuisma et al. 2007; Lee and Chung 2009; Lin 2011; Ndubisi & Sinti 2006; Poon 2008; Rogers 2003; Tan & Teo 2000] and adjusted for this review.
In the wake of building up the instrument, a pilot test was led on 20 haphazardly chose SNS users with various foundations examining in the college grounds. This was done to guarantee clarity and legitimacy of the review instrument. In the wake of getting input, it was chosen to adjust the wordings of a few inquiries as they were observed to need clarity in significance. The final items and their corresponding sources are listed in “Appendix”. All items were measured with a five-Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

1.6 Research Design
As per Burns and Grove, the outline of a study is the finished after-effect of an arrangement of choices made by the specialist concerning how the study will be led. The configuration is nearly connected with the structure of the study and aides getting ready for executing the study. It is a diagram for directing the study that augments control over components that could meddle with the legitimacy of the discoveries. As indicated by Polit and Hungler, examination plans shift with respect to the amount structure the researcher forces on the exploration circumstance and the amount adaptability is permitted once the study is under way. The exploration plans of most quantitative studies are very organized.

It is likewise conceivable to do exploration utilizing more open procedures, known as qualitative examination. Qualitative examination concentrates on significance, encounter and understanding and subsequently these outlines give the specialist the chance to collaborate with the people or gatherings whose encounters the researcher needs to get it.

The saying populace means the total from which the example is to be taken. It may be limited or unending. A limited populace is the one in which the amount of things is definite, while an unbounded populace is the one the things can’t be resolved. For this study, the online shoppers living dominant part in Delhi-NCR Region were considered as populace from where the example must be inferred.

This alludes to the source rundown from which the specimens were to be taken. It holds the names of every last one of things of the universe. For this examination, online
shoppers living in NCR India were the respondents. Majorly the ones falling in the age gathering of 21 and above years were looked into. They were from different educational backgrounds and occupation. From the gender prospective the researcher might look into a mix of males and females and who shop online.

The researcher utilized amount inspecting partitioning into the NCR said above and in each of these zones non-random of purposive/Judgmental testing is utilized with the end goal of review. It is an examining system in which the example is gotten by selecting helpful populace units. With the end goal of the study, essential information was gathered with the assistance of a generally drafted Questionnaire given to online purchasers. Further, Judgmental examining was taken after, as it is suitable for exploratory studies. Further Judgmental or purposive examining strategy was utilized for two reasons firstly respondents are chosen on the grounds that they happen to be in opportune spot at the ideal time and alternate is, comfort inspecting method is not proposed for elucidating or cool research yet they might be in exploratory examination for creating plans [Malhotra 2005].

Pilot testing is a little scale trial, where a couple of examinees take the test and remark on the mechanics of the test. They call attention to any issues with the test guidelines, occasions where things are not clear, and designing and other typographical blunders or potentially issues. On account of PC based testing, pilot-test examinees additionally remark on any issues with the PC interface. When all issues with the test things and structures have been tended to, the tests are prepared for substantial scale field testing.

Altogether, 81 respondents have given information to the poll. As a matter of first importance, the altering of the information was performed, where crude information was analyzed to identify blunders and exclusions in the reactions. The unwavering quality of respondents’ reaction was tried according to the control questions presented in different areas of the poll.

Cronbach’s alpha is the most widely recognized measure of inner consistency (“unwavering quality”). It is most normally utilized when you have various Likert inquiries in an overview/poll that shape a scale and you wish to figure out whether the scale is dependable. In the event that you are worried with between rater unwavering
quality, we additionally have a guide on utilizing Cohen’s (κ) kappa that you may discover valuable.

Reliability is the degree to which a rundown of scale things would create predictable outcomes if information gathering were rehashed (Malhotra, 2007) and is surveyed by deciding the extent of methodical variety in a scale. Figuring the Cronbach Alpha coefficient of a scale is the most generally drilled pointer of inner consistency (Pallant, 2007), with the perfect Cronbach Alpha co-effective being more than 0.7 (Hair et al. 2010). An estimation of beneath 0.7 is considered to demonstrate unsuitable inside consistency dependability (Malhotra, 2007). Cronbach’s Alpha is utilized as a part of this examination to evaluate inside consistency unwavering quality of the scale things of the poll.

