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User's preference towards Social Media platforms

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Abstract : This project related to user's preference towards the social media. Now a day's social media plays an important role in our life. Social media helps the individuals to connect with each other with similar interest it also makes our communication easy and fast. This project also describe about how social media plays an important role in each and every individual's life Social media is a technical platform that facilitates the sharing or exchanging of ideas, knowledge, information, career interests and many kinds of expression via networks and virtual communications. There are many types of application and social networking sites in social media through which the individuals are able to share their expressions, Facebook, Instagram, Twitter, YouTube, WhatsApp, Pinterest, Telegram, Skype, LinkedIn and many more. These all networking sites are widely used in all over the world for sharing ideas and communications. Social media typically features user-generated content and personalized profiles. According to the census 2021, 50.64% of the world's population means 3.8 billion people are using social media platforms and till 2025 it increase to almost 4.41 billion.

IndexTerms – Social Media , SCM ,SCM for Business ,Instagram

I. INTRODUCTION

There are millions and billions of people all around the world who are using social media platform to share the information and connect with the people all over the world. This platform is also use on a personal level. Like it would help to communicate with family and friends, learn new things, can be used to entertained the children, and one may also be used to develop interest Social media also use on a professional level. It would help your business to increase in a worldwide level. It would also help the business to enhance in a professional way. One can also use this platform to broaden your knowledge in a particular field and help to build the professional network by connecting with other professional people in the industry. At company level, this platform allows to communicate with audience, take feedback from the customer and elevate your brand. Basically, the ideas and strategy of social media is simply to bring people together from all over the world. This seems like too broad. There are many ways to use social media and one of them is Mobile Marketing. Mobile marketing is refers to use of social media with the help of mobile device such as smartphones or tablets. Mobile social media help in incorporate the current location of the user or time delay between sending and receiving messages. It is critical for businesses to develop a social media strategy and set social media goals. These aid in the development of trust, the education of their target audience, and the creation of brand awareness. They also make it possible for real people to find and learn about businesses. An effective social strategy can improve an organization's reputation while also increasing trust and awareness among a growing network of connections. While some are more suited to B2B marketing, no platform is off-limits

2. Review of Literature

Web-based social networking alludes to associate accumulation of social innovations that have sceptered associate unrest in consumer-created content, worldwide teams, and distributing of purchaser feelings. one among the foremost necessary sorts of on-line selling is social media selling wherever businesses area unit victimization social media platforms like Facebook, Twitter, YouTube, LinkedIn, Google+, etc. for selling of their products/services and brands on social media websites

One of the most significant advantages of social media advertising is that brands and businesses may reach a large audience and exert influence, which is one of the key benefits of social media networking. Because consumers can provide feedback to retailers and even exercise their influence and authority using social media, social media provides effective, efficient, and inventive marketing tactics.

Women used more emotion, shared their shopping images while messaging family and friends, changed their profile pictures more frequently, and spent more time on social media platforms, according to a study.

According to the Deloitte survey, consumers who used social media at some point during their purchasing process were four times more likely to spend more money than those who did not. When using social media, shoppers were 29 percent more likely to make a purchase on the same day, according to the survey.

According to Robinson (2007), social media is a tool for verbal interchange that has web 2.0 characteristics, such as the ability to be participative, synergetic, share expertise, and provide person-empowering tools. Organizations can use all types of social media to advertise services and products, provide immediate assistance, and/or build a web network of brand fans, including social networking websites, content groups, digital worlds, blogs, microblogging websites, on-demand gaming websites, social bookmarking, information websites, forums, and more (Kaplan & Haenlein, 2011 ; Zarella, 2010).

Images and online video demonstrations of products aid in swaying buyers' thoughts. A promotional video has a strong influence on a client's thinking toward a product, a demonstration video has a strong influence on the purchase goal, and ease of envisioning aids in explaining the benefits of online product presentation films (Flavián, Gurrea, & Ors, 2017).

A study was undertaken to determine the major characteristics of web advertisements that attracted target customers, and the study found five factors: web-ad placement, web-ad presentation, web-ad content, celebrity in web-ad, and duration of web-ad.

