

“PREFERENCE AND INTENTION OF USERS ON SOCIAL NETWORKING SITES: A PRESENT SCENARIO IN COIMBATORE CITY”

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ABSTRACT: Social Networking Sites could be a social organization that maps out the relationships between people. Technically people in the society belong to a big networking civilization. In addition to a smaller or tighter social networks that are outlined by our families and friends which also include the place where we tend to live, work, our hobbies or interests and far a lot are concerned. It might be tough to intend all the individuals to get connected with each other. Especially for this reason the social-networking sites are made essential. Sites like face book, twitter, YouTube and as such has become a part of our life. This research paper tries to spotlight the importance of various social networking sites and its services offered to the users in the existing situation. A venture is created to grasp the impact of social networking sites on a particular age group, to take hold of the explanations for victimizing these virtual sites and therefore the edges they're accountable from this. This paper has dwelt upon the connection and utility of social networking sites to the social order.

KEYWORDS: *User's preferences, Communities, Groups, Social Networking and virtual sites.*

INTRODUCTION

There is a universal inclination towards the continued and increased usages of Social Networking Sites which are influencing the users constantly for the purpose of interaction. More number of people joins together through online communities every day. These sites are creating unique platforms which are maturing into serious communication channels that facilitate problem-solving in creative and unexpected ways for profitable purposes, didactic establishment, government and non-profit association, Face book is one of the more high-flying social networking sites among worldwide, and has experienced an implausible amount of development in the past few years. Enormous users are progressively adopting social networking sites for micro-blogging, and downloading applications for smart phones and computer tablets. This involves personal interaction like chatting with friends about their social survival, uploading pictures and updating

status. The online members and community have found that Social Networking Sites applications can authorize them as they plot a course through the great quantity of information available online. These trends are reflected in such emerging markets in several countries (Tunisia, China, India, Indonesia, Malaysia, the Philippines, Argentina, Brazil, Chile, El Salvador, Mexico, Kenya, Senegal, South Africa and Uganda). The term "social network" has been around since the Fifties, however the meteoric rise of social-networking sites like Face book, You Tube, twitter, Instagram and LinkedIn has crooked ambiance which is most liked by the new age personalities. A social network could be a plot that maps out the associations between dissimilar individual and society. Precisely we tend to belong at least one large social network community, however we have a propensity which outlines by our families, our friends, the place we live or work, which also includes the leisure pursuit and wellbeing and far a lot of stuffs. It is little peculiar and tough to figure out the individuals exactly who are been connected to online.

STATEMENT OF THE PROBLEM

Nowadays many social networking sites are emerging in the online world. People started using these sites and more number of people is a part of these networking sites. This has changed the lifestyle of the people to a greater extent. Mostly student community has started to use the sites for various purposes like education, entertainment, deciding their buying behavior etc. This study will be useful to reveal the preference, level of usage by the students in all fields and also to know whether they are being benefited through these sites.

REVIEWS OF LITERATURE

(Seyfi & Guven, 2016) The Networking sites have become an important communication tool in the integration or disintegration part of the society in emergency situations, or to fulfill the urgent needs of individuals. The researchers have examined the level of awareness of adolescents to resolve their requirements. Majority of the respondents, who took part in this survey are using social networking sites to converse or to interact with their friends and colleagues to follow the agenda geared up by them. It became as a growing platform on which people share both personal and social events and comment on them. The respondents have stated that they connect to Social networking sites via internet by means of their hand held devices which are becoming excessive and active. The research has also stated that the time spent on social networking sites for sharing information is increased in crisis situations.

(Arora, Social Networking-A Study of Indian Youth, 2014) Have explored that the youth are the backbone of a nation and hence there is a need to study an important part of their life called Social networking Sites with which they are engaged and also plays a vital role in their carrier. It keeps them better connected and informed in all perspective. The effort has been made in this paper to analyze the pattern of usage to see whether they have been addicted in the trap of Social

Networking addiction. Also it is focused on various dimensions of networking practices. 72% (109) of the respondents agree that Social Networking is addictive implying that there is an urge of using it and its deficiency causes anxiety. Only 12% of the respondents tend to disagree with it. The response to this statement infers that the respondents are using it even after knowing that the Social Networking makes them addictive. The positive from of this statement is the realization by the youth that it is addictive. To conclude, the respondents studied are users of Social Networking sites, spending extensive time on these networks, all the time through their smart phones and tabs, but the research found it very difficult to calculate the exact time spent on social networks. Since the youth should be aware of that if those virtual sites are used excessively, it may turn out to be an addiction. The realization by the young people of it being addictive, harmful to physical and mental health may be construed as a positive sign.

(Shohrwardhy & Hassan, 2014) This study has attempted to obtain students' perceptions of the impact of social networking on their intellectual recital. It has been discovered that students who are associated with social networking sites are in a smaller proportion with academic usage but are mostly driven by entertainment needs followed by social needs. It is the need of the hour to the Government, the university and other prevailing bodies to identify the ways to divert the students' from the amusement side to the academic side by developing a digital education system for the enhancements that takes a higher advantage of the potentially beneficial uses of social networking sites for intellectual purposes. Technology can develop the philosophy and erudition occurrence, but should not also sidetrack the interest of the users. It represents a positive scale regarding to the advancement of the edification system. Social networking is used for dissimilar purposes such as deception, relocating misinformation, unusual arrangements and illegal use.

OBJECTIVES

- ❖ To know the preference and Intention of using social networking sites.