Table : Reliability-Pilot

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<tr>
<th>Reliability Statistics</th>
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<tr>
<td>Cronbach's Alpha</td>
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<td>.942</td>
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The Cronbach Alpha coefficient of the scale of the research, as displayed in is 0.942. Since this figure is above the necessary 0.7 Cronbach Alpha ideal, the scale items used have a satisfactory internal consistency and can be deemed reliable statistically.

1.7 Sample and Sampling Procedure

The objective populace of this review was all grown-up people dwelling in NCR India. On account of troubles in getting probabilistic examples in NCR India, Judgmental non-lielihood strategy was utilized. In the primary phase of information accumulation, beginning volunteers were haphazardly chosen by the creators from college understudies in three noteworthy urban communities in NCR India. The picked urban communities are spread crosswise over three unique districts: Gurgaon, Delhi, and Ghaziabad. After refinement, surveys are appropriated to 1500 members. Every one of these endeavors brought about getting 1494 usable reactions.
Every single gathered survey were checked for culmination. To build exactness and accuracy, an altering procedure was attempted by looking into the survey and screen out messy, conflicting and questionable reactions. A code sheet was then arranged. After this procedure, information cleaning was attempted for a more intensive and broad treatment of reactions. All information was inputted utilizing the SPSS and Amos bundle for the following stride of investigations. After this round of end because of inadequacy, we were at long last left with 1494 usable polls, of which 1500 SNS clients and 36 potential SNS clients. This gives a reaction rate of 91% which contrasts positively and aftereffects of past reviews in NCR India [Sohail & Sahin 2010].

1.8 Data Collection

The six traits measured clients’ discernment in regards to the preferred standpoint, trust and security of SNW to the Post Graduate understudies and most particularly the rate of appropriation of the advancement. Relative preferred standpoint, multifaceted nature, similarity, Trialability, perceptibility and trust were measured to get to individual discernments and appropriation of viability of the development. The overview subjects were principally understudies in graduate Post graduate understudies of NCR India. A nearby finished survey was intended to gather important information on the relative favorable position of utilizing long range interpersonal communication sites, whether any intricacies had been experienced from the utilization of these sites, and on the reasonableness of utilizing these sites with the conviction framework, moral and moral estimations of the respondents. Data on how the encounters of the respondents with the utilization of long range interpersonal communication sites have influenced their aims in regards to the nonstop utilize the SNW innovation.

1.9 Hypothesis Testing

\[ H_7 \]: Observability is an important factor for SNS to be an Innovation. \textit{Accepted}

\[ H_8 \]: Relative Advantage is an important factor for SNS to be an Innovation. \textit{Accepted}

\[ H_9 \]: Perceived risk is an important factor for SNS to be an Innovation. \textit{Accepted}

\[ H_{10} \]: Compatibility is an important factor for SNS to be an Innovation. \textit{Accepted}

\[ H_{11} \]: Trialability is an important factor for SNS to be an Innovation. \textit{Accepted}
1.10 Model Testing

H\textsubscript{7}: Observability is an important factor for SNS to be an Innovation. \textbf{Accepted}  
H\textsubscript{8}: Relative Advantage is an important factor for SNS to be an Innovation. \textbf{Accepted}  
H\textsubscript{9}: Perceived risk is an important factor for SNS to be an Innovation. \textbf{Accepted}  
H\textsubscript{10}: Compatibility is an important factor for SNS to be an Innovation. \textbf{Accepted}  
H\textsubscript{11}: Trialability is an important factor for SNS to be an Innovation. \textbf{Accepted}  
H\textsubscript{12}: Complexity is an important factor for SNS to be an Innovation. \textbf{Accepted}  
H\textsubscript{13}: Observability have positive influences on attitude to adopting SNS. \textbf{Not Accepted}  
H\textsubscript{14}: Compatibility has positive influences on attitude to adopting SNS. \textbf{Not Accepted}  
H\textsubscript{15}: Relative Advantage has positive influences on attitude to adopting SNS. \textbf{Not Accepted}  

Following are the result of the hypothesis tested against p values that were obtained from the above results.