3. Research Objectives

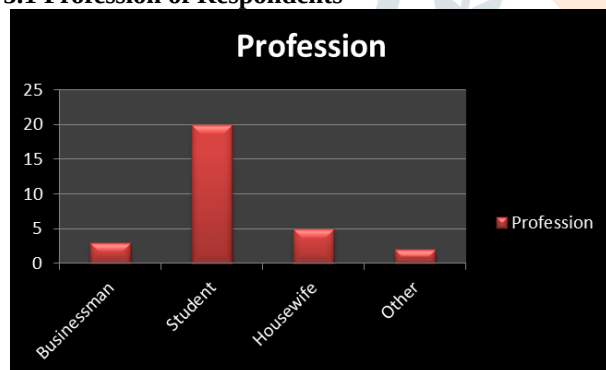
- To identify the consumer's motive behind using social media
- To study about the effect of social media on user's
- To identify the preference of apps among the user's
- To identify the anxiety and problems that users are suffering while using social media platform

4. Research Methodology

I am doing DESCRIPTIVE research because it help us to collect he large amount of data in short period of time through survey process by preparing a questionnaire. I selected a sample size of 30 people. I have used a NON-PROBABILITY sampling method. In non -probability I have used a CONVENIENCE SAMPLING method because procedure used to select a unit for inclusion in a sample are much easier, quicker and cheaper. This is specially in case of convenience sampling. My sample unit is all the those who are engage with social media platform in Delhi-Ncr. Here in this project I have used both PRIMARY DATA as well as SECONDARY DATA in order to collect in information in a precise manner.

5. Data Analysis And Interpretation

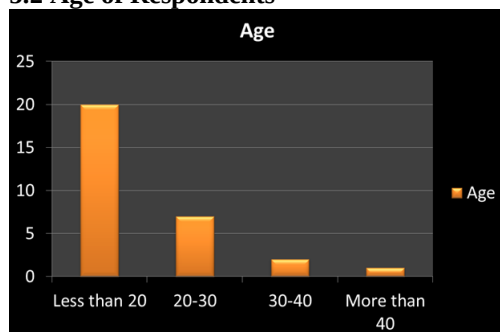
5.1 Profession of Respondents –



INTERPRETATION

The above Bar Diagram shows us the percentage of the professions of the respondents. As it shows that there are 20 students, 3 Businessman, 5 housewife and 2 Other Professionals out of total 30 respondents From Delhi-NCR.

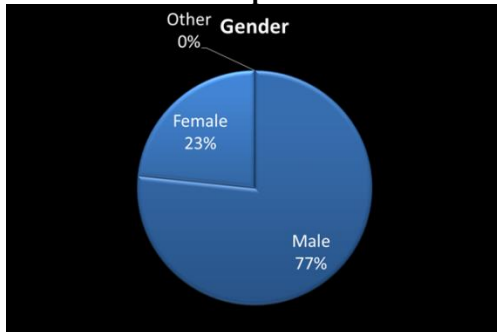
5.2 Age of Respondents -



INTERPRETATION

From the above Bar Graph, we can interpret that from our respondents mostly are from the age group: Less than 20 which is 20. 7 lie in 20-30 age group, 2 in 30-40 age groups, 1 in more than 40.

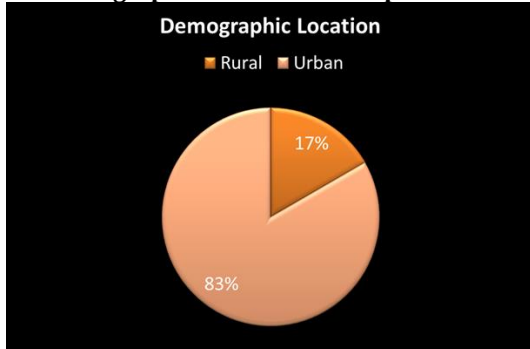
5.3 Gender of the Respondents-



INTERPRETATION

Most of the respondents are students in Delhi and NCR, so they use an online social media platform. I use it to get more data from men because men were willing to share their experiences. The graph itself has a higher percentage of men than women, with 72% of male respondents and only 36% of female respondents.

