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A STUDY ON CUSTOMERS ATTITUDE TOWARDS SOCIAL MEDIA NETWORKING

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ABSTRACT

Social Media Networking makes the employers to have their transactions and share their information through online. It has many facilities like communicating, texting, images sharing, audio and video sharing, fast publishing, linking with all over world, direct connecting. The growth of social sites shows a significant change in the social and personal behaviour of internet users. Social Networking sites can make a change on socio-political awareness, enhance the different skills like increase language proficiency, develop online communication skills, create broader visionary power and connectivity. It will help them for advertising, job hunting portals, publishing research articles and other techniques etc. Its use makes them to increase day by day with high rate in all over the world. In this research we conclude that more number of respondents was belonging to the age group of 16-30, because social media is highly used only by the college students and youngsters. In spite of all such entertainment, people should be balanced in their life and give proper time to the co-curricular activities in their daily life. Finally, we must be vigilant that e-world cannot be a substitute for the real world.

KEYWORDS

social media networking, customer attitude.

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1. INTRODUCTION AND DESIGN OF THE STUDY

Social media is becoming an integral part of life through online as social websites and applications proliferate. The online social networking site that allows users to create their personal profiles, share photos and videos, and communicate with other users. In business, social media is used to market products, promote brands and connect to current customers and foster new business.

Social media has lessened the use verbal communication and increased the use of online messaging. Most of the social sites have now incorporated webcams for their subscribers. Webcams enables 'friends' to have a one on one conversation while at the same time watching each other. The mode of communication is more private and very effective as subscribers are tend to know each other. There has really been an increase in popularity in webcam conversations. Privacy has been become a rising issue in social media and networking with the addition of locations and GPS tracking.

1.1 STATEMENT OF THE PROBLEM

Social media networking means opening up and sharing information online with others, but there is some information you should never share online. Analysis of customer attitude towards social media networking has to investigate the motivation behind the consumer usage on the social media networking. It is also important to identify the satisfaction and behaviours towards social media networking. The study analysis the factors influencing to use social media networking and the problems faced by them.

1.2 OBJECTIVES OF THE STUDY

1. To study the factors influencing to use social media networking.
2. To study about the customers satisfaction towards social media networking.
3. To study the problems faced by using social media networking.

1.3 SCOPE OF THE STUDY

Researchers are therefore interested to study the factors influencing the use of social media networking and its satisfaction in the city of Coimbatore. This research will result the awareness that how social media is involved in day to day life of every individual. It will be an eye opener for the future generation, to know how much they were involved in social media than in real life. In addition, it is important to know that the social media is the medium of communication and entertainment. But it should not be an addictive and health spoiler. Privacy terms are also expected to be taken care by user, as it is confidential state for each individual.

1.4 METHODOLOGY OF THE STUDY

In this study, the customer's attitude towards social media networking in Coimbatore city has been obtained from the respondents who are residing in the Coimbatore city.

I. SOURCES OF DATA

Data has been collected from two sources.

➤ PRIMARY DATA

Primary data has been collected from customers who are using social media networking by administering a questionnaire.

➤ SECONDARY DATA

Secondary data has been collected from various journals, books, magazines and websites.

II. SAMPLE SECTION

Sample has been selected at random based social media networks.

III. SAMPLING TECHNIQUE

Convenient random sampling method has been adopted to collect the data with structured questionnaires.

IV. SAMPLE SIZE

A total of 120 respondents have been considered for the study.

V. TOOLS USED

- Simple percentage analysis
- Descriptive analysis
- ANOVA- one way analysis variance
- T- test

1.5 LIMITATIONS OF THE STUDY

The following are the limitations:

- The study is restricted to Coimbatore city.
- The research is done on the basis of only 120 samples. The results of customer's perception and expectation cannot be generalized.

2. REVIEW OF LITERATURE

Williams & Williams,(2008)¹ more industries try to benefit from social media as they can be used to develop strategy, accept their roles in managing others' strategy or follow others' direction.

Pal and Kapur (2010)² pointed out the pertinent use of blogs as a tool of marketing media for emerging economies.

