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Customer Reviews on Facebook

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Abstract : Facebook provides major value benefits to approaching 1 billion users around the globe. The company's service has also played an important role in catalysing political change throughout the Arab world, and elsewhere, with long run economic benefits that are incalculable. We project that Facebook's worldwide user base will have grown to 1.4 billion by the end of 2016. No other company can boast a customer base that compares with this: when measured in terms of active users, worldwide reach or user engagement time, Facebook is quite simply off the scale. Facebook has also become deeply embedded in a bewildering range of websites and online services. Newspaper sites, music subscription services, internet television services, blogs and many other online service categories use Facebook's public APIs to embed Facebook into their own service. With 'Like' buttons, sharing features and social apps users can enjoy Facebook wherever they are on the web, and they can also enjoy the best of the web while on Facebook. Facebook has also become an important part of the communications and marketing strategies of millions of businesses, large and small. Companies use Facebook to inform users, investigate their reaction to new products, and measure the impact of common media events. Facebook is so embedded in everyday online life that it's hard to imagine how this website will disappear.

Index Terms – Facebook, Users, Like, Share, Social Media

I. INTRODUCTION

Facebook is the typical example of social media site. This social media site is an important part of students' lives and are often accessed multiple times daily. Over the past years, social media have been transforming how individuals, communities, and associations create, share and seek information from each other. Most of the students also have become so familiar to social media that the types of communications, self-expression, community building, and other forms of online engagement are now parts of the only reality they know. Therefore, it is important to take a step back to reflect on how we have arrived at the present and what our most recent social media "advances" might mean for us in the future. This is because the modern social media differ from the traditional media (e.g., newspaper and television) in the terms of their accessibility, interactivity, usability and ubiquity. In 2017, internet users spent more than 2 hours on average for every day on social networks and messaging which measured to around one third of their whole day of daily computer time. With the existence of the social media, individuals can communicate and interact with each other around the world which is known as one of the best inventions today, and they lead a life in a global village. Although social media access does not necessarily require mobile devices, its effectiveness is enhanced with the mobile technologies because it increases the frequency of utilization. Over 95% of students have access to some sort of mobile device that connects to the internet, meaning that using mobile technology for educational purpose will possibly exclude less than 5% of students. However, computer labs are available on campus at most institutions. Some of it also offer students the alternative to briefly borrow a laptop or tablet device, which can encourage the information seeking and to study the accessibility issue. Providing students with the opportunities needed is one of the main goals for them to learn how to socialize with others, and build social networks that will give them support throughout their school career and beyond.

2. Review of Literature

THE TREND OF THE SOCIAL NETWORKING INDUSTRY

There is a rapid development in the social networking industry alongside with the rapid growth in the global percentage of Internet users (United Nations – International Telecommunications Union, 2010). Surely, the social network advertising becomes more prevalent in the advertising industry, reflecting from the enormous growth in global social network ad revenue. Cited from eMarketer (2011 September), the social network ad revenue worldwide grows from US\$2.38 billion in 2009 to US\$5.54 billion in 2011, with estimation to about US\$10 billion in 2013. The average growth rate of the global ad revenue from social network advertising would be estimated to be about 38.88% per year in the period from 2009 to 2013. Such astonishing numbers reveal the

faster pace of development of the trend of advertising on social network, which should also be deemed as the opportunity for Facebook (Peck, 2012).

THE NEGATIVITY EFFECT AND USER BEHAVIORS ON FACEBOOK AND SOCIAL NETWORKING

The rapid development of social networking can be deemed as another kind of society development, enabling people to present themselves, to learn, to construct a wide circle of relationships and to manage privacy and intimacy. (Livingstone and Brake, 2010). For sure, a business world would then follow to enter the social networking and the present situation proves this. The wide use of online advertisement which fills up social networking websites, letting alone Facebook. Some advocate that it is an inevitable trend of the development some special types of social psychology such as the Negativity Effect (will be defined in the part of 'Definition') appearing on the Internet (Nation, 2011).

