Impact of Social Media in India

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Abstract

Social networking sites such as Face book, LinkedIn, Twitter are websites used to build social networks online. In this research, networks are distinguished from communities. Networks are defined as individual networks consisting of the relations of an individual. Each individual will have his/her own unique perception towards the usage of social networking sites. People rarely have same perception, and thus, people will have unique social networks and unique ways of expressing themselves using Social Networking Sites. On the other hand, the research focuses on the concept of social media that are developed on the basis of individual preferences towards different aspects of usage of social networking sites. The unique characteristic this research focuses on is the relationship between personalization and socialization.

Keywords: *Social Networking Sites (SNS), Social Media, Social Interactions, Information sharing*

Introduction

Social Media

Social Media is media for social interaction as a super-set beyond social communication. Social Media has brought individuals separated by geography and ideology to a common virtual platform. Online Social Networking Sites are among the most popular services these days where benefit of information is mutual. Users interact through various features of social networking sites making relationships, new friends, knowledge sharing, video sharing etc. Thus these features become the key in product buying decisions, Online shopping etc. SNS are serving good medium to connect students, and emails are considered important for communication, students view advertisements online and with the help of SNS online marketing gets influenced.

The super-set of Social Media comprises of Social networking sites, Educational material sharing Content sharing sites, User-sponsored blogs, Company sponsored websites, Business networking sites, Collaborative websites, , Social bookmarking and much more. It includes Internet forums, weblogs, social blogs, micro blogging, wikis, podcasts, photographs or pictures, video, rating and social bookmarking.

Social Media in India

Internet is still propagating in the roots of the Indian society. People are now becoming more aware of Internet and its benefits. Internet usage has now matured from the basic emails and search to upscale activities like e-ticketing, online banking, e-retailing and the ubiquitous Social Media. Social Media is really picking up new heights in India.

With more people joining the social networks like Face book & Twitter, brands are finding it easy to spread the word about them over the web as consumers find it easy connecting with each other by using these sites. The trend is flourishing as many companies are coming big way for Social Media Optimization for their Product or Services with an objective of increased awareness about the company and the brand, lead generation and increase in loyal customers. Not only corporate, political parties are involving social networking sites to influence voters, as was done in 2009 elections.

According to a research conducted by 'exchange 4 media' and 'blog works'. 69% respondent say there is some impact of social media on business and marketing.
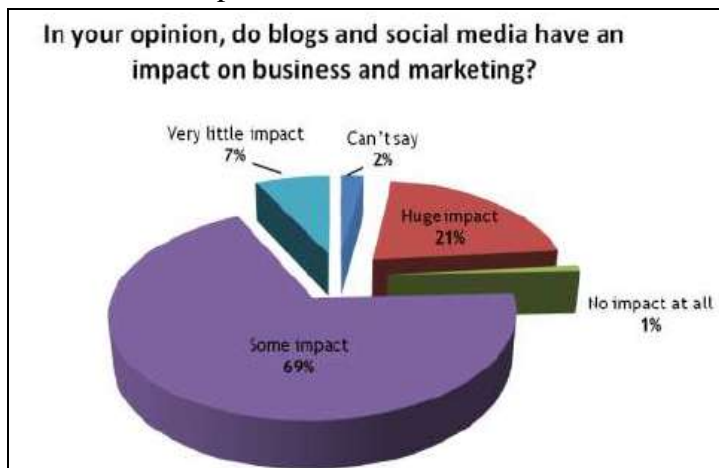
Statistics from Social Network Industry in India show that - 60% of the social networking traffic comes from Non Metro-Cities but the highest traffic generating city still remains to be Mumbai. While, the highest number of active users are from the 15-24 age group but LinkedIn has a different age group of active users i.e. 25-34 age-group. Hence, usage as per age varies according to the networking site in question. Also, 80:20 ratio has been observed for gender differences while frequenting Social Networking sites in favor of males. While, Face book cater to about 90 per cent of the users in the social media space; maximum users come from the 'less than 2 lakhs p.a.' income category. This is because social networks are primarily driven by the youth.

Objective of the study

- The prime objective of the study is to determine various factors which lead to the usage of Social Networking Sites.
- To study the effect of gender and age on the usage of Social Networking Sites.

To achieve the objectives of the study data has been collected from 139 respondents from Patiala city Punjab by using a well-structured questionnaire. The following questions are provided with the options as applicable to the people.

1. Preference over visiting Social Networking Sites (SNS).
2. Average time spend on SNS.
3. Favorite SNS.
4. Use of SNS to stay updated.
5. Use of SNS for gaining more information.
6. Access to SNS as a stress buster.
7. Use of SNS as a source of entertainment.
8. Use SNS to get movie reviews.
9. Impact of SNS on social identity of an individual.
10. SNS helps in making blogs.
11. Use of SNS for knowledge sharing.
12. Contribution by SNS in raising social issues and campaigns.
13. SNS as a strong medium of fund raising.
14. SNS affects product buying decisions.
15. SNS as the best medium of advertisement.
16. Use of SNS provides freebees.
17. SNS helps to share experiences.
18. Brand monitoring through SNS.
19. Use of SNS for online shopping.
20. Video and photo sharing through SNS.
21. Maintaining relationships through SNS.
22. SNS provides trustworthy information.
23. Loyal to favourite SNS.

