

“A STUDY ON CUSTOMER PREFERENCE AND SATISFATION TOWARDS SOCIAL MEDIA IN SALEM”

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ABSTRACT

A social Media Network is a social structure that maps out the relationships between individuals. Technically we all belong to one giant social network, but we also belong to smaller, tighter social networks defined by our families, our friends, where we live, where we work, where we went to school, our hobbies and interests and much more. It would be difficult to map out all the people with whom you're connected and all the people with whom they're connected. That's why social-Media networking are so powerful. Social Media networking like face book and linked in has become part of our life. This paper tries to highlight the importance of social Media networking in the current scenario. To compare various social media networking and services offered by them to the users. An attempt is being made to know the effect of social networking websites on different age groups, to know the reasons for using this social media and the benefits they are deriving from this. This paper has dwelt upon the relevance and usefulness of social media networking to the society.

KEYWORDS: Consumer preferences, Communities, Groups, Social Networking, Social media.s.

1.INTRODUCTION

Social media networks are the relationships that tie us together. Think about what happens when you meet someone new. You ask where they work, where they grew up, where they went to school. Eventually, you realize that your childhood friend was in this guy's fraternity in college. Even though you've never met before, you're both part of the same social medias network – “a friend of a friend”. “Social media networks allow friends to connect”. The term "social media network" has been around since the 1950s, but the meteoric rise of social media networking like MySpace, Face book and LinkedIn has turned a dusty sociological phrase into the hottest buzzword of the Internet age. A social networking is a social structure that maps out the relationships between individuals. Technically we all belong to one giant social network, but we also belong to smaller, tighter social media networks defined by our families, our friends, where we live, where we work, where we went to school, our hobbies and interests and much more. If you sat down with a pen and paper, it would be difficult to map out all the people with whom you're connected and all the people with whom they're

connected. That's why social media networking are so powerful.

Six Degrees was the first to combine these features in the early 1930s, a self-published psychologist named Dr. Jacob Levi Moreno introduced the sociogram, the first formal attempt to map out the relationships within a group of people.

2.METHODOLOGY

The research design for this study was quantitative to understand the perception towards on Social Media Networking . The data was collected from various students, as they are the heavy users of social media and able to communicate and understand (Smith, Caruso and Kim, 2010) which means they can understand the content in Facebook well and its functions.

For collecting the primary data, a questionnaire was designed based on questionnaires from Hadija (2008), Kelly (2008) and Yaakop et al. (2012)

conducted in previous studies. The main reason for using these existing questionnaires was to accurately gather data. This survey method is a preferred and adequate tool when gathering data from a large research audience.

2.1 Sample size

The sample size in the study is 100.

2.2 Statistical tools

- Simple percentage method
- Chi-square test

PERCENTAGE METHOD

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the response of the respondent. In this tool various percentage are identified in the analysis and they are presented by the way of Bar Diagrams to have better understanding of the analysis.

No.of Respondents

Percentage = X 100

Total Respondents

CHI-SQUARE TEST

It is one of the simplest and widely used non-parametric test in statistical work. The quantity chi-square describes the magnitude of the discrepancy between theory and observation.

Which is defined as?

$$\text{Chi - Square} = \sum \frac{(O_i - E_i)^2}{E_i}$$

O_i = Observed frequency, E_i = Expected frequency

In general, the expected frequency for any can be calculated from the following equations .

$$E = \frac{RT \times CT}{N}$$

E = Expected frequency, CT = Column total,

RT = Row total, N = Total number of observations

3.DATA ANALYSIS AND INTERPRETATION

1) GENDER OF THE RESPONDENTS

TABLE NO - 3.1

GENDER OF THE RESPONDENTS

| GENDER | NO OF RESPONDENTS | PERCENTAGE |
|--------------|-------------------|-------------|
| Male | 50 | 63% |
| Female | 30 | 37% |
| Total | 80 | 100% |