3. AN OVERVIEW OF THE STUDY**3.1 SOCIAL MEDIA**

Social media plays a vital role in the lives of the people around the world. The extent of its impact was very high and their impact were being used by the business people for fitting a new trend in the marketing process. Recent studies show that their form of marketing was more effective than all other methods combined. Social media was a web-based communication tool that enables people to interact with each other by both sharing and consuming information that was being shared. People feel so proud that they are depending upon technology in their day to day life. Right after getting up in the morning till their last work before sleep, they make use of technology. To fulfil their need of communication, the most often used technology driven media are computers and mobile phones.

3.1.1 FEATURES OF SOCIAL MEDIA

- It enables people to create a personalised account and become a user that was unique and will relate to any activity or activities performed by them.
- It allows the user to send, share and receive information on anything around the world by helping in forming a global community among the users.
- It allows the user to share their personal views and ideas that can be recognised by all.

3.2 SOCIAL NETWORKING

Social networking has grown to become one of the largest and most influential components of the web. Social networking was that connecting people from different places. It was easy to assess social network with few basic profile questions and wonder what users are supposed to do next.

3.2.1 FEATURES OF SOCIAL NETWORKING

- Connect with people for the purpose of sharing information
- A social networking sight provides information regarding to job opportunities.
- As it an open source to user, it can be used in wide sense.
- It provides information regarding all the queries of general public.

3.3 ADVANTAGES OF SOCIAL MEDIA

- Public problem resolution
- Direct engage
- Social profile
- Prominent role
- Education
- Help
- Information and Updates
- Noble Cause
- Awareness
- Helps Government and Agencies Fight Crime

3.4 DISADVANTAGES OF SOCIAL MEDIA

- Cyber bullying
- Hacking
- Reputation
- Health issues
- Social Media causes deathGlamorizes Drugs and Alcohol
- Security issues
- Addiction

4. ANALYSIS AND INTERPRETATION

Tool used in the project were:

- Percentage Analysis
- Descriptive analysis
- Anova- One way analysis of variance
- T-test

PERCENTAGE ANALYSIS

Percentage analysis is carried out for all the questions specified in the questionnaire. This analysis illustrated the classification of the respondents falling under each category. The percentage analysis is used mainly for standardisation and comparison. Charts depicted are in support of analysis.

TABLE 4.1: AGE OF THE RESPONDENTS

AGE	RESPONDENTS	PERCENTAGE
Below 15 Years	4	3.3
16-30 Years	94	78.3
31-45 Years	10	8.3
46 Years and above	12	10.0
TOTAL	120	100.0

Source: Primary Data

It had been inferred from table 4.1 that 78.3% of the respondents' belong to the age group of 16-30 years, 10.0% of them are in the age group of 46 years and above, 8.3% of the respondents' were between 31-45 years and 3.3% of the respondents' age were below 15 years.

Hence, it had been found that more number of respondents belong to the age group of 16 -30 years.