H\textsubscript{18}: The relative advantage of using social networking sites positively affect users’ attitude towards adopting the technology. \textbf{Accepted}  
H\textsubscript{19}: The complexity of the use of social networking sites positively affect users’ attitude towards adopting the technology. \textbf{Accepted}  
H\textsubscript{20}: The compatibility of social networking sites with the adopter’s values positively affect users’ attitude towards adopting the technology. \textbf{Rejected}  
H\textsubscript{21}: The Trialability of social networking sites positively affect users’ attitude toward adopting the technology. \textbf{Rejected}  
H\textsubscript{22}: The observability of social networking sites positively affect users’ attitude towards adopting the technology. \textbf{Accepted}  
H\textsubscript{23}: The attitude towards social networking sites positively affects users’ intention to use the technology. \textbf{Accepted}
1.11 Conclusions

The reason for this review was to decide the self-reports of employments and convenience of SNS and the effect on appropriation. Moreover, this review analyzed the utilizations revealed for SNS and those detailed for the use. This review found that the distinguished employments of SNS are like those recognized for the other systems administration strategies ATM and reception of the innovation and mirror the social and client situated nature of these other systems administration techniques.

- This review additionally found the recurrence and length of utilization of SNS containing qualities that are like the utilizations distinguished as critical or essential to respondents, were emphatically and altogether associated.

- This review was a changed replication of studies done by Stafford, Stafford, and Schkade inquiring about employments of the Other systems administration strategies furthermore the reviews done in African sub-mainland. The aftereffects of this review found that the employments of SNSs recognized were fundamentally the same as those distinguished in the first review. Rogers [2003] characterized selection as a choice to make full utilization of a development. In this review, we are exploring the components that impact the reception of SNS. While there are many reviews that characterize selection as far as execution, use, usage, or fulfillment; this review utilizes fulfillment as it is the most generally utilized single measure of appropriation. Fulfillment has frequently been utilized as the needy variable for IT achievement [DeLone & McLean 1992, 2003; Montazemi 1988; Raymond 1990]. The explanation behind selecting fulfillment as surrogate measure for appropriation is twofold. To begin with, “fulfillment” has a high level of face legitimacy. It is difficult to preclude the accomplishment from claiming a framework where clients say that they like it. Second, the fulfillment is broadly utilized as a win measure [DeLone & McLean, 1992 2003; Liu & Guo 2008; Mahmood et al. 2000; Zviran & Ehrlich 2003] and post-appropriation measure of SNS administration.

- A gathering of eight graduate understudies having a presentation to SNS was welcome to partake in the concentration bunch. They were advised about the
motivation behind the meeting and the rules created by Morgan [1988], and were utilized as a part of dealing with the concentration bunch talk. The rundown of factors identifying with the reception of SNS distinguished through an audit of the writing was uncovered to the members. They were then requested that select and survey the factors they felt were important when undertaking SNS. The examination, directed by one of the creators kept going almost two hours and the discoveries were utilized to refine the study instrument outline.

- In view of the audit of writing and contribution from the concentration assemble exchange, a review instrument was particularly created for this review. The study instrument comprised of a two section self–administered survey. The initial segment of the poll was intended to catch statistic qualities of respondents and utilization designs in SNS. The second part was intended to catch data on develops influencing the SNS adoption, to be specific relative favorable position, many-sided quality, similarity, discernibleness, trialability, and saw hazard. The estimation things of these develops are received from earlier research on other systems administration techniques and SNS[e.g. Kuisma et al. 2007; Lee and Chung 2009; Lin 2011; Ndubisi & Sinti 2006; Poon 2008; Rogers 2003; Tan &Teo 2000] and adjusted for this review.