Sources: Primary data

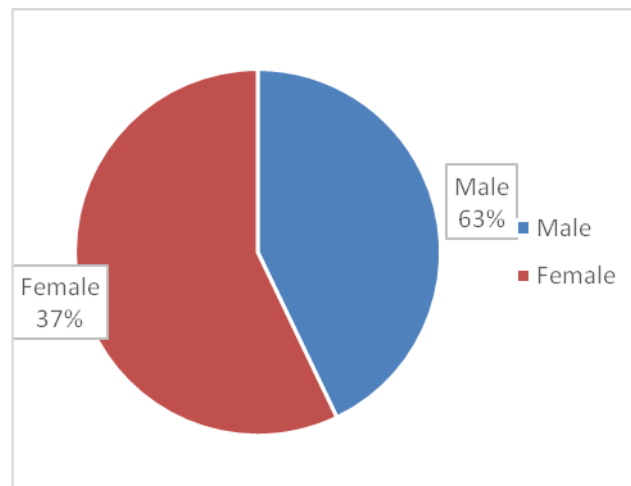
INTERPRETATION:

The above table shows that 63% of the respondents are male and remaining 37% of the respondents are female.

Majority (63%) of the respondents are female.

CHART NO - 3.1

GENDER OF THE RESPONDENTS



2) SMARTPHONE LIKERS

TABLE NO - 3.2

SMARTPHONE LIKERS

| SMART PHONE LIKERS | RESPONDENTS | PERCENTAGE |
|--------------------|-------------|-------------|
| YES | 60 | 94.9% |
| NO | 20 | 6.1% |
| Total | 80 | 100% |

Source: Primary data

INTERPRETATION:

In this table shows that 94.9% of the respondents are like the fast food and 6.1% of the respondents are not like the fast food. Majority (94.9%) of the respondents are social media.

CHART NO - 3.2

SOCIAL MEDIA LIKERS

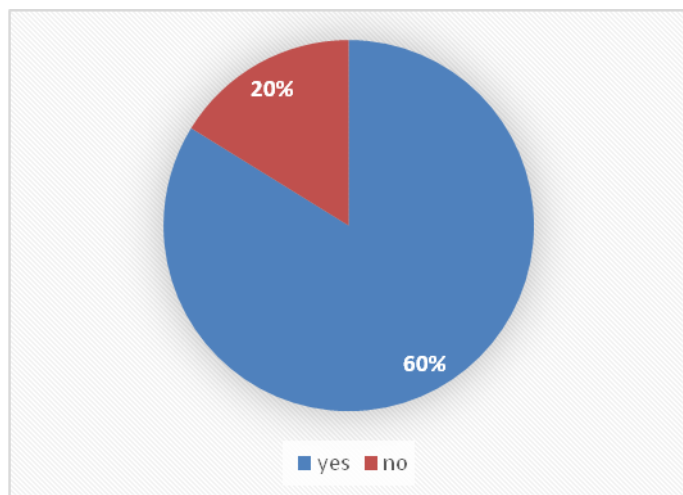


CHART NO - 3.3

EAT FAST FOOD DAILY

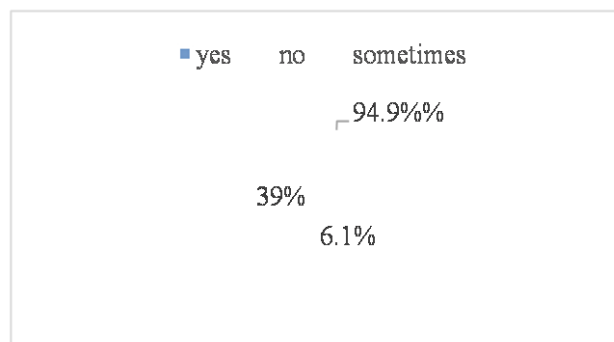


TABLE NO - 3.4

4) NO OF TIMES A WEEK PEOPLE USING THE SOCIAL MEDIA

3) DO YOU HAVE SMARTPHONE?

