

A STUDY ON CUSTOMER RESPONSE TOWARDS SOCIAL NETWORKING SITES

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Abstract

*Online social networks facilitate connections between people based on shared interests, values, membership in particular groups (i.e., friends, professional colleagues), etc. They make it easier for people to find and communicate with individuals who are in their networks using the Web as the interface. Today's college students are exposed to all types of technologies in many aspects of their lives. On a daily basis they use desktop computers, laptops, e-readers, tablets, and cell phones to actively engage in social networking, text messaging, blogging, content sharing, online learning, and much more. **So the researcher have done the research in this field to observe the objectives like:** to study the level and sources of awareness of the college students towards social networking, to study the ideas, opinion and purpose of customers towards social networking, to study the customer perception towards advertising in social networking sites, to analyze the problems faced by the customers towards social networking and to offer valid suggestions based on the findings of the study.*

KEYWORDS: *Interface, Messages, E-readers, Content Sharing*

INTRODUCTION OF THE STUDY

Online social networks facilitate connections between people based on shared interests, values, membership in particular groups (i.e., friends, professional colleagues), etc. They make it easier for people to find and communicate with individuals who are in their networks using the Web as the interface. Each of these networks has its own unique style, functionality and patterns of usage. A social networking service, also called social networking site or SNS, is a platform to build social networks or social relations among people who share similar interests, activities, backgrounds or real-life connections. A social network service consists of a representation of each user (often a profile), his or her social links, and a variety of additional services such as career services. Social network sites are

web-based services that allow individuals to create a public profile, create a list of users with whom to share connections, and view and cross the connections within the system. Social networking on social media websites involves the use of the internet to connect users with their friends, family and acquaintances. Social media websites are not necessarily about meeting new people online, although this does happen. Instead, they are primarily about connecting with friends, family and acquaintances already have in one's real life. The most well-known social media sites are Face book, Twitter, Instagram and LinkedIn. These sites allow one to share photos, videos and information, organise events, chat, and play online games.

STATEMENT OF THE PROBLEM

Today's college students are exposed to all types of technologies in many aspects of their lives. On a daily basis they use desktop computers, laptops, e-readers, tablets, and cell phones to actively engage in social networking, text messaging, blogging, content sharing, online learning, and much more. As documented in recent research, students and faculty are using these emerging technologies and platforms in all facets of their daily lives, specifically social media; yet, a low percentage of users are engaging in such for academic practice. Further, it is identified that Facebook is the number one social networking channel in India followed by Google, Twitter and the like. This raises the following questions: which is the most preferred social media networking sites ?What is the opinion of Students towards the usage of social media networking sites? And what are the problems faced by the Students while using the social media networking sites?

OBJECTIVES OF THE STUDY

The main objective of the research project is to study the emerging/upcoming problems of the college students towards social networking in Tamilnadu. In addition to that the researchers have focused on the following objectives.

- ❖ To study the level and sources of awareness of the college students towards social networking.
- ❖ To study the ideas, opinion and purpose of customers towards social networking.
- ❖ To study the customer perception towards advertising in social networking sites
- ❖ To analyze the problems faced by the customers towards social networking.
- ❖ To offer valid suggestions based on the findings of the study.

SCOPE OF THE STUDY

The scope of the study mainly relates to the emerging/upcoming problems of the college students towards social networking. This study will bring out the real problems faced by the students. The scope of the study can be identified as follows:

- The study helps the researchers to have a practical exposure in this specific field.
- The study helps the society to know the students attitude and behaviour towards the social network.
- The study helps the respondents to disclose their views about the social network.
- The study results will be of great help to the society in future.

- It would be useful to the student and future research scholars for further studies.

RESEARCH METHODOLOGY

Research in common parlance refers to search for knowledge. In short the search for knowledge through objective and systematic method of finding solution to a problem is 'research'. As such the term 'research' refers to the systematic method consisting of enunciating the problem formulating a hypothesis, collecting the facts or data, analyzing the facts and reaching certain conclusions either in the form of solution towards the concerned problem or in certain generalization for some theoretical formulation.

