

ANALYSIS OF SOCIAL MEDIA USAGE AND ITS INFLUENTIAL FACTORS

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ABSTRACT

Social media and social networking seem to play an imperative part of people's lives around the world. There are some who debate whether it is improving or crippling communication skills. Sitting behind a computer communicating with cyber friends can be easy and fun but can weaken a person's verbal communication skills. The most popular network on internet is Social Networks like Facebook, MySpace, LinkedIn and so on that connecting anybody from anywhere. Billions of people around the world use social media to share information and make connections. This paper deals with finding out the factors influencing the usage of social media by the respondents.

Keywords: Social media, usage, influential factors, etc.

INTRODUCTION

Social Networking platforms allow users to connect with other people who have similar interests, likes, and experiences. These types of platforms allow you to share and consume information across your network and to join, create, and participate in groups.

Billions of people around the world use social media to share information and make connections. On a personal level, social media allows you to communicate with friends and family, learn new things, develop your interests, and be entertained. On a professional level, we can use social media to broaden your knowledge in a particular field and build your professional network by connecting with other professionals in your industry. At the company level, social media allows you to have a conversation with your audience, gain customer feedback, and elevate your brand.

REVIEW OF LITRATURE

Baruah(2012), in her research paper titled "Effectiveness of Social Media as a Tool of Communication and its Potential for Technology Enabled Connections: A Micro Level Study". It discuss the social media revolution, it is more than obvious that social media like Facebook, Twitter, Orkut, Myspace etc., are used extensive for the purpose of

communication. And it concluded with social media have the potential to fundamentally change the character our social lives, both on an interpersonal and community level. **Motwani and et.al.** (2014) in his research paper title “Customer Attitude towards Social Media Marketing”. The usage of social media is increasing exponentially satisfy the social needs of internet users and also increase the opportunities for corporate to market their product and services in a personalized way. **Jothi and et.al.(2011)** in their research paper title “Analysis of Social Networking Sites :A Study on Effective Communication Strategy in Developing Brand Communication”, it was brings globalization in every aspects of communication. Thus it was concluded that to find the effectiveness of brand communication strategy in promoting and advertising their brands in social networking sites. **Tang (2016)**, in his research paper titled “Mobile app monetization: App business models in the Digital Era,” discussed regarding Apps as a promotional tool in mobile advertising or mobile marketing. Thus is was concluded that will provide insight to practitioners in in developing features and benefits to meet app users.

OBJECTIVES OF THE STUDY

- To analyze the factors influencing to use Social Media.
- To identify major factors influencing the use of social media by sample respondents.

RESEARCH METHODOLOGY

Descriptive research design includes survey and fact findings enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. In social and business research, we quiet often use the term ex post facto research has no control over variable, he can only report what is happening or what was happened ex post facto research are used for descriptive research studies in which the research in which the researcher seeks to measure such items for example, frequency of shopping, and preference of the people over similar data. The primary data were collected through questionnaire from the respondents in Coimbatore city. The secondary data were collected from magazines, articles. The sample size is limited to 200 due to time constrains This study was concluded only in Coimbatore city, Since the time was limited, convenient sampling method is used.

FACTOR ANALYSIS

Factor Analysis is a set of technique which by analyzing correlations between variables reduces their numbers into fewer factors which explain much of the original data, more economically. Even though a subjective interpretation can result from a factor analysis output, the procedure often provides an insight into relevant psychographic variables, and

results in economic use of data collection efforts. The subjective element of factor analysis is reduced by splitting the sample randomly into two and extracting factors separately from both parts. If similar factors result, the analysis is assumed as reliable or stable.

FACTORS INFLUENCING TO USE SOCIAL MEDIA

KMO AND BARTETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.574	
Bartlett's Test of Sphericity	Approx. Chi-Square	328.399
	Df	45
	Sig.	.000

From the above table, two tests, namely Kaiser-Meyer-Olkin Measure of Sampling Adequacy(KMO) and Bartlett's Test of Sphericity have been apply to test whether the relationship among the variables has been significant or not. The Kaiser-Meyer-Olkin Measure of sampling adequacy shows that the value of test statistics 0.576, which means the factor analysis for the selected variable is found to be appropriate. Bartlett's test of sphericity is used to test whether the data are statistically significant or not with the value of the statistics and the associated significance level. Which it shows that there exists a high relationship among variables.