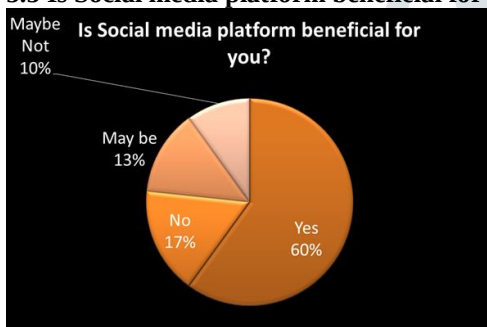
5.4 Demographic Location of Respondents –



INTERPRETATION

The graph above shows the percentage of respondents' demographics and the percentage of respondents living in rural and urban areas. The graph above shows that 83% of respondents come from urban areas and 17% come from rural areas.

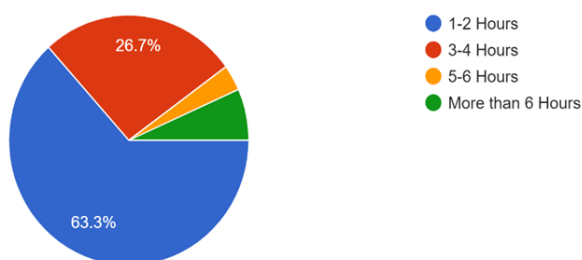
5.5 Is Social media platform beneficial for you-



INTERPRETATION

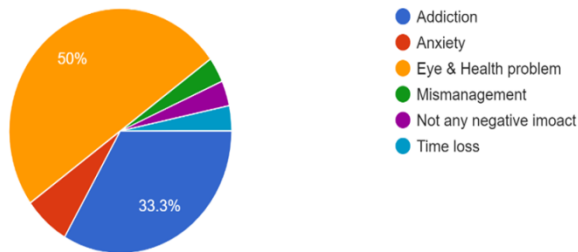
In the above pie chart diagram. According to the survey conducted it has been found that 73% of respondent thinks that social media platforms have benefited them and 27% of respondent are still in confusion that whether they get benefited from social media platform or not.

5.6 How many hours you are spending on Social platforms-

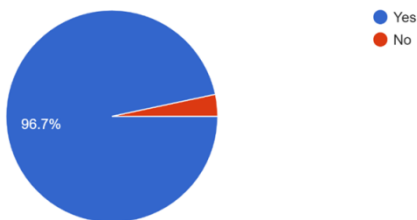


INTERPRETATION

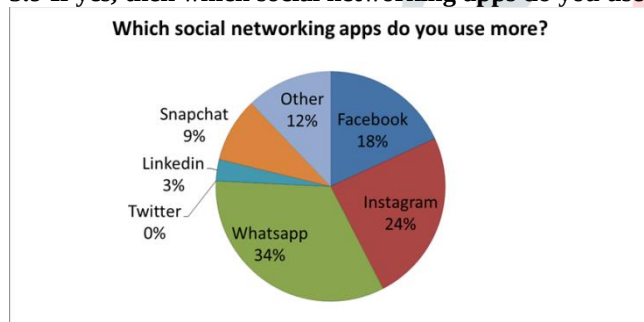
In the above pie chart diagram. According to the survey conducted it has been found that 63.3% of the respondent are spending 1-2 hours on social media platforms, 26.7% of respondent are spending 3-4 hours on social media platforms, 6.7% of respondent are spending more than 6 hour on social media platforms and 3.3% of respondent are spending 5-6 hours on social media platform.

5.7 What are the negative impacts that you are facing while using SMP-**INTERPRETATION**

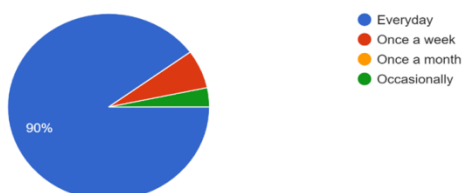
In the above pie chart diagram. According to survey conducted it has been found that 50% of respondent are facing eyes & health problem while using SMP, 33.3% of respondent are facing addiction problem, 6.7% of respondent are facing anxiety problem, 3.3% of respondent are facing mismanagement problem, 3.3% of respondent are facing time loss problem and 3.3% of people are not facing any problem.

5.8 Do you use Social Media networking apps?**INTERPRETATION**

In the above pie chart diagram. According to survey conducted it has been found that 96.7% of respondent are using social networking apps and 3.3% of respondent are not using social networking apps.