Research design

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in procedure. In view of deciding objectives of the study, the researchers feels that descriptive analysis is most suitable to determine the problems of the students. Descriptive analysis is concerned with describing the characteristics of a particular individual or a group.

Methodology

The present study is mainly based on primary data which is collected from the respondents through issue of questionnaire. The questionnaire contains questions relating to the personal profile of sample respondents, details of using social networking sites, reason for preferring social media networking sites, opinion about social media networking sites and problems faced in using social media networking sites. Necessary guidance was given to the respondents for filling up the questionnaire.

Sampling Technique

The data required for the study have been collected by issue of structured questionnaire in order to know the reason for preferring social media networking sites and level of opinion about social media networking sites and the problems faced in using various social media networking sites. Of the total 250 questionnaires issued, 242 questionnaires are collected and out the 242 questionnaires collected, 200 questionnaires are taken for analysis because of incomplete information found in the remaining questionnaires. Convenience sampling method is adopted to select the sample respondents.

FRAMEWORK OF ANALYSIS

The main intention of the study is to find out the preference on social media networking sites, opinion about social media networking sites and the problems faced in using various social media networking sites. The primary data collected were reformulated and consolidated into master table. Simple percentage, weighted average ranking, chi-square test are applied to process the data and draw inferences. Inferences have been made by comparing the calculated chi-square value with the respected table value. The results have been tested at one and five per cent level.

LIMITATIONS OF THE STUDY

The data collected is primary in nature, which is based on questionnaire and hence the result would bear all the limitations of the primary data.

CHAPTER SCHEME

Chapter I: Introduction and design of the study

This chapter will deal with introduction and design of the study.

Chapter II: Review of Literature.

This chapter will deal with the review on the basis of the literature available in the related area.

Chapter III: Social Networking – an overview

This chapter will provide the theoretical basis to understand the core aspects of the study.

Chapter IV: Analysis and Interpretation

This chapter will enumerate the data analysis and interpretation based on the study.

Chapter V: Findings, Suggestions and Conclusion

This chapter will provide a brief summary of the findings, suggestions and conclusion which was extracted on the basis of the results of this study

REVIEW OF LITERATURE

➤ Romina Cachia conducted a study “Social Computing: Study on the Use and Impact of Online Social Networking” While social networking is a phenomenon which has existed since the beginning of societies, online Social Networking Sites (SNS) are a recent trend. In less than five years, sites like Facebook and MySpace, have shifted from a niche online activity to a phenomenon in which tens of millions of internet users are engaged. Discussion on the emergence of a new social phenomenon has permeated both industry and academia. However, there has been little research on the socio-economic impact of these sites in the European context. It argues that though SNS can appear to be similar, many of them are, in fact, quite different in terms of purpose and use. In general, these sites have led to new ways of managing and maintaining social networks, whereby personal profiles and social networks are being visualised and disclosed to others and the boundaries between the virtual and the real are disappearing. As a result, both opportunities and concerns arise. Policymakers should be aware of these and researchers should further investigate their implication. EUR Number: 23565 EN, Publication date: 11/2008

➤ Petter Bae Brandtzæg conducted a study, “ Social Networking Sites: Their Users and Social Implications — A Longitudinal Study” These results suggest that the usage of SNSs and social contact are supplementary, and might extend existing levels of social contact. Surprisingly, despite an increasing interconnectivity offline and online, SNS users are more likely than nonusers to report loneliness, in particular males associated with an active usage pattern such as Debaters and Advanced Users are likely to do so. In this respect, the finding in this study supports some of the negative claims by academics such as Turkle (2011). Further, this study shows major evidence for the need to distinguish SNS users. The

analysis supports the postulation of five distinct user types within SNSs. *Journal of Computer-Mediated Communication* Vol:17, Issue 49, July 2012, pp467–488