THE OPPORTUNITIES BROUGHT FROM 'LIKE', 'COMMENTS' AND THE PROPOSED 'DISLIKE' BUTTON

The development of biased consumer psychology on the social networking is unlikely a favorable factors attracting more advertisers to spend on social networking platform and Facebook. But, it may be an opportunity for Facebook and the advertisers if they handle it in a positive manner and turn it into a powerful tool for strategic brand management and advertisement, even facing the negativity effect (Nation, 2011).

3. Research Objectives

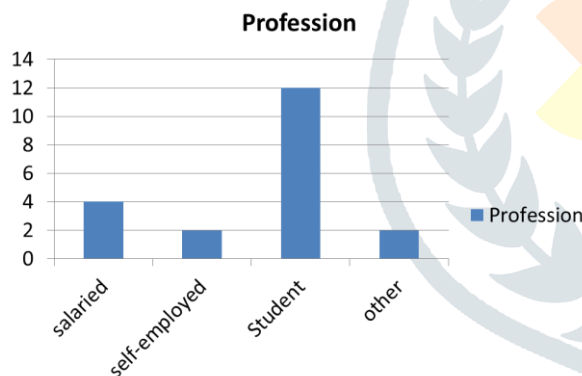
1. Understand About Facebook-Meta
2. Customer reviews on Facebook-Meta
3. Customer Expectation From Facebook
4. How Advertisements plays important role for businesses.

4. Research Methodology

The data for this survey was collected from the online medium. The sample size was 20. The data used was collected primarily through primary surveys. The survey was primarily used to test the proposed model for attitudes towards online purchases. The sort of research was both exploratory yet as descriptive.

5. Data Analysis And Interpretation

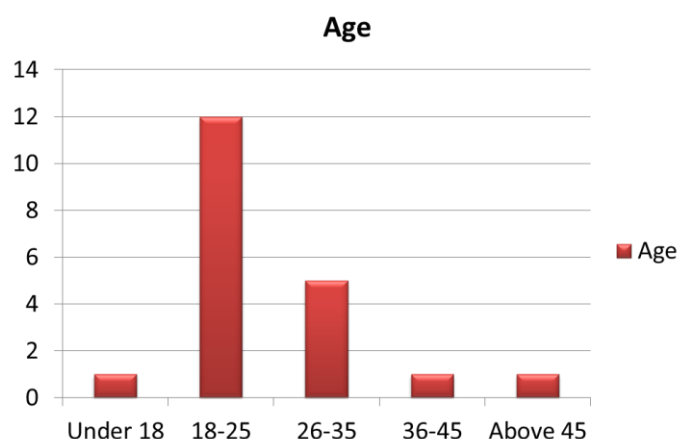
1. Your Profession?



INTERPRETATION

The above Bar Diagram shows us the percentage of the professions of the respondents. As it shows that there are 12 students, 2 Self-Employed, 4 Salaried and 2 Other Professionals out of total 20 respondents From Delhi-Noida.

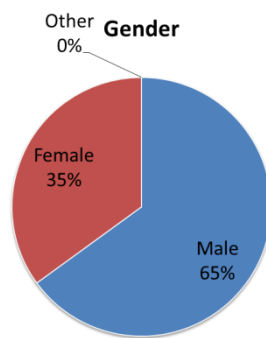
2. Your Age ?



INTERPRETATION

From the above Bar Graph, we can interpret that from our respondents mostly are from the age group:18-25 ,They are the Young Facebook Users who want to chat with their friends.