EXHIBIT 4.1: AGE OF THE RESPONDENTS

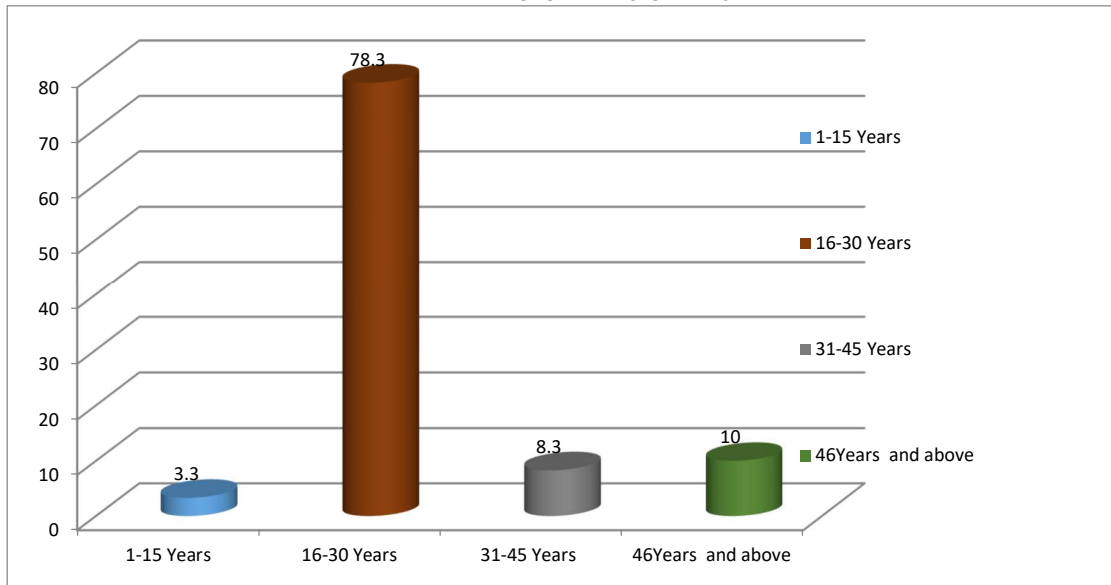


TABLE 4.2: INCOME OF THE RESPONDENTS

INCOME	NO. OF RESPONDENTS	PERCENTAGE
Below Rs 10000	19	15.8
Rs 10000 – 20000	30	25.0
Rs 20000 - 30000	25	20.8
Rs 30000 & above	46	38.3
TOTAL	120	100.0

Source: Primary Data

It had been inferred that majority of 38.3% of the respondents stated in the income level of Rs. 30000 and above were using the social media networking, 25% of the respondents belong to the income level of Rs. 10000 – 20000, 20.8% of the respondents belong to the income level of Rs. 20000-30000 and finally 15.8% of the respondents belong to the income level below Rs. 10000 were using the social media networking.

Hence, from the above inference it was stated that majority of the respondents were under the income level of Rs. 30000 and above.