SCOPE OF THE STUDY

This study aims at seeking to understand the user's preference and intention of social networking sites. A study is confined to conduct the study.

NEED FOR THE STUDY

The need of the study is to know the user's preference on social networking sites, to know the purpose and their preference of social networking sites on different age groups and its uses. The need is to know whether the virtual sites are really useful for the society or not.

RESEARCH METHODOLOGY

The research and its result are based on the collected data from two main sources.

- ❖ Primary data (Structured Questionnaire).
- ❖ Secondary data (Journals, magazines and newspapers) for theory building.

SAMPLE DESIGNING AND SAMPLE SIZE

A fine research design has the distinctiveness which has a unique purpose of research plan. It is to make sure that the requisite information is collected exactly and efficiently. For this investigation, personal survey method has been adopted and administered purposely to Social Networking sites user's in Coimbatore district. The sample size for the study is 200.

DATA ANALYSIS AND TECHNIQUES

The tools and techniques used for data analysis are tables, percentage methods garret ranking and chi-square analysis. On the basis of information generated from the data analysis, conclusions and recommendation have been drawn.

Table: 1 GENDER, AGE AND THE OCCUPATIONAL STATUS OF THE RESPONDENTS

Gender	Frequency	Percentage
Male	96	48
Female	104	52
Age group		
18-21 Years	82	41
22-25 Years	37	18.5
26-29 Years	43	21.5
30-33 Years	19	9.5
34-37 Years	12	06
37-39 Years	7	3.5
Livelihood		
Students	82	41
Self Employed	44	22
Employees	14	07
Unemployed	60	30

The sample constitutes of 200 in total who are using social networking sites. Majority of the respondents are female who are segmented between the age group of 18-21 years and are students.

Table: 2 SHOWING AWARENESS OF SOCIAL NETWORKING WEBSITES

Awareness	Frequency	Percentage
Aware	200	100
Not Aware	0	0

Source of Awareness		
Advertisement	48	24
Friends/colleagues	89	44.5
Relatives	12	06
Word of mouth	51	25.5
Preferred favorite Sites	Frequency	Percentage
Face Book	88	44
YouTube	28	14
Twitter	56	28
Instagram	15	7.5
LinkedIn	13	6.5
Purpose of usage		
To get connected with friends	71	35.5
Just to get ahead of time	21	10.5
Transformation of information	60	30
To follow new trends and fashion	13	6.5
To stalk on others account	35	17.5
Time spent in a day		
Less than 15 Minutes	18	09
15-30 minutes	57	28.5
Less than an hour	39	19.5
More than an hour	86	43
Tenure of usage		
Less than a year	47	23.5
1-2 years	95	47.5
3-4 years	35	17.5
Above 4 years	23	11.5

The result of the analysis revealed that all of the respondents are aware about social networking sites. Friends and colleagues are the main source of awareness. The site Face book is been preferred more by the users who use it to get connected with their friends, for that they spend more than an hour in a day. Those networking sites are been used by the users between 1-2 years.

Table: 3 GARRET RANKING ANALYSIS FOR THE PREFERED NETWORKING SITES ON UESER'S PRESPECTIVE

SN	Websites	Mean Score	Rank
1	Face Book	4.25	I
2	YouTube	3.9	III
3	Twitter	2.96	IV
4	Instagram	4.17	II
5	LinkedIn	2.46	V

The above table shows that the mean score as 4.25 for Face book, 3.9 for YouTube, 2.96 for twitter, 4.17 for Instagram and 2.46 for Linked In. According to the sample collected from the respondents and based on the value calculated as well the site Face book is been ranked first due to the excessive number of the respondents are in favor of it. Instagram is been ranked second, You Tube as third, twitter as fourth and the firth rank is been shared by the site LinkedIn.

Table: 4 CHI SQUARE ANALYSIS

H₀: There is no significant relationship between the livelihood and the source of awareness

Chi-Square Tests			
	Value	Df	Sig. (2-sided)
Pearson Chi-Square	171.511^a	12	.003
Likelihood Ratio	91.206	12	.988
Linear-by-Linear Association	.297	1	.586
N of Valid Cases	200		

Calculated value (171.5) is greater than table value (21.026) at degrees of freedom 12 in the 0.003 level of significance in the chi square table. So the null hypothesis is rejected.

FINDINGS AND CONCLUSIONS

- ❖ The Majority 52% of the respondents are female.
- ❖ Most 31% of the respondents are between 18-21 years
- ❖ Most 41% of the respondents are students
- ❖ Majority 100% of the respondents are aware about the social networking sites
- ❖ Most 44.5% of the respondents are come to know about those sites through their friends and colleagues.

- ❖ Most 44% of the respondents prefer Face Book as their most preferred site.
- ❖ Most 35.5% of the respondents use social networking sites to get connected with friends.
- ❖ Most 43% of the respondents use to login to the sites for more than an hour.
- ❖ Most 47.5% of the respondents are using it since 1-2 years.

RECOMMENDATION AND CONCLUSION

This research study indicates a vibrant global arena for Social Networking Sites. While providing much information, it leaves further questions to the other variable that has to involve, level of technology, status of infrastructures, usability and accessibility of language interpretation. Evidently, the promising markets can't be cluster together as a whole or categorized similarly but trends can be deduced. It is obvious that the rise in Social Networking Sites is not limited to developed nations. With all the changes evolving in the virtual world throughout the globe, there is great opportunity to engage in Social Networking Sites and building identity, awareness, relationships, and revenue. .

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