

PREFERENCE TOWARDS MOTIVATION TO USE SOCIAL MEDIA SITES

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Abstract : *This study aims to examine the motivation to use social media sites. The current study delineates the motivation for using social media sites with Henry Garrett Ranking method. For reaching the goals of the study, the questionnaire was distributed to 363 respondents. The analysis of the data revealed that almost all respondents use social media but with different intention. The results revealed that most of the respondents prefer social media sites to create opportunity to get involved with social or cultural causes.*

IndexTerms - Motivation, Social media, Ranking.

I. INTRODUCTION

The usage of various social sites has become a part of life for many people. The use of social media sites has been blasted widely in recent years which is important for the researchers to note the purpose and motivation why people use the social media platforms. Many businesses and non-profit organisations started using these social media sites for their business processes. Many people who were in their early stage of business exploit the possibilities of social media sites to move forward. From the perspective of an individual the social media sites are utilized for various reasons such as searching information, maintaining contact networks, locating job opportunities etc. The present research aims to find out whether the social media sites allow individuals to augment their social networks and motivation to boost social ties.

II. REVIEW OF LITERATURE

Sliva, Bhuptani, Menon & D'Sliva (2011) has made an attempt to understand the usage pattern of social media among youth in the city of Mumbai. It also aimed at assessing the influence of social media on the consumer buying behaviour. Results from the analysis indicated that social media is a very important tool for networking among youngsters.

Yadav (2012) has made an attempt to set up the significance of social networks as an advertising medium and evaluated the existing advertising methods that are in trend via certain case studies and concluded that social websites are not just a tool to interact with the different people but also medium to reach the prospective customers.

III. OBJECTIVES OF THE STUDY

To analyse the consumers motivation to use social media sites.

IV. METHODOLOGY OF THE STUDY

For the purpose of analysis, the data were collected from 363 respondents identified randomly. A structured questionnaire was prepared and administered on sample respondents to elicit preference of the respondents towards motivation to use social media sites.

V. ANALYSIS AND INTERPRETATION

Some of the variables used in the study includes 'Creating relationships and friendships', 'Entertainment & Relaxation', 'Provides a private free space for sharing ideas, views, opinions', 'Provides a sense of community and mutual support', 'Provides access to information & advise which cannot be availed anywhere else', 'Recognition, a place to showcase intelligence' and 'Opportunity to get involved with social or cultural causes' for the purpose of analyzing the preference of the customers towards motivation to use social sites through Henry Garrett ranking method.

Henry Garrett Ranking Method

To find out the most significant factor which influences the respondent, Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcome of such ranking have been converted into score value with the help of the following formula:

$$\text{Percent position} = 100 (R_{ij} - 0.5) / N_j$$

Where R_{ij} = Rank given for the i th variable by j th respondents

N_j = Number of variable ranked by j th respondents

With the help of Garrett's Table, the percent position estimated is converted into scores. Then for each factor, the scores of each individual are added and then total value of scores and mean values of score is calculated. The factors having highest mean value is considered to be the most important factor.

Motivation to use Social media sites - Henry Garrett Ranking

	Motivation	1	2	3	4	5	6	7
1	Creating relationships and friendships	43	43	24	25	44	78	43
2	Entertainment & Relaxation	73	73	24	52	92	65	73
3	Provides a private free space for sharing ideas, views, opinions	26	26	116	43	28	35	26
4	Provides a sense of community and mutual support	38	38	30	65	31	46	64
5	Provides access to information & advise which cannot be availed anywhere else	33	41	36	36	76	83	33
6	Recognition, a place to showcase intelligence	48	40	73	64	29	24	44
7	Opportunity to get involved with social or cultural causes	102	102	60	78	63	32	80

$$\text{Percent position} = 100(\text{Rij}-0.5)/\text{Nj}$$

$$\text{Rij} = 1^{\text{st}}, 2^{\text{nd}}, 3^{\text{rd}}, 4^{\text{th}}, 5^{\text{th}}, 6^{\text{th}}, 7^{\text{th}} \text{ ranks}$$

$$\text{Nj} = \text{Total rank given by 363 respondents} = 7$$

Rank	100(Rij-0.5)	Percent position
1	100(1-0.5)/7	7.143
2	100(2-0.5)/7	21.423
3	100(3-0.5)/7	35.714
4	100(4-0.5)/7	50
5	100(5-0.5)/7	64.286
6	100(6-0.5)/7	78.571
7	100(7-0.5)/7	92.858

From Henry Garret table, Garret value is found for the percent position

Rank	Percent position value	Garret Value
1	7.143	78
2	21.423	65
3	35.714	57
4	50	50
5	64.286	42
6	78.571	34
7	92.858	21

For each rank, garret value is multiplied by given value in the table

Factor /Rank	1*78	2*65	3*57	4*50	5*42	6*34	7*21	Total
F1	3354	2795	1368	1250	1848	2652	903	14170
F2	5694	4745	1368	2600	3864	2210	1533	22014
F3	2028	1690	6612	2150	1176	1190	546	15392
F4	2964	2470	1710	3250	1302	1564	1344	14604
F5	2574	2665	2052	1800	3192	2822	693	15798
F6	3744	2600	4161	3200	1218	816	924	16663
F7	7956	6630	3420	3900	2646	1088	1680	27320

The total score is divided my number of respondents to calculate average score, then rank the highest average score as I and the least average score with Rank VII.

Factors	Total	Average Score	Rank
Creating relationships and friendships	14170/363	39.04	VII
Entertainment & Relaxation	22014/363	60.64	II
Provides a private free space for sharing ideas, views, opinions	15392/363	42.40	V
Provides a sense of community and mutual support	14604/363	40.23	VI
Provides access to information & advise which cannot be availed anywhere else	15798/363	43.52	IV
Recognition, a place to showcase intelligence	16663/363	45.90	III
Opportunity to get involved with social or cultural causes	27320/363	75.26	I

From the table, it can be inferred that the variable ‘Opportunity to get involved with social or cultural causes’ gain highest score and the variable ‘Creating relationships and friendships’ scores the least score with least rank.

VI. CONCLUSION

The results of the study revealed that most of the respondents prefer the factor ‘opportunity to get involved with social or critical causes’ as it is the prime motive of each and every respondent to use social media sites.

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