EXHIBIT 4.2: INCOME OF THE RESPONDENTS

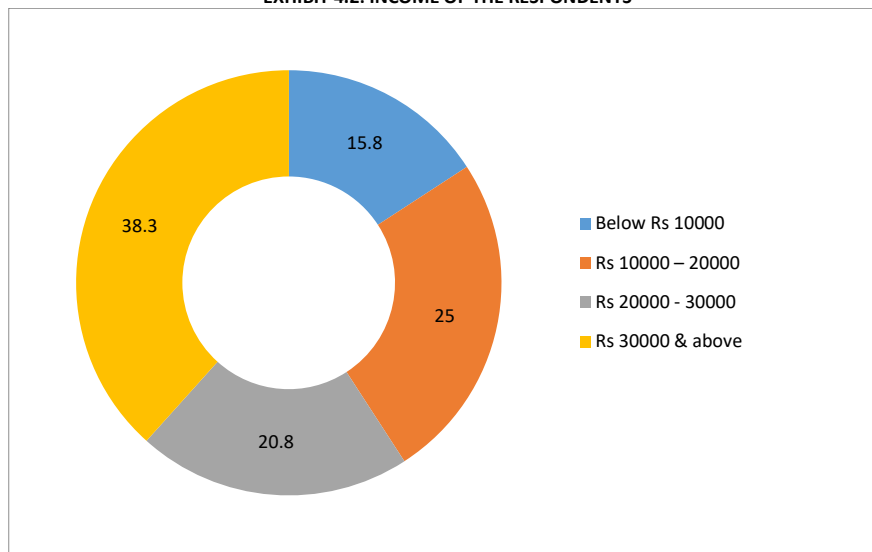


TABLE 4.3: EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

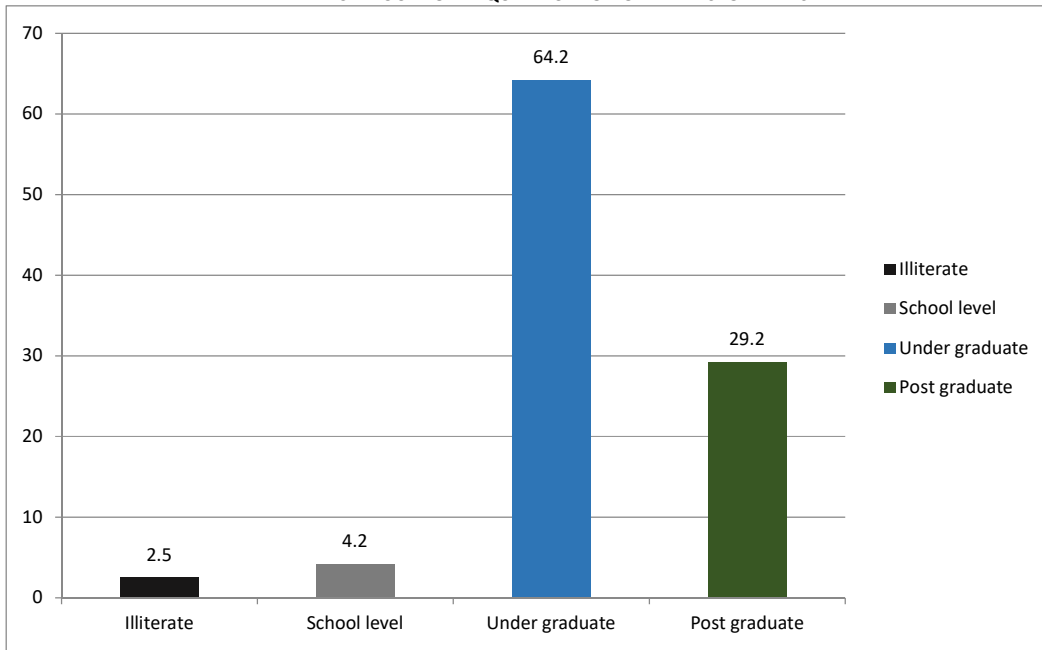
EDUCATIONAL QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
Illiterate	3	2.5
School level	5	4.2
Under graduate	77	64.2
Post graduate	35	29.2
TOTAL	120	100.0

Source: Primary Data

It had been inferred that majority of 64.2% of the respondents are under- graduate, 29.2% of the respondents are post - graduate, 4.2% of the respondents are school level and finally 2.5% of the respondents are illiterate.

Hence, it had been found that majority of users of social media networking had completed under- graduation degree.

EXHIBIT 4.3: EDUCATIONAL QUALIFICATION OF THE RESPONDENTS



DESCRIPTIVE ANALYSIS

Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. Together with simple graphics analysis, they form the basis of virtually every quantitative analysis of data.

TABLE 4.4: LEVEL OF USAGE OF SOCIAL MEDIA NETWORKING

PARTICULARS	No.	Minimum	Maximum	Mean	Std. Deviation
Entertainment	120	1	5	4.12	1.101
Information	120	1	5	3.88	.894
Business	120	1	5	3.08	1.234
Connectivity	120	1	5	3.88	.862
Easy way to communicate	120	1	5	4.16	.850
Time spending	120	1	5	4.01	1.049

Source: Computed

A five point rating scale ranging from 1 to 5 where 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree, 5 for strongly agree has been constructed to obtain the opinion of the respondents on their level of satisfaction on social media usage. From the mean ratings computed based upon the response of the respondents it is evident that most of them have been satisfied about the various attributes of social media usage namely, 'Easy way to communicate' (Mean 4.16), 'Entertainment' (Mean 4.12), 'Time spending' (Mean 4.01), Information' (Mean 3.88), 'Connectivity' (Mean 3.88), 'Business' (Mean 3.08). Therefore based on the high mean rating it has been concluded that most of the respondents have been satisfied with all the social media offered.

ANOVA

ANOVA has been used to examine whether there has been significant variation between respondents' 'demographic and usage social media related variables' on social media networking'. Higher the score more is the agreeability on the statements. The mean scores have been compared with the independent variables – demographic and social media networking factors, to know the level of variance in the usage of the respondents classified under different categories.

H₀: The usage of social media scores do not vary significantly based on the selected demographic factors.