- *George Veletsianos, Cesar Navarrete, conducted a study “Online Social Networks as Formal Learning Environments: Learner Experiences and Activities”* and found that While the potential of social networking sites to contribute to educational endeavors is highlighted by researchers and practitioners alike, empirical evidence on the use of such sites for formal online learning is scant. To fill this gap in the literature, we present a case study of learners’ perspectives and experiences in an online course taught using the Elgg online social network. Findings from this study indicate that learners enjoyed and appreciated both the social learning experience afforded by the online social network and supported one another in their learning, enhancing their own and other students’ experiences. Conversely, results also indicate that students limited their participation to course-related and graded activities, exhibiting little use of social networking and sharing. Additionally, learners needed support in managing the expanded amount of information available to them and devised strategies and “workarounds” to manage their time and participation. *University of Texas at Austin, United States, Vol.13, No.1 2012.*
- *Khurana.N, conducted a study “ The Impact of Social Networking Sites on the Youth”* to find out whether how effectively has the usage of social networking sites affected the youth by evaluating both of its positive and negative aspects. Perhaps, like a coin with two sides, social networking sites also have in their own way adversely affected the youth. The target group prefers spending an abundant amount of time on these social networking sites on an average of more than 2 hours a day which keeps them away from their own purpose of existence and interacting with their own natural surroundings. Their social gatherings are hampered because surfing these social networking sites keep them more involved for which they are bound to ignore other significant social events in their lives. *Asian Journal of Multi disciplinary Research for Students, Vol:2 No.6 2014.*
- *Krishna Prasad Karani, conducted a study “Effect of Social Networking Site on Students Academic Performance in SIMS, Mangalore: An Investigative Study”* and found that the students are spending more time on social networking sites for unconstructive purpose. Also suggested that if the students are spending SNS for constructive purposes, they are still efficient enough for their studies and they do not face any difficulty in meeting their students requirements. *GE-International Journal of Management Research Volume:3, Issue:3 (March 2015) IF:3.142, ISSN:2321-1709.*
- *Tolga Gok conducted the study “The effect of social networking sites on students studying and habits”* and found out that 50% of the female and male students spend one and a half hour on smartphone per day. In that smartphone and digital technologies have literally become an inseparable part of students and adolescents. Also Social Networking Sites negatively influence students habits, grades, socialization, etc., More than 60% of students are

not spending time in reading books and in doing physical activities International Journal of Research in Education and Science, Volume2, Issue:1, 2016, ISSN:2148-9955

- Suraj Sharma & Sunita Godiyal. conducted a study “ A study on the social networking sites usage by undergraduate students” and found that, maximum of female students are having membership of social networking sites as they are the maximum using SNS when compared to male students. Also Top five sites used by male students are facebook, whatsapp, youtube, google+ and hike and by female students are whatsapp, facebook, google+, youtube and hike. Most of the users are using mobile phones for accessing SNS. The main purpose of using social networking sites is for entertainment next to it only education. Online International interdisciplinary research journal (Bi-monthly VOLUME:vi, Issue: III ISSN:2249-9598).

➤ Cameron Clark & Paul Gruba conducted a study: The use of social networking sites for foreign language learning: An autoethnographic study of Livemocha” Despite their spectacular growth in both daily life and mainstream education, little research to date has been conducted concerning the use of social networking sites in foreign language learning. The aim of this study, therefore, is to examine the use of such sites to learn a foreign language. Using an auto ethnographic approach that included self aware participation, learner diaries and peer debriefing, we investigated the social networking site Livemocha to study Korean from our perspectives as native speakers and experienced teachers of English. Specifically, we focused our questions on aspects of socio collaborative principles and practice. Results of a grounded, thematic analysis indicate that the site had number of counter productive pedagogical impediments to language learning that included, for example, flaws in site design. We conclude our paper with suggestions for improved foreign language learning through social networking sites. School of Languages and Linguistics, University of Melbourne, Vol3, no.7, 2015. integrates Google Maps and Place into new car models to be released later in 2013.

ANALYSIS AND INTERPRETATION

Table 1
Classification of Respondents based on Gender

Gender	Number of Respondents	Percentage
Male	33	16.5
Female	167	83.5
Total	200	100

It is observed from the above table that out of the total 111 respondents, 77 (69.40%) belong to female category and the remaining 34 (30.60%) belong to male category and the remaining

Hence, it is said that majority of the respondents belong to female category which implies that females are using social media sites than their counterpart.