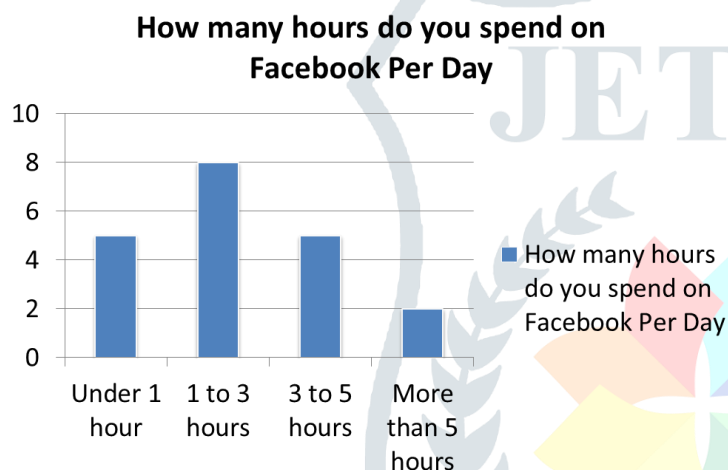
3. Your Gender?



INTERPRETATION

From the above pie chart we can interpret that out of total 20 respondents, There are 65% Male and 35% Female .As Majority Males were ready to share their views.

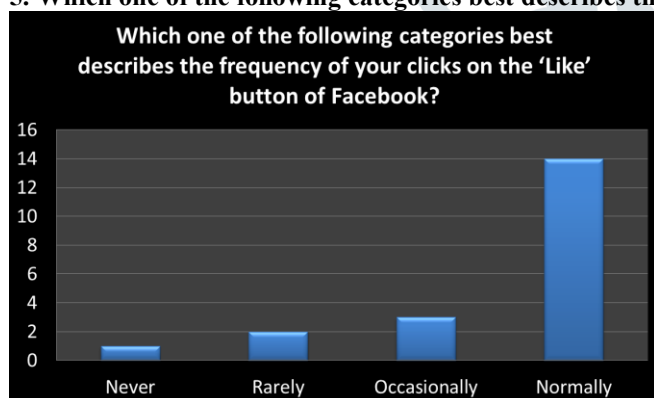
4. How many hours do you spend on Facebook Per Day?



INTERPRETATION

From the above bar graph we can say that 8 respondents spend 1 to 3 hours a day on facebook .5 spend 3 to 5 hours And 2 spend more than 5 hours while there are 5 respondents who Spend under 1 hour

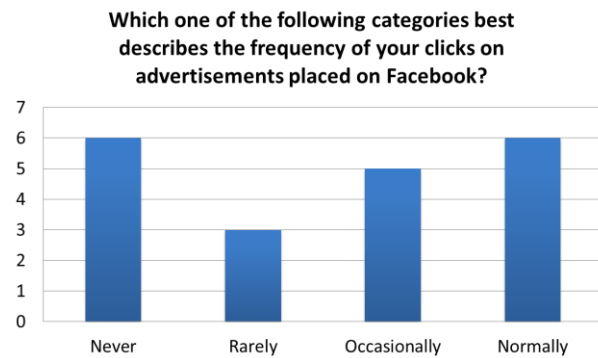
5. Which one of the following categories best describes the frequency of your clicks on the 'Like' button of Facebook?



INTERPRETATION

The above bar diagram shows that normally 14 respondents normally clicks on like button normally. Whereas other 6 use like button occasionally, rarely and never.

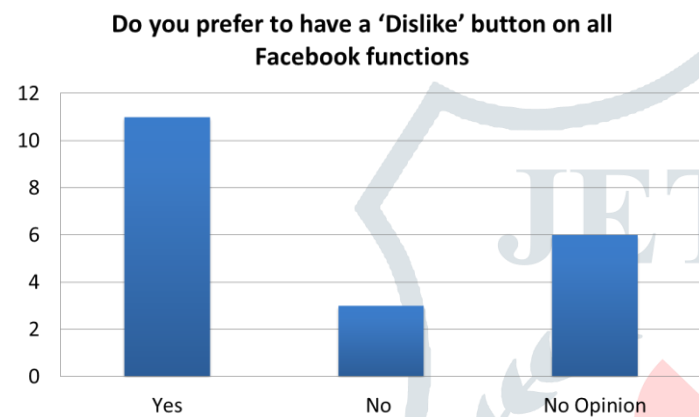
6. Which one of the following categories best describes the frequency of your clicks on advertisements placed on Facebook?