The null hypotheses has been tested for each of the personal and social media networking related variables separately and are presented in the table 4.6

TABLE 4.5: LEVEL OF USAGE OF SOCIAL MEDIA Vs. DEMOGRAPHIC VARIABLES

PARTICULARS		LEVEL OF USAGE OF SOCIAL MEDIA			TABLE VALUE	F	SIG.
		MEAN	SD	NO.			
Age	1-15 years	4.7500	.82260	4	.95	.229	NS
	16-30 years	4.6149	.61539	94			
	31-45 years	4.5400	.90456	10			
	46 years and above	4.7333	.56138	12			
Income	Below 10000	4.6526	.67607	19	.572	1.423	NS
	10000-20000	4.5667	.63914	30			
	20000-30000	4.4400	.61101	25			
	30000 and above	4.7522	.62565	46			
Educational qualification	Illiterate	4.4667	1.28582	3	.091	.219	NS
	School level	4.5200	.72938	5			
	Under education	4.6571	.62480	77			
	Post graduate	4.5829	.61810	35			

Source: Computed

AGE

The F-ratio value has shown that there has been no significant difference in the respondents' level of usage score on social media networking when they have been classified based on their age, thereby, accepting the null hypothesis.

EDUCATIONAL QUALIFICATION

It has been concluded with the F-ratio value that there is no significant difference in the usage which proves that the respondents' level of usage score on social media networking do not vary based on their educational qualification. Hence, the null hypothesis has been accepted with respect to educational qualification.

INCOME

The F-ratio value has shown that there is no significant difference in the respondents' level of usage on social media networking when they have been classified based on their income, thereby, accepting the null hypothesis.

t - TEST

t- Test has been employed to examine whether the scores obtained for 'usage of social media' has varied significantly among the respondents classified based on 'demographic variables' with the following null hypothesis:

H_0 : There has been no significant difference in the scores of usage of social media by the respondents classified based on demographic variables namely, gender and marital status.

TABLE 4.6: USAGE OF SOCIAL MEDIA Vs. DEMOGRAPHIC VARIABLES

PARTICULARS		LEVEL USAGE OF SOCIAL MEDIA			TABLE VALUE	T	SIG.
		MEAN	SD	NO.			
Gender	Male	4.7333	.72673	42	1.371	.191	NS
	Female	4.5667	.58057	78			
Marital Status	Married	4.5643	.64877	28	.574	.949	NS
	Unmarried	4.6435	.63649	92			

Source: Computed

GENDER

The t values suggest that there is no significant difference in the respondents' level of usage of social media when they are classified based on their gender. Thus, the null hypothesis has been accepted with respect to the factor 'gender'.

MARITAL STATUS

There has been no significant variation in the respondents' level of usage of social media when they have been classified based on demographic variables, thereby, accepting the null hypothesis.

DESCRIPTIVE ANALYSIS

TABLE 4.7: LEVEL OF SATISFACTION TOWARDS THE SOCIAL MEDIA NETWORKING

PARTICULARS	No.	Minimum	Maximum	Mean	Std. Deviation
Social media answers customers' question and solves the problems	120	1	5	3.70	.992
Social media keeps customers informed/ alert them to problems or promotion	120	1	5	3.62	.927
Social media helping you in updating up to date information to your necessity	120	1	5	3.96	.902
Social media helpful in highlighting your profile of lifestyle	120	1	5	3.67	.823
Social media getting feedback from you answer satisfy your needs	120	1	5	3.44	1.011
It is satisfied with the level of consumption of internet usage by the social media	120	1	5	3.33	1.014
Social media is easily accessible for the adults	120	1	5	3.77	.950

Source: Computed

A five point rating scale ranging from 1 to 5 where 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree, 5 for strongly agree has been constructed to obtain the opinion of the respondents on their level of satisfaction towards the social media networking. From the mean ratings computed based upon the response of the respondents it is evident that most of them have been satisfied about the various attributes of satisfaction towards the social media networking namely, "social media helping you in updating up to date information to your necessity" (mean 3.96), "social media is easily accessible for the adults" (mean 3.77), "social media answering customer question and solves the problems" (mean 3.70), "social media helpful in highlighting your profile of lifestyle" (mean 3.67), "social media keeps customers informed/ alert them to problems or promotion" (mean 3.62), "social media getting feedback from you answer satisfy your needs" (mean 3.44), "it is satisfied with the level of consumption of internet usage by the social media" (mean 3.33).

Therefore, based on the high mean rating it has been concluded that most of the respondents have been satisfied with all the social media offered.