- In the wake of building up the instrument, a pilot test was completed on 20 arbitrarily chose SNS clients with various foundations contemplating in the college grounds. This was done to guarantee clarity and legitimacy of the study instrument. Subsequent to acquiring input, it was chosen to adjust the wordings of a few inquiries as they were observed to need clarity in significance. The last things and their relating sources are recorded in “Appendix”. All things were measured with a five-Likert scale, going from 1 (firmly dissent) to 5 (unequivocally concur).

- Clarifying reception of these other systems administration techniques was troublesome in this review. The reception levels of these SNS by this current review’s respondents were low. This might be because of the little example measure, socioeconomics of respondents, or that these other systems administration strategies are new. As indicated by Rogers’ (1995) dispersion of developments hypothesis, there are five qualities of advancement that clarify selection: relative preferred
standpoint, similarity, Trialability, perceptibility, and multifaceted nature. New other systems administration techniques that have high relative preferred standpoint, similarity, Trialability, discernibleness, and are less unpredictable will probably be received sooner and by more clients. Applying these attributes to the SNS in this review may clarify the levels of reception.

- Relative preferred standpoint is the perspective that another innovation is superior to anything others presented before it. SNS are not the same as other systems administration strategies for the past on the grounds that the clients can control the substance and accomplish a greater number of things with the SNS than some time recently. For some this is leeway since they possess their substance.

- Similarity is the consistency with potential adopter’s current values. This may serve as an extensive detour during the time spent selection of SNS in light of the fact that numerous potential adopters don’t see the estimation of the apparatuses and hence there is a low level of similarity with those people.

- Most SNS are anything but difficult to use without responsibility and can be changed or erased whenever without outcome. The trialability of these other systems administration strategies is high since potential adopters can without much of a stretch experiment with a considerable lot of these other systems administration techniques before turning out to be full adopters.

- This review demonstrated that SNS are social and that numerous clients got some answers concerning or know about the other systems administration strategies from companions who utilize them. Discernibleness is high since potential adopters can perceive how and why others utilize the other systems administration strategies before getting to be clients themselves.

- At long last, the nature of SNS is that it is anything but difficult to utilize in light of the fact that the other systems administration techniques are intended to have the clients claim and control the substance. To permit this, the other systems administration strategies should rush to learn. These other systems administration techniques are less mind boggling and little information of innovation is important to use the instruments.
The consequences of this review appear to demonstrate that SNS are in the early periods of reception and fluctuate in view of various applications. In alluding to the attributes of advancement that impact selection proposed by Rogers, numerous potential clients don’t see the relative preferred standpoint and similarity of the apparatuses. Just by the way of SNS, trialability, discernibleness, and low intricacy are inherent however in the event that the potential client does not see the estimation of the other systems administration techniques they won’t think about attempting the instruments, seeing them being used, or how simple they are.

A fascinating finding in this review ought to be looked into further is the bend of reception for a portion of the other systems administration techniques. At the point when plotting out the charts Blogger and Facebook seem to take after the start of a scurve, which is normal when taking a gander at the selection of new other systems administration techniques yet Flickr, MySpace, Wikipedia, and You Tube demonstrate a moderate take-up, a slight pinnacle, and afterward a decay. This outcome might be because of the low example measure, socioeconomics of respondents or low levels of utilization by respondents yet could likewise be another pattern in the reception of SNS. This decay of utilization may demonstrate that these apparatuses will never achieve a state of maintainability rather they will have a convergence of fame for a period as a result of their social nature and after that lose their “gloss” once another, comparable instrument is presented. The point of view is that the market is immersed with these new SNS and on the grounds that they are the client adds to and control the substance, the people can just concentrate on a couple at once.

