



A STUDY ON CUSTOMER RESPONSE TOWARDS SOCIAL NETWORKING SITES

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KEYWORDS :

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. The following results have been found:

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

Table 2 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.

Table 3 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.

Table 4 Classification of Respondents based on Type of Family

Type of Family	Number of Respondents	Percentage
Joint	32	16
Nuclear	168	84
Total	200	100

It is observed from the above table that out of the total 200 respondents,

168 (84%) belong to Nuclear family, 32(16%) belong to Joint family.

Table 5 Classification of Respondents based on Monthly Income

Monthly Income	Number of Respondents	Percentage
Upto Rs.20,000	22	11
Rs.20001-Rs.40,000	45	22.5
Rs.40001-Rs.60,000	32	16
Above Rs.60,000	101	50.5
Total	200	100

It is observed from the above table that out of the total 200 respondents, 101 (50.5%) respondents monthly income is above Rs.60,000, 45 (22.5%) respondents monthly income is above between Rs.20001-Rs.40,000, 32 (16%) respondents monthly income is between Rs.40001-Rs.60001 and the remaining 22(11%) of the respondents monthly income is below Rs.20,000

Table 6 Classification of Respondents based on Kind of Social Media Networking Sites

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

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

Table 7 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

Table 8 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.

Table 9 Ranking according to Preference

Networking Sites	1	2	3	4	5	6	7	8	9	No.of respondents	Rank
Face book	94	70	26	8	30	1	0	1	0	200	2
Flicker	20	20	43	22	35	12	8	8	32	200	8
Google+	34	21	33	12	11	2	66	7	14	200	4
Linked In	21	45	55	14	43	12	2	6	2	200	7
Orkut	22	43	20	25	30	8	30	2	20	200	6
Twitter	44	21	20	20	30	17	10	8	30	200	5
Instagram	111	67	22	0	0	0	0	0	0	200	1
YouTube	54	34	12	45	13	23	14	4	1	200	3
Bebo	12	18	12	30	18	10	20	20	60	200	9

It is observed from the above table that out of the total 200 respondents, 111(55.5%) of the respondents have ranked one followed by facebook, you tube, google +, twitter, orkut, linked in, flicker and bebo.

Table 10 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.

Table 11 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 network availability as a big problem, 60(30%) of the respondents have faced information sharing and hacking personal details as a big problem, 20(10%) of the respondents have faced high price as a big problem, followed by other problems.

Table 12 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.

Chi square analysis:

- The percentage of respondents who have high level of opinion is high among respondents with up to 20 years age group and low level of opinion is also high among the same group of respondents. Comparing the percentages, it is observed that respondents with upto 20 years age group have high level of opinion. However, as

the calculated Chi-square value is lower than the table value at five per cent level, there does not exist any significant association between age and level of opinion. Therefore, the null hypothesis is accepted.

- The percentage of respondents who have high level of opinion is high among respondents who is female and low level of opinion is also high among the same group of respondents. Comparing the percentages, it is observed that respondents who is female have high level of opinion. However, as the calculated Chi-square value is lower than the table value at five per cent level, there does not exist any significant association between gender and level of opinion. Therefore, the null hypothesis is accepted.
- The percentage of respondents who have high level of opinion is high among unmarried respondents. However, as the calculated Chi-square value is greater than the table value at five per cent level, there exists a significant association between marital status and level of opinion. Therefore, the null hypothesis is rejected.
- The percentage of respondents who have high level of opinion is high among respondents belong to engineering group and low level of opinion is high among belong to arts group. However, as the calculated Chi-square value is lesser than the table value at five per cent level, there does not exist any significant association between group of study and level of opinion. Therefore, the null hypothesis is accepted.

Suggestions

- Since very few students have preferred to use Flicker, 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, Flicker, Orkut, Instagram, Linked In and Bebo. Further, the study depicts that the social media networking sites are useful to some extent. 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 respondents 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 networking sites and mainly due to high price followed by insufficient network availability and data consumption, security problem is there, hacking personal details, information sharing, unwanted messages, calls and the like and majority of the respondents are satisfied with the usage of social media networking sites.