Communalities

Variable Name	Variable Code	Initial	Extraction
Addiction	X1	1.000	.719
Social image	X2	1.000	.734
Wider friends circle	X3	1.000	.419
News updates	X4	1.000	.688
Entertainment	X5	1.000	.424
Online shopping	X6	1.000	.706
Chance to know new apps	X7	1.000	.794
Chance to know brands	X8	1.000	.613
Product advertisement	X9	1.000	.512
Marketing for a new products	X10	1.000	.752

Extraction method: principal component analysis.

The above table (communalities) represents the application of the factor extraction process, it was performed by principal component analysis to identify the number of factors to be extracted from the data and by specifying the most commonly used varimax rotation

method in the principal component analysis, total variables. The proportion of the variance is explained by the ten factors in each variable. The proportion of variance is explained by the common factors called communalities of the variance. Principal component analysis work on initial assumption that all the variance is common. Therefore, before extraction the communalities are all 1.000. Then the most common approach for determining the number of factors to retain i.e. examine Eigen value was done.

FACTOR REDUCTION

Variable name	Variable code	1	2	3	4
Addiction	X1	.843			
Social image	X2	.794			
Wider friends circle	X3	.598			
Chance to know new apps	X7		.863		
News updates	X4		.613.		
Product advertisement	X9		.463		
Marketing for a new product	X10			.816	
Entertainment	X5			.624	
Chance to know brands	X8			.357	
Online shopping	X6				.786

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation Converged in 7 iterations.

The above table represents the rotated components Matrix, which is an important output of principal components analysis. The coefficients are the factor loadings which represent the correlation between the factor and the ten variables(X1 to X10). From the above factors matrix it is found that coefficients for factor-I have high absolute correlations with variable X1(For Addiction), X2 (Social Image), X3(Wider friends circle) that is .843,.794,.and .598 respectively. Similarly factor II has high absolute correlation with variable X7 (Chance to know new apps), X4(News updates), X9 (Product advertisement) that is, .863,.613,. and .463 respectively. Next factor-III has high absolute correlation with variable X10 (Marketing for a new product), X5 (Entertainment), X8 (Chance to know brands) that is .816,. 624,. and 463 respectively. Factor-IV has high absolute correlation with variable X6 (Online shopping) that is 786 respectively.

FACTOR REDUCTION NAMING

Factor name	Variable code	Factor
Addiction	X1	Social needs
Social image	X2	
Wider friends circle	X3	
Chance to know new apps	X7	Updating needs
News updates	X4	
Product advertisement	X9	
Marketing for a new product	X10	Leisure needs
Entertainment	X5	
Chance to know brands	X8	
Online shopping	X6	Shopping needs

Looking at the table, the record factor matrix, we notice that variables X1, X2, and X3 have loadings of .843, .794 and .598 on factor-I respectively. This suggests that factor-I is a combination of these four variables. Thus factor-I can be interpreted as a combination of 'Addiction'(X1), 'Social image'(X2), 'Wider friends circle'(X3). At this point, our task is to find a suitable phrase, which captures the essence of the original variables, which combine to form the underlying concept of 'Factor'. In this case factor-I can be named as '**Social needs**'.

Now we will attempt to interpret factor-II. From the table 4.1, we find that the variables X7, X4 and X9 high loadings of .863, .613 And .463 on factor-II is combination of these three variables. Thereby, factor-II can be interpreted as a combination of 'wider friends circle'(X7), 'Chance to know new apps'(X4) and 'product advertisement'(X9). Hence factor-II can be named as '**Updating needs**'.

To interpret factor-III, we use the third column of the table 4.1 and find that variables X10, X5, and X8 high load on factor-III. Thereby, factor-III can be interpreted as a combination of 'Marketing for a new product'(X10), 'Entertainment'(X5) and 'Chance to know brands'(X8). Hence factor-III can be named as "**Leisure needs**".

To interpret factor-IV we use the last column of the table 4.1 and find that variable(X6) are loaded high on factor-IV. Thereby, factor-IV can be interpreted as a combination of 'Online shopping' (X6). Hence factor-IV can be named as "**Shopping needs**".

CONCLUSION

The best way to evaluate that importance of applying social media in marketing is to realize the importance of social media in everyday life of people who are likely to become your customers. Social media marketing as become a necessity one that is imposed to the business by the overall presence and impact social networks have the user. Social media marketing is the most effective modes of advertisement carried on by the huge corporate and statistical thinking innovative firms. The major driving factor behind the usage of social media is Social Needs, Updating Needs, Leisure Needs and lastly Shopping Needs. Thus these four factors are the main reason for the usage of social media.

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