Table 2
Classification of Respondents based on Marital status

Marital Status	Number of Respondents	Percentage
Married	12	6
Unmarried	188	94
Total	200	100

It is observed from the above table that out of the total 200 respondents, 188 (92%) are unmarried and the remaining 12 (6%) are married.

Table 3
Classification of Respondents based on Group of study

Group of study	Number of Respondents	Percentage
Arts	72	36
Science	67	33.5
Engineering	56	28
Others	5	2.5
Total	200	100

It is observed from the above table that out of the total 200 respondents, 72(36%) belong to arts category, 67(33.5 %) belong to science, 56(28%) belong to engineering and the remaining 5 (2.5%) belong to others like diploma and ITI.

Hence, it is said that majority of the respondents are arts which implies that arts are using social media sites.

Table 4
Classification of Respondents based on Educational qualification

Educational Qualification	Number of Respondents	Percentage
Under Graduate	121	60.5
Post Graduate	28	14
M.Phil	21	10.5
PhD	30	15
Total	200	100

It is observed from the above table that out of the total 200 respondents, 121 (60.5%) belong to under graduate category, 30(15 %) belong to PhD, 28(14%) belong to post graduate and the remaining 21 (10.5%) belong to M.Phil.

Hence, it is said that majority of the respondents are under graduates which implies that under graduates are using social media sites.

Table 5**Classification of Respondents based on Kind of Social Media Networking Sites**

It is observed from the above table that out of the total 200 respondents, 79 (39.5%) are

Kind of Social Media Networking Sites	Number of Respondents	Percentage
Face book	30	15
Flicker	4	2
Google +	2	1
Linked In	3	1.5
Orkut	23	11.5
Twitter	3	1.5
Instagram	79	39.5
You Tube	54	27
Bebo	2	1
Total	200	100

using instagram 54 (27%) are using youtube, 30 (15%) are using facebook, 23 (11.5%) are using orkut, 4 (2%) are using flicker, 3 (1.5%) are using linkedin and twitter and 72(1%) are using google+ and bebo

Hence, it is said that majority of the respondents are using instagram.

Table 6**Classification of Respondents based on Period of Usage**

Usage Mode	Number of Respondents	Percentage
Mobile Network	145	72.5
WiFi	23	11.5
System Network	32	16
Total	200	100

It is observed from the above table that out of the total 200 respondents, 145 (72.5%) respondents use mobile network, 32 (16%) respondents are using system network, 23(11.5%) respondents are using WiFi.

Hence, it is said that majority of the respondents use mobile network for using social media sites

Table 7**Classification of Respondents based on Period of Usage**

Period of Usage	Number of Respondents	Percentage
Less than a year	134	67
1-2 years	10	5
3-5 years	31	15.5
Above 5 years	25	12.5
Total	200	100

It is observed from the above table that out of the total 200 respondents, 134 (67%) respondents are using social media sites less than a year, 31 (15.5%) respondents are using between 3- 5 years 25 (12.5%) respondents are using more than a 5 years and 10(5%) respondents are using between 1-2 years

Hence, it is said that majority of the respondents are using social media sites less than a year.

Awareness

The table below shows the classification respondents based on **Awareness**

Table 8

Classification of Respondents based on Awareness of social networking sites

Networking Sites	Awared	Percentage	Not Awared	Percentage
Face book	200	100	-	-
Flicker	17	8.5	183	91.5
Google+	187	93.5	13	6.5
Linked In	22	11	178	89
Orkut	99	49.5	101	50.5
Twitter	32	16	168	84
Instagram	200	100	-	-
YouTube	177	88.5	23	11.5
Bebo	40	20	160	80

It is observed from the above table that out of the total 200 respondents, 200(100%) of the respondents are aware about facebook and instagram followed by google+youtube,orkut,bebo,twitter,linkedin and flicker.

Hence, it is said that majority of the respondents are aware about facebook and instagram.