ANOVA

H_0 : The level of satisfaction scores do not vary significantly based on the selected demographic factors.

The null hypotheses has been tested for each of the personal and social media networking related variables separately and are presented in the table 4.10

TABLE 4.8: LEVEL OF SATISFACTION TOWARDS THE SOCIAL MEDIA NETWORKING vs. DEMOGRAPHIC VARIABLES

PARTICULARS		LEVEL OF SATISFACTION OF SOCIAL MEDIA			TABLE VALUE	F	SIG.
		MEAN	SD	NO.			
Age	1-15 years	4.3500	.57446	4	.359	1.000	NS
	16-30 years	4.3021	.55007	94			
	31-45 years	4.6400	.96056	10			
	46 years and above	4.4000	.62085	12			
Income	Below 10000	4.3684	.46314	19	.242	.669	NS
	10000-20000	4.2267	.69626	30			
	20000-30000	4.3120	.49356	25			
	30000 and above	4.4217	.63698	46			
Educational qualification	Illiterate	4.4000	1.60000	3	.205	.564	NS
	School level	4.6800	.30332	5			
	Under education	4.3273	.59992	77			
	Post graduate	4.3200	.52289	35			

Source: Computed

AGE

The F-ratio value has shown that there is no significant difference in the respondents' level of satisfaction on social media networking when they have been classified based on their age, thereby, accepting the null hypothesis.

EDUCATIONAL QUALIFICATION

It has been concluded with the F-ratio value that there is no significant difference in the mean satisfaction scores which proves that the respondents' level of satisfaction on social media networking do not vary based on their educational qualification. Hence, the null hypothesis has been accepted with respect to 'educational qualification'.

INCOME

The F-ratio value has shown that there is no significant difference in the respondents' level of satisfaction on social media networking when they have been classified based on their income, thereby, accepting the null hypothesis.

t- TEST

t- Test has been employed to examine whether the level of satisfaction scores of usage of social media has varied significantly among the respondents classified based on 'demographic variables' with the following null hypothesis:

H₀ : There has been no significant difference in the level of satisfaction scores of social media by the respondents classified based on demographic variables namely, gender and marital status.

TABLE 4.9: SATISFACTION TOWARDS SOCIAL MEDIA NETWORKING vs. DEMOGRAPHIC VARIABLES

PARTICULARS		SATISFACTION SCORE ABOUT LEVEL OF SATISFACTION			TABLE VALUE	T	SIG.
		MEAN	SD	NO.			
Gender	Male	4.4000	.61684	42	.781	.741	NS
	Female	4.3103	.59141	78			
Marital status	Married	4.4143	.67094	28	.731	.327	NS
	Unmarried	4.3196	.57803	92			

Source: Computed

GENDER

The t values suggest that there is no significant difference in the respondents’ level of satisfaction about usage of social media when they are classified based on their gender. Thus, the null hypothesis has been accepted with respect to the factor ‘gender’.

MARITAL STATUS

There has been no significant variation in the respondents’ level of satisfaction about the usage of social media when they have been classified based on demographic variables, thereby, accepting the null hypothesis.

DESCRIPTIVE ANALYSIS

TABLE 4.10: PROBLEMS FACED BY USING SOCIAL MEDIA NETWORKING

PARTICULARS	No.	Minimum	Maximum	Mean	Std. Deviation
Addiction	120	1	5	1.79	.878
Misuse	120	1	5	1.98	.917
Fake information	120	1	5	2.06	.919
Ignoring responsibility like homework / chores because of social networking sights	120	1	5	2.16	.907
Interact with people on social networking sights rather than face to face	120	1	5	2.09	.810
Social media is frustrating when social networking sight goes down/ is unavailable	120	1	5	2.27	1.069

Source: Computed

A five point rating scale ranging from 1 to 5 where 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree, 5 for strongly agree has been constructed to obtain the opinion of the respondents on their level of satisfaction on problems faced by using social media websites. From the mean ratings computed based upon the response of the respondents it is evident that most of them have been satisfied about the various attributes of the problems faced by the social media websites namely, “social media is frustrating when social networking sights goes down/ is unavailable” (mean 2.27), “ignoring responsibility like homework/ chores because of social networking sights” (mean 2.16), “interact with people on social networking sights rather than face to face” (mean 2.09), “fake information” (mean 2.06), “misuse” (mean 1.98), “addiction” (mean 1.79).