TABLE NO - 3.3

DO YOU HAVE SMARTPHONE

| DO YOU HAVE SMART PHONE | RESPONDENTS | PERCENTAGE |
|-------------------------|-------------|-------------|
| Yes | 60 | 94.9% |
| No | 20 | 6.1% |
| Sometimes | 41 | 39 |
| Total | 105 | 100% |

Source: Primary data

INTERPRETATION:

In this table shows 53.3% of the respondents are don't eat the fast food in daily and 39% of the respondents are sometimes they eat fast food in daily and 7.6% of the respondents are they must using social media .

Majority (53.3%) of the respondents are not using social media.

| NO OF TIMES A WEEK PEOPLE USING THE SOCIAL MEDIA | RESPONDENTS | PERCENTAGE |
|--|-------------|-------------|
| Yes | 20 | 42.9 |
| No | 60 | 57.1 |
| Total | 80 | 100% |

Source: Primary data

INTERPRETATION

In above table most (57.1%) of the respondent are said fast food is not a convenient and cheaper alternative to homemade food and 42.9% of the respondent are said yes, the fast food is convenient and cheaper alternative to Social media

Majority (58.1%) of the respondents are not more convenient and cheaper alternative the social media.

CHART NO - 3.4

NO OF TIMES A WEEK PEOPLE USING THE SOCIAL MEDIA

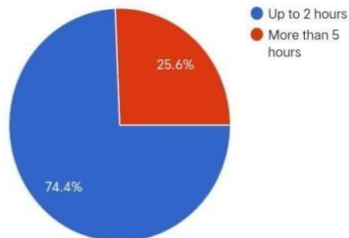


TABLE NO -3.5

RESPONDENT REASON FOR USING SOCIALMEDIA

| REASON FOR SOCIAL MEDIA | RESPONDENTS | PERCENTAGE |
|-------------------------|-------------|-------------|
| Facebook | 42 | 4.2 |
| whatsapp | 3 | 33.3 |
| Instagram | 7 | 50 |
| Twitter | 15 | 14.3 |
| Others | 38 | 10.3 |
| Total | 105 | 100% |

Source: Primary data

INTERPRETATION

Above the chart showing there are 50% of the respondent are people using the (face book) Socialmedia only once a week. The respondent are the social media only (others) once a month and 10.3%.o The respondent are the social ,media only few times in week and 33.3%(whats app)o The respondent are using the social media not very much often.

Majority (40%) of the respondents are using social media .

CHART NO - 3.5

5) IF YOU THEN ANSWER THE FOLLOWING QUESTIONS WHICH SOCIAL MEDIA APPS DO YOU USE

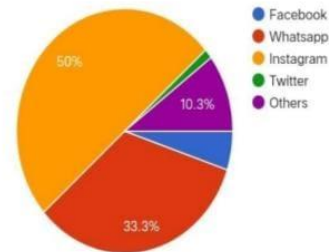


TABLE NO - 3.6

NUMBER OF TIMES PEOPLE THE SOCIAL MEDIA

| PERDAY | RESPONDENTS | PERCENTAGE |
|---------------------|-------------|-------------|
| Not very much often | 13 | 12.4 |
| Few times a week | 29 | 27.6 |
| Once a week | 33 | 31.4 |
| Once a month | 30 | 28.6 |
| Total | 105 | 100% |

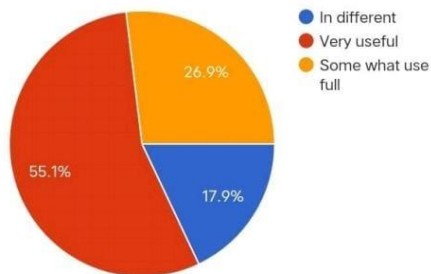
Source: Primary data

INTERPRETATION

Above the chart showing there are 105% of the respondent using the Social media only once a week and 12.4% of the respondent are using the social media only once a month and 27.6% of the respondent are using the social ,media only few times in week and 12.4% of the respondent are using the social media not very much often.

