

A STUDY ON THE USERS AWARENESS ABOUT SOCIAL MEDIA NETWORKING SITES AND ITS EFFECTIVENESS.

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ABSTRACT

Social media is described as the media that allows users to publish, create and share the contents on internet. The content may be in the form of images, videos, reviews etc., Social media comprises of tools and platforms that permit the users to collaborate the content, share their experiences and insights on a particular topic, product and services and develop connections for business or social act. Social media usage has been on an exponential rise in the last few years and has penetrated in almost all the aspect of our lives. Social media is driven solely by communities and relationship. The use of social media has exploded in the last several years, and it now touches almost every facet of human being.

Social media based Face book, blogs, Twitter, You Tube, Google+, WhatsApp and others show how people communicate with each other and also maintain contact from social networks which permit people to go and visually meet others they would never meet or talk before. It allows making them “Friends” to finally communicate with them when they need any brand information or suggestions or first entertainment or social issues. The social media can be used to transfer social message from root to its extension reach. Through social media the user can utilise this platform for social causes such as Traffic rules, child health care, smoking, Drinking liquor, environmental aspects, food adulteration, Corruption, politics and other social issues. This article mainly focuses on the users awareness about various social medias and its impact on the users.

(Key words: Social Media, Awareness, Net work, Message and Social Issues)

INTRODUCTION

Social media is described as the media that allows users to publish, create and share the contents on internet. The content may be in the form of images, videos, reviews etc., Social media comprises of tools and platforms that permit the users to collaborate the content, share their experiences and insights on a particular topic, product and services and develop connections for business or social act. Social media usage has been on an exponential rise in the last few years and has penetrated in almost all the aspect of our lives. Social media is driven solely by communities and relationship. The use of social media has exploded in the last several years, and it now touches almost every facet of our human being.

Social media plays the role of a giant recommender machine that catalyses and accelerates the dynamic circulation and distribution of information. It is therefore understood that the reputation of an organisation no longer is solely in the hands of the marketing and communication department but has been shifted to all the users of internet.

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The user can post any type of opinion or comments through various social media platforms. The kind of comments and opinion can have a very strong and lasting impact on consumer or users of the media. The changes in perception are motivated by advancements in technology and are related to social change that has propelled the media channels which was generally moved fragmented to unite. Social media consumer has become empowered and at times behaves as a media himself through blogging and social media advocacy.

STATEMENT OF THE PROBLEM

Social networking site is a cyber environment that allows the individual to construct text, images and photos and to link other members of the site by applications and groups provided on the internet. The site enable the users to create a profile and connect this profile to others for the purpose of forming a personal network. They articulate or play with notions of identity and belonging. Users now can access to their favourite social networking sites via mobile phones due to the successful convergence of internet and mobile phones in the past decade. The advents of social network sites is rapidly changing human interaction, that millions of people worldwide are living and much of this lives on social networking sites. The social media can be used to transfer social message from root to its extension reach. Through social media the user can utilise this platform for social causes such as Traffic rules, child health care, smoking, Drinking liquor, environmental aspects, food adulteration, Corruption, politics and other social issues. An in-depth analysis of awareness of users about social media network sites and its effectiveness have been presented in this article.

OBJECTIVES OF THE STUDY

The study has the following objectives

1. To know the socio-economic characteristics of the user of social medias.
2. To analyse the level of awareness of users about social media network.
3. To offer suggestions based on the findings of the study.

SCOPE OF THE STUDY

Internet and virtual communication have transformed consumers, societies and corporate with wide spread access to information, better social networking and enhanced communication abilities. The social networks websites which link millions of users from all over the world with same interests, views and hobbies. Blogs, You Tube, My space, Face Book, Google+, Twitter are examples of social media that are popular among the users and they are using several online formats to communicate (eg. Blogs, podcasts, social networks, bulletin boards and wikis) and to share ideas about a product or service, brand and societal message/advt and contact other persons, who are seen as more objective information sources. An attempt has been made to analyse the awareness level of the users of social media and its impact on society.

METHODOLOGY OF THE STUDY

The study contains the following methodology

Data Collection

The study is based on primary data and secondary data. The secondary data were collected from journals, magazines, news papers, books and websites. Primary data has been collected from the users of social media networking sites and to collect information on awareness about social medias and its role on social causes by using a structured questionnaire

Sampling Design

It is difficult to identify the population of the study. So it is decided to select non-probability sampling i.e. convenience sampling method for data collection. Three hundred samples were selected for the study.

Area of the study

The study has been conducted in urban areas of Thanjavur district.

TOOLS USED FOR ANALYSIS

The researcher has used percentage analysis for indicating the number of respondents for a particular criteria or parameter against the total number of respondents. The Chi-square Test has been employed for testing the goodness of fit between the Demographic factors and awareness about social media networking sites.

LIMITATIONS OF THE STUDY

The study is concerned with following limitations

1. Since the outcome of the study confined to particular area, the results may not be applicable to other areas.'
2. Due to time constraints the sample size restricted to three hundred.
3. Respondents in rural areas have been excluded.