Table 9

Classification of Respondents based on Media of Awareness

Media of Awareness	Number of respondents	Percentage
Friends	154	77
Relatives	9	4.5
Neighbours	31	15.5
Media of Advertisement	6	3
Total	200	100

It is observed from the above table that out of the total 200 respondents, 154 (77%) of the respondents are aware through friends, 31 (15.5%) of the respondents are aware through neighbours ,9 (4.5%) of the respondents are aware through relatives and 6 (3%) of the respondents are aware through media.

Hence, it is said that majority of the respondents are aware friends.

Table 10
Classification of Respondents based on Time Spent

Time Spent	Number of respondents	Percentage
Below 1 hour	10	5
1-2 hours	44	22
3-5 Hours	60	30
Above 5 hours	90	45
Total	200	100

It is observed from the above table that out of the total 200 respondents, 90(45%) of the respondents are using social media above 5 hours per day, 60(30%) of the respondents are using social media between 3-5 hours per day, 44(22%) of the respondents are using social media between 1-2 hours per day and 10(5%) of the respondents are using social media below 1 hour per day

Hence, it is said that majority of the respondents are using social media above 5 hours per day.

Table 11
Classification of Respondents based on Source of influence

Source of influence	Number of respondents	Percentage
Self	57	28.5
Family members	12	6
Friends	99	49.5
Relatives	23	11.5
Advertisement	9	4.5
Total	200	100

It is observed from the above table that out of the total 200 respondents, 99(49.5%) of the respondents sources of influence is friends, 57(28.5%) of the respondents sources of influence is self, 23(11.5%) of the respondents sources of influence is relatives, 12(6%) of the respondents sources of influence is family members and 9(4.5%) of the respondents sources of influence is advertisements.

Hence, it is said that majority of the respondents sources of influence is friends .

Table 12
Classification of Respondents based on factors influenced

Factors influenced	Number of respondents	Percentage
Accessibility	22	11
Communication	44	22
Connecting People	74	37
Advertisement	12	6

Information Sharing	45	22.5
Others	3	1.5
Total	200	100

It is observed from the above table that out of the total 200 respondents, 74(37%) of the respondents are influenced by the factor connecting people, 45(22.5%) of the respondents are influenced by the factor information sharing, 44(22%) of the respondents are influenced by the factor communication, 22(11%) of the respondents are influenced by the factor accessibility, 12(6%) of the respondents are influenced by the factor advertisement and 3(1.5%) of the respondents are influenced by the other factor .

Hence, it is said that majority of the respondents are influenced by the factor connecting people.

Table 13
Opinion about the service provided

opinion	Number of respondents	Percentage
Very good	130	65
Good	50	25
poor	20	10
Total	200	100

It is observed from the above table that out of the total 200 respondents, 130(65%) of the respondents opined very good ,50(25%) of the respondents opined good 20(10%) of the respondents opined poor.

Hence, it is said that majority of the respondents have opined very good about the service provided by social networking media.

Table 14
Opinion about the cost

opinion	Number of respondents	Percentage
Very high	123	61.5
high	54	27
low	23	11.5
Total	200	100

It is observed from the above table that out of the total 200 respondents, 123(61.5%) of the respondents opined that it is very high cost ,54(27%) of the respondents opined that it is high cost 23(11.5%) of the respondents opined that it is very low.

Hence, it is said that majority of the respondents have opined that it is very high cost towards the service provided by social networking media.

Table 15
Perception towards advertising in social media

Perception	Number of respondents	Percentage
Verygood	34	17
Good	45	22.5
Not bad	87	43.5
Bad	34	17
Total	200	100

It is observed from the above table that out of the total 200 respondents,87(43.5%) of the respondents opined that it is not bad ,45(22.5%) of the respondents opined that it is good 34(17%) of the respondents opined that it is very good and bad.

Hence, it is said that majority of the respondents have opined that it is not bad towards the advertisement in social networking media.

Table 16
Problems faced in social media

Problems Faced	Number of respondents	Percentage
Yes	146	73
No	54	27
Total	200	100

It is observed from the above table that out of the total 200 respondents,146(73%) of the respondents have faced problems and 54(27%) of the respondents have not faced problems.

Hence, it is said that majority of the respondents have faced problems in using social networking media.