CHART NO - 3.6

HOW DO YOU FEEL ABOUT ADVERTISING ON SOCIAL MEDIA APPS



7) WHY DO YOU USE THESE APPS FOR ?

TABLE NO - 3.7

WHY DO YOU USE THESE APPS FOR?

| WHY DO YOU USE THESE APPS FOR | RESPONDENTS | PERCENTAGE |
|--|-------------|-------------|
| Time pass | 32 | 55.1 |
| Gathering info | 42 | 12.8 |
| To make professional and business contract | 31 | 32.1 |
| Total | 105 | 100% |

Source:Primary data

INTERPRETATION

Above the Chart showing there are 55.1 % of the respondent using (Gathering information). The social media 12.8% people using (To make professional and business contract). 47% The social media networking 32.1 % (Time pass).

TABLE NO - 3.8

DO YOU THINK SOCIAL MEDIA NETWORKING APPS ARE IMPORTANT

| DO YOU THINK SOCIAL MEDIA NETWORKING APPS ARE IMPORTANT | RESPONDENTS | PERCENTAGE |
|---|-------------|-------------|
| Strongly agree | 84 | 80 |
| Dissagree | 21 | 20 |
| Total | 105 | 100% |

Source: Primary data

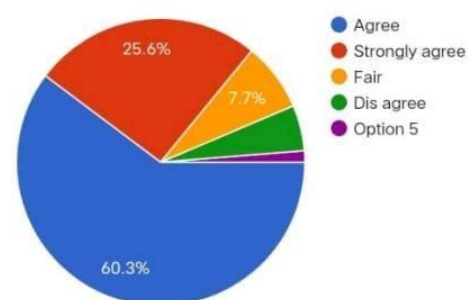
INTERPRETATION

From In above this table show that 80% of the respondent are they preferred buying the social media in apps and only 20% of the respondent are disagree .

Majority (80%) of the respondents are getting Information social media on restaurant.

CHART NO - 3.8

DO YOU THINK SOCIAL MEDIA NETWORKING APPS ARE IMPORTANT



FINDINDS

1) Among our response the high level of fast Social media likers are female is 70.1%.

3) The people using social media once a week is 97.4%.

4) 3.7% of people does not using social media daily

.6) 58.1% of people does is more convenient in the social media .

7) 97.4% of people using social media in every day.

8) 60.3% people are think social media networking apps are important to using .

9) 94.9% to use social media networking apps.

10) 74.5% the people are spend in social media networking apps per day using .

3.9 SUGGESTIONS

Create a Strategy. Each platform needs its strategy. ...Be Consistent. While posting consistency depends on the platform,posting content regularly is always a good rule of thumb to follow. ...Create Engaging & Interesting Content. Engagement. Track and Analyze Metric.

3.10 Conclusion

The respondents were visiting the social media for more than 10 times a week and spending more than 3 hours to 4 hours a day.

Facebook is the frequently used social media followed by Instagram and twitter. Users felt advertising on social media was informative and interesting. 80 percent of the users agreed that using on social media catch their attention and people do visit products websites with interest.

More than 90 percent people tend to buy the product being advertised and were able to recognize the various brands with the information being displayed by the users on their social media .

The position where the social media was another factor that catches the attention of users. Respondents agreed that the information displayed by various sellers about their products on social media provides information as well as keep them up to date.

People do buy the products by watching those social media and tend to buy them even if they don't require them. Some of the companies use social media sites for their product promotions and users of those sites tend to involve in impulse purchase.

Very few people agreed about being affected by virus while assessing the commercial link and some of them were annoyed also with such promotional efforts being used by marketers on Facebook or any other social media as they didn't want to share their personal information with anyone.

A factor analysis (PCA) was performed on the independent variables to reduce the complexity

of variables into less variables. After performing PCA on fifteen variables 6 factors came out. Factors like informative, recall and interesting were the prominent ones, whereas some respondents showed the negative response towards the on social media as they find it annoying and were conscious about their privacy.

3.11 REFERENCES

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