5.9 If yes, then which social networking apps do you use more?**INTERPRETATION**

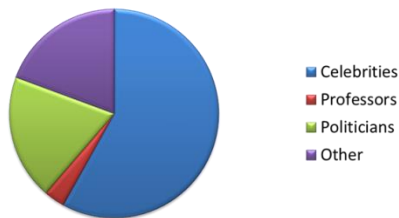
In the above diagram. According to the survey conducted it has been found that 24% of respondent are using Instagram, 34% of respondent are using WhatsApp, 18% of respondent are using Facebook, 0% of respondent are using Twitter, 9% of respondent are using Snapchat and 3% of respondent are using LinkedIn.

5.10 What is the Frequency of using Social networking apps-**INTERPRETATION**

In the above diagram, According to the survey conducted it has been found that what frequency the people are using social networking apps. 90% of respondent are using everyday, 6.7% of respondent are using once in a week, 3.3% of respondent are using occasionally and 0% of respondent are using once in a month.

5.11 Other than the family & friends, whom else do you include in your social Networks?

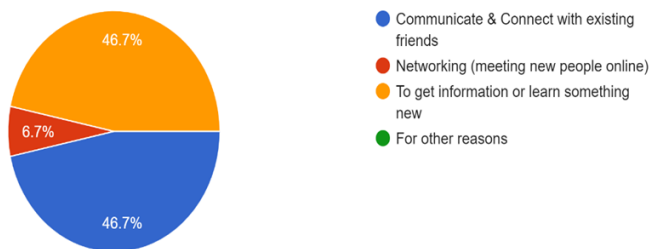
Other than the family & friends, whom else do you include in your social Networks?



INTERPRETATION

In the above pie chart diagram. According to the survey conducted it has been found that 60% of respondent want to include celebrities in their social networking life, 0% of respondent want professors, 20% of respondent want politicians, 20% of respondent as others.

5.12 What is your main purpose of using SNS?



INTERPRETATION

In the above pie chart diagram. According to the survey conducted it has been found that 46.7% of respondent are using SNS for communication & connect with existing friends, 6.7% of respondent are using SNS for networking and 46.7% of respondent are using SNS for getting important information and to learn something new

6. Findings and Conclusion

- From the survey has been done on 30 respondent, it has been found that 24% of people are Instagram and 34% of people are using WhatsApp. So most of the people are engaged in using these two social media apps. So if we want to target the people we can target on Instagram and WhatsApp
- One of the great things that 96.7% of people are using social media everyday. it means that in the future the craze of digital marketing will surpass all other form of market. So one can easily expand their business through digital marketing and can reach all over the world digitally.
- Over 96.7% people are using social app sites but still the ratio is incomplete because 3.3% are still not using social networking app. Actually they are unaware about power of social media they still think that doing traditional market will benefit them in long term and digital market is only waste of time
- One of the great things we come to know that students are using social media mostly. Students are the future of India. If they know the right use of this platform they can surely change the world.
- According to the survey it has been found that 20 respondent have age less than 20 who are using social media platform and 7 respondent have age 20-30. It means most of the respondent are youth who are using social media platform. It is good for world because youth are the future of world and they have the power to change the world by their intelligence and knowledge and spirit of doing and achieving something in their life
- In the survey, it has been found that 60% of people follow celebrities in their social media profile. so, it is very important for celebrities to act in a good manner and spread a positive message to the youth who seeing you as an icon.
- Now coming to other phase of social media platform it has been found that 50% of people are facing eyes and health problem and 33.3% of people are facing time loss problem so it is confirmed that social media has some negative impact on people so excessive use of social media creates a negative impact on users.
- 27% of respondent are also thinking that social media have a negative impacts on them.

From the above survey it has been conclude that the social media platform has diversify the country in reference of connecting with the people and getting new ideas. Users are becoming much smarter than the other people and see their future in this platforms. For the students and children using social media platforms helps in increasing interaction, creativity and learning. It also help them in doing their any kind of academic work. Social media enable them to stay connected with their peers, and help them communicate and interact with each other. Social media can also affect the mental health of the teenagers. Teens that use Facebook, WhatsApp etc. especially who are susceptible may become more aggressive, depressed and full of anxiety. There are many people, who regularly use social media and spend 2-3 hrs. and also they have been benefited by this platforms. So, it is compulsory to know about the right use of social media platform so that one can engaged in productivity. Social media is a very good platform through this we can enhance our knowledge and skills until or unless we misuse it.

ACKNOWLEDGMENT

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OTHER

- Internet
- Questionnaire