Table 17
Type of Problems faced in social media

Type of Problems Faced	Number of respondents	Percentage
High Price	20	10
Network Availability	30	15
Data Consumption	17	8.5
Security Problem	8	4
Information Sharing	60	30
Unwanted messages/calls	33	16.5
Hacking Personal details	30	15
Others	2	1
Total	200	100

It is observed from the above table that out of the total 200 respondents,60(30%) of the respondents have faced information sharing as a big problem,33(16.5%) of the respondents have faced unwanted messages as a big problem, 30(15%) of the respondents have faced

networkavailability as a big problem, 60(30%) of the respondents have faced information sharing and hackingpersonal details as a big problem,20(10%) of the respondents have faced high price as a big problem,followed by other problems.

Hence, it is said that majority of the respondents have faced information sharing as a big problem in social networking media.

Table 18
Level of Satisfaction

Level of Satisfaction	Number of respondents	Percentage
Highly satisfied	65	32.5
Satisfied	87	43.5
Not satisfied	48	24
Total	200	100

It is observed from the above table that out of the total 200 respondents,87(43.5%) of the respondents have satisfied and 65 (32.5%) of the respondents have highly satisfied and 48(24%) of the respondents have not satisfied.

Hence, it is said that majority of the respondents have satisfied with social media networking.

Recommended to others

The table below shows the **Recommended to others**

Table 19
Recommended to others

Recommended to others	Number of respondents	Percentage
Yes	143	71.5
No	57	28.5
Total	200	100

It is observed from the above table that out of the total 200 respondents,143(71.5%) of the respondents have recommended and 57 (28.5%) of the respondents have not recommended.

Hence, it is said that majority of the respondents have recommended about social media networking.

Suggestions

Based on the findings of the study and the opinion given by the students at the time of data collection, the following suggestions are put forth.

- Since very few students have preferred to use Flickr, Linked In, Orkut and Bebo, it is advised to design these networks with more attractive features .
- Motivate the existing users to spread the benefits of using the various social media networking sites so that more number of new users may be added .

- Since connecting people and information sharing are the major influencing factor to use social media networking sites, it has to be further strengthened and the awareness about the usefulness of various social media networking sites may further be enhanced.
- Due care has to be exercised in protecting the personal details of the users .
- Unwanted calls or messages may be prohibited by taking safety measures.
- Necessary steps have to be taken in order to reduce or eliminate distractions in information sharing.
- Security problem should be removed so that the users can use the social media networking sites with more confidence.
- Insufficient data consumption and insufficient network availability may be reduced.










Conclusion

The present study is undertaken with a motto to ascertain the respondents' preference, opinion and problems faced in using social media networking sites. The study reveals that majority of the respondents reveal that *information sharing* is the influencing factor to use social media networking sites followed by communication, connecting peoples, accessibility, advertisement and the like and majority of the respondents preferred to use Face Book followed by Google+, You Tube, Twitter, Flickr, Orkut, Instagram, Linked In and Bebo. Further, the study depicts that the social media networking sites are useful to some extent; services provided by the social media networking sites are good and the cost of using social media networking sites is high. Also, the study discloses that majority of the sample respondents are with moderate level of opinion about social media networking sites and the variables namely, gender, marital status, educational qualification, period of using social media networking sites and hours of using social media networking sites are significantly associated with the respondent's level of opinion about social media networking sites. Moreover, the study finds that majority of the respondents have faced problems while using the social media networks and mainly due to high price followed by insufficient network availability and data consumption, security problem, hacking personal details, information sharing, unwanted messages, calls and the like and majority of the respondents are satisfied with the usage of social media networks.

BOOKS

- An introduction to Marketing psychology.

JOURNALS

-  Journal of Retail marketing management research.
-  Economic studies journal.
-  Journal of international consumer marketing.
-  Journal of customer behaviour.
-  Journal of marketing and consumers research.
-  International journal of business and social science.
-  Journal of management and information technology.
-  Publishing Research.
-  MDIP open Access journal.



International journal of Environmental Research and public health.

International journal of innovative Research in management studies.

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