Therefore, based on the high mean rating it has been concluded that most of the respondents have been satisfied with all the social media offered.

ANOVA

H₀ : The usage of social media scores do not vary significantly based on the selected demographic factors.

The null hypotheses has been tested for each of the personal and social media networking related variables separately and are presented in the table 4.11

TABLE 4.11: PROBLEM FACED BY USING SOCIAL MEDIA NETWORKING vs. DEMOGRAPHIC VARIABLES

PARTICULARS		PROBLEM OF SOCIAL MEDIA			TABL VALUE	F	SIG.
		MEAN	SD	NO.			
Age	1-15 years	2.0500	.34157	4	.518	1.067	NS
	16-30 years	2.4574	.68822	94			
	31-45 years	2.4600	.69314	10			
	46 years and above	2.7333	.82829	12			
Income	Below 10000	2.5368	.56589	19	.285	.580	NS
	10000-20000	2.5267	.74738	30			
	20000-30000	2.5520	.81093	25			
	30000 and above	2.3652	.65361	46			
Educational qualification	Illiterate	3.0000	.87178	3	.309	.629	NS
	School level	2.5200	.62610	5			
	Under education	2.4416	.68004	77			
	Post graduate	2.4857	.74088	35			

Source: Computed

AGE

The F-ratio value has shown that there is no significant difference in the respondents’ level of usage on social media networking when they have been classified based on their age, thereby, accepting the null hypothesis.

EDUCATIONAL QUALIFICATION

It has been concluded with the F-ratio value that there is no significant difference in the usage which proves that the respondents’ level of usage score on social media networking do not vary based on their educational qualification. Hence, the null hypothesis has been accepted with respect to educational qualification.

INCOME

The F-ratio value has shown that there is no significant difference in the respondents’ level of usage on social media networking when they have been classified based on their income, thereby, accepting the null hypothesis.

t-TEST

t- Test has been employed to examine whether the problems’ scores obtained from the ‘usage of social media’ has varied significantly among the respondents classified based on ‘demographic variables’ with the following null hypothesis:

H₀: There has been no significant difference in the problems’ scores obtained from the usage of social media by the respondents classified based on demographic variables namely, gender and marital status.

TABLE 4.12: PROBLEM SCORES ON USAGE OF SOCIAL MEDIA Vs. DEMOGRAPHIC VARIABLES

PARTICULARS		PROBLEM SCORES ON USAGE OF SOCIAL MEDIA			TABLE VALUE	T	SIG.
		MEAN	SD	NO.			
Gender	Male	2.5286	.69257	42	.655	.862	NS
	Female	2.4410	.70203	78			
Marital status	Married	2.6286	.77692	28	.1365	.323	NS
	Unmarried	2.4239	.66817	92			

Source: Computed

GENDER

The t value suggests that there is no significant difference in the respondents' level of problem in the usage of social media when they are classified based on their gender. Thus, the null hypothesis has been accepted with respect to the factor 'gender'.

MARITAL STATUS

There has been no significant variation in the respondents' level of problem in the usage of social media when they have been classified based on demographic variable, thereby, accepting the null hypothesis.

The overall result of t-Test has revealed that respondents' level of problem faced on usage of social media has varied at a significant level for the factor 'marital status', whereas, there has been no significant variation in the level of problems faced when there gender has been considered. Hence, the null hypothesis has been accepted with respect to 'gender' of the respondents.

DESCRIPTIVE ANALYSIS

TABLE 4.13: PREFERENCE OF CUSTOMER TOWARDS SOCIAL MEDIA NETWORKING

PARTICULARS	No.	Minimum	Maximum	Mean	Std. Deviation
Meet new people	120	1	5	3.84	1.138
Make new business contact	120	1	5	3.43	.968
Share pictures, videos and games	120	1	5	3.93	1.047
Promote business	120	1	5	3.48	.996
Promote ideas	120	1	5	3.95	.969

Source: Computed

A five point rating scale ranging from 1 to 5 where 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree, 5 for strongly agree has been constructed to obtain the opinion of the respondents on their level of satisfaction on your preference in social media networking. From the mean ratings computed based upon the response of the respondents it is evident that most of them have been satisfied about the various attributes of social media preference namely, "promote ideas" (mean 3.95), "share pictures, videos and games" (mean 3.93), "meet new people" (mean 3.84), "promote business" (mean 3.48), "make new business contact" (mean 3.43).

