

A Study on User Perception Towards Social Networking Sites of North Gujarat Region

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ABSTRACT

Social networking sites (SNS) or social media are used by people to build social networks or relationships with other people who share personal or professional interests, activities, backgrounds, or real-world connections it's an online platform. The emergence of social networking sites and their resources has revolutionized the world of communication and social relationships. This paper aims to evaluate users' perceptions of SNSs such as Facebook, Twitter, and LinkedIn. In this study, collected data from 100 users through a structured questionnaire, and survey data was tested using percent analysis, chi-square, and Spearman's rank correlation. Factors such as gender, age, and social networking site purpose of Facebook users are significantly correlated with cognitive levels. Twitter users' age, occupation, and income are significantly associated with awareness, while LinkedIn users' gender, age, and occupation are significantly associated with awareness. According to this research, there is a moderate association between Face book and Twitter ranks. Face book was the most popular site compared to other social networking sites.

Key words: User Perception, Social Networking

INTRODUCTION

A social network is the grouping of individuals into specific groups. Small rural communities or neighborhood parcels. Social networking is possible, especially at work, college, and high school, but it's most popular online. This is because, unlike most high schools, colleges, or workplaces, the Internet is filled with millions of people looking to meet others, gather information, and share information. Online when it comes to social networking, websites are often used. Social networking websites act like online communities of Internet users. Face book, Twitter, and LinkedIn are good examples of popular social networks. Most people have heard of these services and many use them

on a daily basis. The Facebook.com site is all about creating profiles and linking them through a listening feature that Facebook calls “walls”. LinkedIn.com takes the concept of social networking and polishes it with a professional touch. The service allows people to create professional profiles, connect with recruiters, connect with other professionals in their area, and most importantly, connect with everyone they connect with. LinkedIn truly embraces the power of the extended network concept. Twitter.com is what most people call a micro blog. The site allows you to post a very small blurb on your blog and share it with your friends. This service is primarily used to let people know what you are up to by taking advantage of this feature. This study was conducted to examine user perceptions on the social networks Facebook, Twitter and LinkedIn mentioned above. The survey he divided into two categories. One is a single social network user (individual) and the other is multiple social network users (users of multiple networks). This study primarily examines users of individual social networks. This study sought to determine the user's level of awareness of social networks.

REVIEW OF LITERATURE

Thiyam Satyabati Devi (2015), a paper on a comparative study of Agricultural and Health Sciences students, focuses specifically on library-going students. This research explores how students create their own identities in the virtual world and how they relate to others online. The results showed that social networks are becoming more and more popular among them. Facebook is the most popular and used social network, followed by WhatsApp and Google Plus.

Praveen K. Choudhary, Susmi Routray (2016) in their research study the aims to identify user perceptions of SNS that have declined due to the functional evolution of SNS. This study reviewed the existing literature on SNS usage, including purpose of use, the impact of usage based on user profiles and age groups, and the presence of users on various SNS platforms, and found that several features were relevant to user perceptions. It also shows that it affects

Anthoniraj Amalanathan, S. Margret Anounicia (2016) aim to clarify the role of these functional blocks in terms of user influence ranking. User influence rankings generally indicate the influence an individual has on a social network. Therefore, in this review, we identified the adoption of these functional blocks in popular social networks to determine how user influence is assessed.

Neeraj Kumar (2012) the purpose of this study was to investigate user perceptions and usage of social networking sites by Sikkim University students. The survey observed that the majority of students reported using the Internet for social networking sites. Facebook was the most popular site compared to other social networking sites.

Mohamed Hanifa K. Smitha. E (2011) the purpose of this study was to investigate the perception and use of social networking sites by students of the University of Calicut, Kerala. Data were collected from a representative sample of 150 students using a structured questionnaire. The survey revealed that the majority of students are aware of social networks and use these sites for friendly communication.

Johannes A. Wild, Michael C. Cant, Corinne E. Nell (2014), the purpose of this study was to determine the perception and use of social media network systems by South African students. In this study, we tested our objective using the technology acceptance model (TAM) structure. These structures are: “perceived ease of use”, “perceived usefulness”, “attitude to use”, “intent to use”, “accessibility of the system”, and social media used by students primarily as social media rather than for educational purposes.

OBJECTIVES OF THE STUDY

- ✓ To ascertain the personal profile of users of social networking sites of North Gujarat Region.
- ✓ To identify level of perception of users on individual social networking sites
- ✓ To identify the extent of users in multiple social networking sites.
- ✓ To identify whether there is association between social networking sites.

RESEARCH METHODOLOGY

This study is based on primary data. Primary data were collected using a questionnaire consisting of multiple-choice questions to extract respondents’ perspectives. A sample of 100 users residing in the Coimbatore district was considered for this study. Sample participants will be selected based on convenient sampling methods. To achieve our research objectives, we analyzed the data using statistical tools such as percentage analysis, chi-square method.

ANALYSIS AND INTERPRETATION

Data for this study were collected from respondents using a questionnaire. User social profiles were analyzed using percentage analysis. Below are the results and analysis obtained by applying statistical methods.