INTERPRETATION

From the above bar graph we can say that 6 respondents normally click on advertisements on Facebook whereas 6 respondents never click on Facebook advertisements.

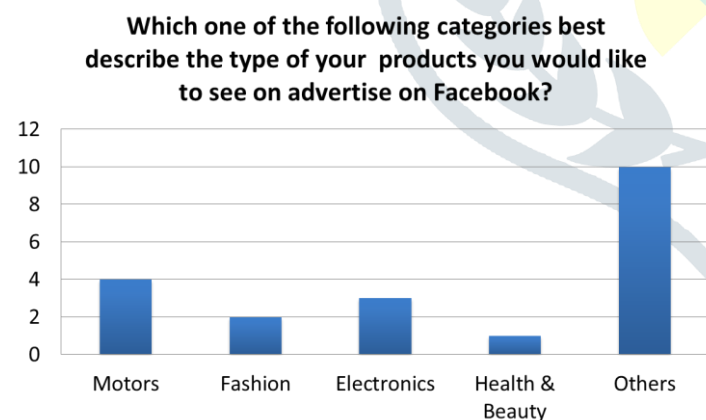
7. Do you prefer to have a 'Dislike' button on all Facebook functions?



INTERPRETATION

From the above bar graph we can say that 11 individuals prefer to have a dislike button on all facebook functions , 3 didn't want dislike button on all facebook functions whereas 6 says no opinion.

8. Which one of the following categories best describe the type of your products you would like to see advertise on Facebook?

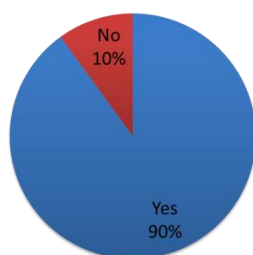


INTERPRETATION

From the above bar graph 4 like to see advertisements bases on Motors,2 from Fashion,3 from Electronics ,1 from Health and Beauty and 10 from others categories.

9. Do you prefer to suggest more to your friend,family and relatives ?

Do you prefer to suggest more to your friend,family and relatives ?

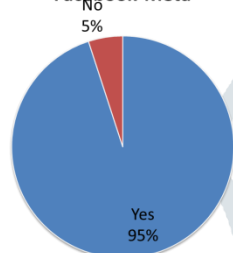


INTERPRETATION

From the above pie chart 90% respondents would like to suggest more to their friends,family and relatives whereas 10 % respondents didn't like to suggest more to their friend,family and relatives.

10. Are you happy with overall experience with Facebook-Meta?

Are you happy with overall experience with Facebook-Meta



INTERPRETATION

From the above pie chart 95% are happy with overall experience with Facebook-Meta.

6. Findings and Conclusion

- Respondents mostly are from the age group:18-25 ,They are the Young Facebook Users who want to chat with their friends share their photos ,comment on their post and message them .
- 90% respondents would like to suggest more to their friends,family and relatives whereas 10 % respondents didn't like to suggest more to their friend,family and relatives.
- 95% Customers are happy with overall experience with Facebook-Meta.
- 6 respondents normally click on advertisements on Facebook whereas 6 respondents never click on Facebook advertisements.
- we can say that 8 respondents spend 1 to 3 hours a day on facebook .5 spend 3 to 5 hours And 2 spend more than 5 hours while there are 5 respondents who Spend under 1 hour.

Social media has fasten the pace at which people communicate, socialize, learn, and conduct business. People have started to shares on social media and in the virtual environments with technology everywhere in daily life as of all the social networks. The most part in this review hoping to reveal some insight into whether online life is upgrading or obstructing our relational relationship, however generally how it is affecting our young age today. As web-based social networking advances and keeps on developing, there is a region encompassing so much inspiration, where society endures and we are neglecting to address that. By the existence of social media in the 21st century, student life become more convenient It's not about don't invest energy in Facebook, but rather just know about what it may do to you". As it has been remembered in this article toward the end it is your decision to either utilize online networking decidedly and advantage from it in your social and scholarly life, or fall as casualty of internet.

ACKNOWLEDGMENT

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