Therefore, based on the high mean rating it has been conclude that most of the respondents have been satisfied with all the social media offered.

TABLE 4.14: THE USAGE PATTERN OF SOCIAL MEDIA NETWORKING

PARTICULARS	No.	Minimum	Maximum	Mean	Std. deviation
Chatting	120	1	5	4.23	1.059
e-mail	120	1	5	3.92	.940
Video calls	120	1	5	3.62	1.197
Online games	120	1	5	2.96	1.239
Online videos	120	1	5	3.72	1.189
Dubsmash	120	1	5	2.62	1.490

Source: Computed

A five point rating scale ranging from 1 to 5 where 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree, 5 for strongly agree has been constructed to obtain the opinion of the respondents on their level of satisfaction on your pattern of usage. From the mean ratings computed based upon the response of the respondents it is evident that most of them have been satisfied about the various attributes of social media pattern of usage namely, "chatting" (mean 4.23), "e-mail" (mean 3.92), "online videos" (mean 3.72), "video calls" (mean 3.62), "online games" (mean 2.96), "dubsmash"(mean 2.62)

Therefore based on the high mean rating it has been concluded that most of the respondents have been satisfied with all the social media offered.

5. FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

PERCENTAGE ANALYSIS

The result of the percentage analysis has been presented in the following necessitate aspects:

- 78.3% of the respondents are 16-30 years.
- 65.0% of the respondents are Female.
- 38.3% of the respondents have a family income of Rs 30000 & Above.
- 64.2% of the respondents are under graduate.
- 76.7% of the respondents are Unmarried.

ANOVA

- There is no significant difference in the perception about customers' attitude among the respondents in different age group.
- There is no significant difference in the perception about customers' attitude among the respondents in different income level.
- There is no significant difference in the perception about customers' attitude among the respondents in terms of educational qualification.

t-TEST

- There is a no significant difference in respect of perception among the respondents based on the gender
- There is a no significant difference in respect of perception among the respondents based on the marital status.

5.2 SUGGESTIONS

- Majority of internet users are aware about social media but they need to have a best tool for brand promotion, if it needs to be used efficiently.
- The social media networking strategy should be sufficiently flexible to allow to adopt new developments and to determine what works and what does not work.
- Apps should be more users friendly and free from complexity.
- Advertisement on social media should not create disturbance or unnecessary interruptions while usage of the social medias in the online.
- The reviews and complaints raised by the customers on the social networking services should be effectively managed and proper action should be taken by the social media service providers and the action taken should be communicated to the customers.

- Besides entertainment, customers prefer safety to protect them from third parties, so that social media should sincerely concrete to make an effort in strengthening it i.e., identity theft was a serious thread these days and users would never want to put themselves at risk through unsafe medium of app.
- It was an addictive part of human life as people were using it continuously. In such cases, social media should provide them effective information and services than entertainment through their service and survey.

5.3 CONCLUSION

Social Media Networking makes the employers to have their transactions and share their information through online. It has many facilities like communicating, texting, images sharing, audio and video sharing, fast publishing, linking with all over world, direct connecting. The growth of social sites shows a significant change in the social and personal behaviour of internet users.

Social Networking sites can make a change on socio- political awareness, enhance the different skills like increase language proficiency, develop online communication skills, create broader visionary power and connectivity. It will help them for advertising, job hunting portals, publishing research articles and other techniques etc. Its use makes them to increase day by day with high rate in all over the world. In this research we conclude that more number of respondents was belonging to the age group of 16-30, because social media is highly used only by the college students and youngsters. In spite of all such entertainment, people should be balanced in their life and give proper time to the co- curricular activities in their daily life. Finally, we must be vigilant that e- world cannot be a substitute for the real world.

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