1.12 Policy Implications

It was found from the research that the relative advantage of using social networking sites positively affect users’ attitude towards adopting the technology, this implies that the for the adoption of any new social networking sites it is vital that the developer should have to show some advantage over the old SNS so as to make the user attracted towards the new SNS this is classical example where the users of Orkut were where force to shift to the new SNS when it wanted to shut its operations.
• From the second hypothesis it was found that the complexity of the use of social networking sites positively affect users’ attitude towards adopting the technology, which implies that the users want the SNS to be more complex in order to adopt to the new SNS. The more the complex the SNS is the more the users that means the users may be interested in complexity of the SNS so as to more safe in terms of privacy

• The third findings is the contradiction of the second findings that the compatibility of social networking sites with the adopter’s values positively affect users’ attitude towards adopting the technology, this means that the designers or the developer of the SNS have to make the SNS more complex as the users in India are more interested in privacy and for that they are accustomed to the adopting to complex SNS that compatible SNS.

• The fourth finding which is the Trialability of social networking sites does not positively affect users’ attitude toward adopting the technology clearly states that users in India have access to so many SNS and they are so well versed that they hard need to try them before finally using them. This implies SNS is not at all in the infant stage in India.

• The next findings that the observability of social networking sites positively affect users’ attitude towards adopting the technology clearly implies that the Indian user may not be interested in the trial of any new SNS but are very keen in observing the trends before adopting the SNS.

• Finally for any adoption of SNS the attitude towards social networking sites positively affect users’ intention to use the technology, so the developers have to educate the users towards the technology and then they can have further version of the same so that the adoptability of any SNS or website can be done. So the grass route is to teach technology before getting any innovation adoptable

1.13 Limitations and Scope for Further Research

The restrictions of this review were the topographical territory that was not illustrative of the populace i.e. India. Because of constrained spending plan and time, the respondents were, or were distinguished by, people known to the specialist.
Furthermore, the examination demonstrated that not very many respondents knew about the SNS incorporated into this review.

The aftereffects of this review are new and extraordinary. SNS is a well known theme in schools, companies, and social gatherings. Inquiring about and understanding the utilizations for these new sorts of other systems administration techniques uncovers how to empower reception. Contrasting these utilizations with those of the Other systems administration strategies uncovers the genuine contrasts in this up and coming era of online devices and other systems administration techniques. Also, this review is the first of its kind in relating employments of SNS to the reception of the systems administration. This review effectively distinguished the employments of SNS and the impact of employments on selection.

Moreover, it affirmed that the usability of other systems administration strategies are essential in the selection procedure. The social and simple to utilize nature of SNS are at last the most grounded figures the selection of this new era of the other systems administration techniques.

Our discoveries propose that application designers, in India, ought to offer SNS that are perfect with different current client necessities, past encounters, way of life and convictions keeping in mind the end goal to satisfy client desires. With better support and arrangement of assortment of administrations, the more helpful clients see SNS to be progressively and to expand their level of reception. Consequently, consideration ought to concentrate on comprehension client conduct and planning solid applications that will address their issues and give valuable and quality administrations. Moreover, engineers ought to concentrate on conveying data that accentuates the trialability and helpfulness of SNS contrasted with other systems administration channels. Engineers must try to decrease hazard saw by their clients by offering particular ensures securing them and considering their grumblings important and critically.

This review utilized judgmental examining method for information accumulation. In this manner the discoveries can’t be summed up on the grounds that most of the example size is youthful respondents, in the vicinity of 18 and 45 years of age. The SNS are not generally new in India, and likely develop, along these lines, additionally
research is expected to recognize extra elements that encourage more utilization and adoptability in this nation. Scanning for extra factors that will enhance the capacity to comprehend genuine utilize and foresee use expectation all the more precisely is important. Since the examination display clarified not as much as half of the difference of the needy variable, it would be reasonable to include social impact and encouraging conditions, for example, self-viability and specialized support, to the exploration demonstrate. Directing factors like age, training, and experience may likewise add more understanding to the discoveries of future reviews.

(Rajesh Kumar) 
Research Scholar

(Prof. K.S. Thakur) 
Supervisor

Forwarded

Principal/ Head
Research Center