Profile of the Respondents

1) Total number of respondents 139, consisted both males and females.

   77 respondents (55%) were males while 62 respondents (45%) were female.

2) **Age**

   10 (7%) respondents were less then 15years, 67(48%) respondents belonged to the age group of 16 -25 years, 42 (26%) belonged to the age bracket 26 -34 years, and 21 (15%) were of age 35 years and above.

3) **Occupation Details**

   45% (63) respondents are students, 12% (16) respondents are government employees , 12% (16) respondents are private sector employees , 16% (22) are doing business, 6% (9) respondents are housewives and rest 9% (13) respondents did other work.

4) Out of 139 respondents , 132 respondents preferred using SNS

Factor Analysis

An exploratory factor analysis was done using SPSS 17.00. Varimax rotation was used to identify the underlying factor for usage of social networking sites.

20 questions were used to analyse user motives impacting greater participation in social networking sites.

Total Variance Explained									
	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.423	27.115	27.115	5.423	27.115	27.115	2.44	12.201	12.201
2	1.915	9.573	36.688	1.915	9.573	36.688	2.342	11.712	23.913
3	1.525	7.625	44.313	1.525	7.625	44.313	2.066	10.33	34.243
4	1.394	6.972	51.284	1.394	6.972	51.284	2.009	10.045	44.288
5	1.121	5.605	56.89	1.121	5.605	56.89	1.841	9.206	53.494

6	1.035	5.175	62.065	1.035	5.175	62.065	1.714	8.57	62.065
7	0.952	4.761	66.825						
8	0.788	3.942	70.767						
9	0.754	3.768	74.534						
10	0.703	3.516	78.051						
11	0.637	3.184	81.234						
12	0.607	3.035	84.269						
13	0.561	2.806	87.075						
14	0.53	2.649	89.724						
15	0.433	2.166	91.89						
16	0.415	2.076	93.966						
17	0.369	1.846	95.813						
18	0.307	1.533	97.346						
19	0.288	1.44	98.786						
20	0.243	1.214	100						
Extraction Method: Principal Component Analysis.									

Total Variance Explained

On analyzing the rotated component matrix, all 20 attributes were divided amongst the six factors. The attribute having highest value for the factor was associated with the factor.

Rotated Component Matrix[a]						
	Component					
	Social interaction	Sharing information	Relationship building	Social consciousness	Consumer-brand interactions	Seeking information
Knowledge sharing	.691					

Raising social issues and campaigns	.582				
Medium of advertisement	.555				
Sharing experiences	.687				
Online shopping	.497				
Video, photo sharing	.289				
Source of entertainment		.605			
Get movie reviews		.661			
Social identity		.770			
Making blogs		.661			
Stress buster			.496		
Maintaining relationships			.708		
Trustworthy information			.614		
Medium of fund raising				.796	
Product buying decisions				.714	
Freebees					.740
Brand monitoring					.497
Loyalty towards SNS					.642
Stay updated						.801
Gaining more information						.536

From the analysis we have got six factors which comprise of different attributes.

First factor : Social interaction which includes knowledge sharing, raising social issues, medium of advertisement, share experiences, online shopping and video/photo sharing.

Second factor: Sharing information which includes source of entertainment, movie reviews, social identity and making blogs.

Third factor: Relationship building which includes attributes like stress buster, maintaining relationships and trusting the information shared on SNS.

Fourth factor: Social consciousness which consists of fund raising and product buying decisions.

Fifth factor: Consumer brand interactions which comprises of freebees, brand monitoring and loyalty towards the favourite SNS.

Sixth factor: Seeking information to stay updated.

Correlation Analysis
Correlations

		gender	average time spend
gender	Pearson Correlation	1	-.131
	Sig. (2-tailed)		.133
	N	139	132
average time spend	Pearson Correlation	-.131	1
	Sig. (2-tailed)	.133	
	N	132	132

Correlation between gender and average times spend on SNS

Value for Pearson correlation coefficient is -.131 which is nearing zero. Also, the p value is greater than 0.05 hence not significant. Hence there is no correlation between gender and average time spent on the usage of SNS.

- The first factor exhibits the usage of SNS by the customer with variance of 27.115%.It consists of six variables pertaining to the basic essential attributes for social interaction.
- Factor 2 is defined by four attributes of variability 9.573% relating to social identity and accessibility through SNS.
- The third factor is defined by human features. This factor accounts for attributes like stress buster and maintaining relationships with variability of 7.62%.
- Factors 4 with variability of 6.9% plays a significant role in fund raising and product buying decisions. These attributes have been grouped together into a factor name of Social consciousness.
- The fifth factor, variability being 5.9% is social influence on the buying behaviour of the customer. The attributes loading at this factor refer to importance of brand monitoring, freebees and the loyalty towards the favourite SNS.
- The sixth factor is seeking information, with variability being 5.1%. The more the customer shares, the more he stays updated.
- There is no relationship between gender and average time spent on the usage of SNS.
- There exists no correlation between age and SNS being perceived as a best medium of advertisement.
- Popular social networking sites among the people of Tricity are Facebook,Twitter,Flickr .

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