FINDINGS AND DISCUSSION

It is perceived from the Table 1 that out of 300 sample respondents, 164 (55 per cent) are male respondents and the remaining 136 (45 per cent) are female. For the purpose of study, the age of the respondents can be classified into three categories namely: Young (below 35 years) Middle (35 to 45 years) and old age (above 45) category. In this respect, 180 (60 per cent) respondents belong to young category 68 (23 per cent) respondents are middle age category and 52 (17 per cent) respondents are old.

With regard to educational status of the respondents 56 (19 per cent) respondents belong to school level, 137 (46 per cent) are graduates, 103 (34 per cent) are post-graduate and 04 (1 per cent) respondents are other category.

As regards to occupation of the sample respondents, 88 (29 per cent) respondents are government employees, 19 (06 per cent) engaged in business, 70 (23 per cent) respondents are professional 26 (09 per cent) are private employees and 97 (33 per cent) respondents belong to students category.

The monthly income of the respondents can be classified into three categories, namely: low income (below Rs. 20000) middle income (Rs.20000 - Rs.30000) and high income (above Rs.30000) Out of

300 sample respondents, 140 (47 per cent) respondents belong to low income category, 110 (37 per cent) respondents are middle income group and 50 (16 per cent) respondents belong to high income group.

In respect of marital status of the sample respondents, 110 (37 per cent) belong to the married category and 190 (63 per cent) respondents were unmarried.

It is observed from the Table 2 that out 300 sample respondents using social medias, 85 (29 per cent) using WhatsApp, 82 (27 per cent) respondents are having Facebook, 35 (12 per cent) using HIKE, 34 (11 per cent) respondents using Google+ and YouTube and 30 (10 per cent) respondents having Twitter Account.

In respect of mode of accessibility 209 (70 per cent) respondents using social media networking sites through mobile phone and rest 91 (30 per cent) were used web sources.

With regard to effectiveness of social media 98 (33 per cent) respondents accept the content 82 (27 per cent) were reject the content of message, 64 (21 per cent) users were modified the content and 56 (19 per cent) respondents were follow the content received from social medias.

The level of awareness of users of social medias were classified into high, moderate and low. The sample users obtaining actual scores equal to the mean scores plus the standard deviation has been classified as sample users with high awareness. Those sample users falling in between these two have been grouped as users with a moderate level of awareness. Those sample users whose actual score are equal to mean scores minus standard deviation have been categorised as users with a low level of awareness. Table- 2(4) shows that out of 300 respondents, 140 (46 per cent) belong to the category of high level of awareness and 104 (35 per cent) belong to the category of moderate level of awareness and respondents with a low awareness level were 56 (19 per cent).

For verifying the influence of the socio-economic variables on the level of the awareness of social media network sites, the Chi-square test (Table-3) has been used. The socio-economic factors that influence the level of awareness are: age, education, monthly income and marital status. The variables like gender and marital status have not influence the level of awareness of social media net working sites.

CONCLUSION

People have use the social media in their daily life for various reasons. Most of them attempt to maintain and stay connected with their friends, relatives, colleagues and so on. Social media is an informal form of communication for discussion of personal/ professional matters or products/services. It is observed from the study that the young people discuss about anything and everything in social media. The social media has occupied an integral part of one's life. It is concluded that the social media has led to a change in the attitude, belief and knowledge of person also towards social issues.

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Table-1
Demographic Profile of the Respondents

S.No	Factor	Classification	No. of. Respondents	Percentage
1.	Gender	Male	164	55
		Female	136	45
		Total	300	100
2.	Age	Below 35 years	180	60
		35 To 45 years	68	23
		Above 45 years	52	17
		Total	300	100
3.	Education Level	School level	56	19
		Graduate Level	137	46
		PG Level	103	34
		Others	04	01
		Total	300	100
4.	Occupation	Govt. Employee	88	29
		Businessmen	19	06
		Professional	70	23
		Pvt Employee	26	09
		Students	97	33
		Total	300	100
5.	Monthly Income	Below Rs.20,000	140	47
		Rs. 20000 - 30000	110	37
		Above Rs. 30000	50	16
		Total	300	100
6.	Marital Status	Married	110	37
		Unmarried	190	63
		Total	300	100

Table - 2**Opinion About Social Media Networking Sites**

	Study Object	Classification	No. of Respondents	Percentage
1.	Social Media Account	Google+	34	11
		Face book	82	27
		Twitter	30	10
		You Tube	34	11
		Whats App	85	29
		Hike	35	12
		Total	300	100
2.	Mode of Accessibility	Mobile phone	209	70
		Web	91	30
		Total	300	100
3.	Impact of Social Media	Accept the content	98	33
		Reject the content	82	27
		Modified the content	64	21
		Follow the content	56	19
		Total	300	100
4.	Level of Awareness	Low	56	19
		Moderate	104	35
		High	140	46
		Total	300	100

Table - 3**Demographic Factors and Level of Awareness of Social Media Network Sites**

S.No	Factor	D.F	Chi square	Table Value	Remarks
1.	Gender	2	4.275	5.991	Not significant of 5%
2.	Age	4	12.280	9.488.	Significant at 5% lenth
3.	Education	6	21.633	16.812	Significant at 1% lenth
4.	Monthly	3	23.307	13.276	Significant at 1%
5.	Marital status	2	8.736	9.210	Not Significant at 1%