Table 1 : Profile of Users - Individual Social Networks

Sr. No.	Particulars	No. of Respondents (N = 100)	Percentage
1.	Gender		
	Male	51	51
	Female	49	49
2	Age		
	Below 20	15	15
	21-30	48	48
	31-40	13	13
	41-50	14	14
	Above 51	10	10

3.	Occupation		
	Student	42	42
	Business	11	11
	Professional	17	17
	Employee	18	18
	Employer	12	12
4.	Annual Income (in Rs.)		
	Below 1,00,000	5	5
	1,00,001 – 3,00,000	12	12
	3,00,001 – 5,00,000	12	12
	Above 5,00,001	30	30
	No income	41	41
5.	Nature of the Family		
	Nuclear	59	59
	Joint family	41	41
6.	Members of Family		
	1 - 3	31	31
	3 - 5	49	49
	Above 5	20	20
7.	Educational Qualification		
	School level	16	16
	UG	22	22
	PG	45	45
	Professional	17	17
8.	Purpose of Social Networking Sites		
	Communicate	40	40
	New friends	20	20
	Learn	27	27
	Meet group of people	9	9
	Job	4	4
9.	Ways to Communicate with Friends		
	Instant messaging	44	44
	Read blogs	17	17
	Post comment	23	23
	Post photos	10	10
	Others	6	6

Source: Primary Data

Of the 100 respondents, our sample users are predominantly male. His 51 per cent of users are men. We can also see that most of our sample users are adults, with 48 per cent of his respondents being

from 21 to 30 years age group. By occupation, we can see that 42 per cent of the respondents are students. We found that most respondents by annual income did not come from any income category, 41 per cent respondents. By family type, 59 per cent users belong to nuclear families. The 49 per cent of the families, most of the respondents, belong to families of 3 - 5 members. The majority of respondents with educational qualifications were found to be graduate students, 45 per cent respondents. It turns out that educated people rely more on networking. Respondents also said that the main purpose of their social networking is to communicate with friends, with 40 per cent respondents. A majority of respondents, 44 per cent, found that they use instant messaging to communicate with their friends.

Table 2: Extent of Users in Multiple Social Networks

Sr. No.	Social Networks	No. of Respondents	Percentage
		N = 50	
1	Facebook, Twitter, LinkedIn	15	30
2	Facebook, Twitter	15	30
3	Facebook, LinkedIn	10	20
4	Twitter, LinkedIn	10	20

Source: Primary Data

Out of 100 sample, there are 50 respondents holding account in many social networking sites (i.e.) multi social networking sites.

Out of 50 respondents, fifteen (30 per cent) users in Face book, Twitter and LinkedIn; fifteen (30 per cent) users in Face book and Twitter; ten (20 per cent) users in Face book and LinkedIn; ten (20 per cent) users in Twitter and LinkedIn. There are 15 respondents who hold accounts in all select social networking sites.

Chi-Square Analysis:

The following variables have been taken:

- ✓ Gender
- ✓ Age
- ✓ Occupation

- ✓ Annual income
- ✓ Nature of family
- ✓ Educational qualification
- ✓ Purpose of social networking

In order to examine the association of user perception on Facebook, Twitter and LinkedIn. The following hypothesis has been framed.

Ho: There is no significant association between selected variables of socio-profile and level of perception on Face book.

Ho: There is no significant association between selected variables of socio-profile and level of perception on Twitter.

Ho: There is no significant association between selected variables of socio-profile and level of perception on LinkedIn.

Table 3: Level of Perception of Face book, Twitter and LinkedIn

Sr. No.	Socio Profile	Face book (P - Value)	Twitter (P-Value)	LinkedIn (P- Value)
1	Gender	0.0476*	0.6369	0.0497*
2	Age	0.0138*	0.0380*	0.9997
3	Occupation	0.0507	0.0480*	0.0221*
4	Annual Income	0.0836	0.0162*	0.9833
5	Nature of Family	0.6327	0.9993	0.9782
6	Educational Qualification	0.0035**	0.9803	0.9995
7	Purpose of social networking	0.0386*	0.3707	0.0316*

Source: Computed

Note : * - Significant at 0.05 alpha level,

** - Significant at .01 alpha level

It can be observed from the above test that the P-value of gender , age and purpose of social networking of Face book , age, occupation and annual income in Twitter and gender, occupation and purpose of social networking in LinkedIn are less than 0.05. Educational qualification of Face

book is less than 0.01. So, reject H₀ and accept H₁. Therefore, it is concluded that there is significant relationship between gender, age and purpose of social networking of Face book, age, occupation and annual income in Twitter and gender, occupation and purpose of social networking in LinkedIn and level of perception. And, it has significant relationship between educational qualification of Face book and level of perception.

FINDINGS

- ✓ Face book have highest respondents compared with other social networking sites.
- ✓ Face book, Twitter and LinkedIn in group and Face book and Twitter in group have highest multiple numbers of users.
- ✓ Gender, age and purpose of social networking sites indicates that the user influence the level of perception in Face book.
- ✓ Age, occupation and annual income indicates that the user influence the level of perception in Twitter.
- ✓ Gender, occupation and purpose of social networking sites indicates that the user influence the level of perception in LinkedIn.

SUGGESTIONS

- ✓ To tighten the privacy settings in social networks
- ✓ To improve security settings
- ✓ To Improve speed while uploading
- ✓ To indicate scam.

CONCLUSION

This study investigated some of the most important aspects of social networking sites. This research has confined itself to an exploration of user perception on social networking sites. This study focus on social networking sites namely Face book, Twitter and LinkedIn. Some of variables have been selected for research. The selected variables influence perception on social networking sites. As far as this research work is concerned. There are lots of scopes for future research. This study has been undergone mainly by taking into consideration of individual social networking sites and not that much analysis has been applied on multiple social networking sites. Future studies may be conducted by incorporating multiple social networking sites in each category and various analyses may be applied to further emphasize the findings.

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