

User's Satisfaction on Social Media Network

Dr. P. Bruntha

Head & Associate Professor, PG & Research Department of Commerce, NGM College, Pollachi

R.Ramya

Assistant Professor, PG Department of Commerce with Computer Application, NGM College, Pollachi

Abstract

The present study is carried out with an objective to evaluate the customer satisfaction. The primary objective of this study is to find out the customer satisfaction on social networking. A sample size of 120 respondents was selected for the study. Convenient sampling method has been followed to choose the sample and the data was analyzed using simple percentage. The study reveals that socio-economic variables like age, educational qualification, occupation, monthly income earnings of the family with using customer's satisfaction on social networking.

Keywords: Customer expectation - Satisfaction level-Social media network

Introduction

A social networking service is a platform to build social networks or social relations among people who share similar interests, activities, backgrounds or real-life connections. A social network service consists of a representation of each user, his or her social links, and variety of additional services such as career service. Social network sites are web-based services that allow individuals to create a public profile, create a list of users with whom to share connections, and view and cross the connections within system. Most social network services are web-based and

provide means for users to interact over the internet, such as e-mail and instant messaging. Social network sites are varied and they incorporate new information and communication tools such as mobile connectivity, photo/video/sharing and blogging. Online community services are sometimes considered a social network service, though in a boarder sense, social network service usually means an individual-centered service whereas online community services are group-centered. Social networking sites allow users to share ideas, picture, posts, activities, events, and interests with people in their network. The main types of social networking services are those that contain category places, mean to connect with friends, and a recommendations system linked to trust. Popular methods now combine many of these, with American-based services such as Facebook, Google+, LinkedIn, Instagram, Shialand, Reddit, Pinterest, Vine, Tumblr, and Twitter widely used worldwide.

Objectives of the Study

The objectives of the study are listed below:

- To know the social economic profile of the sample.
- To find the attitude of customer towards social media.
- To determine the customers satisfaction on social networking sites.
- To suggest suitable measures to improve the standard the social networks.

Methodology

The study is mainly based on the primary data which is collected using structured questionnaire method among social networks users in Pollachi Taluk. The questionnaire contains questions relating to socio-economic profile of the sample social networks users, details of using social networks and opinion on using social networks.

Limitations of the Study

The data collected is primary data, based on the questionnaire and the result will contain all the limitations of primary data. The study is restricted to respondents in Pollachi Taluk alone and the sample size is limited to 120 respondents.

Review of Literature

Williamson (1987) defines that, Customer loyalty is not the only positive factor influencing customer satisfaction condition and in some cases fails to produce the expected effect. Hence more research on influence of customer satisfaction is proposed. Williamson's transaction cost economics customer perspective theory, the usefulness of customer service is derived from its ability to reduce the transaction cost involves in the transactional process. According to Porter

(2001) found that over half of customers that follow a brand's tweets for instance, are more likely to buy from that brand with two-thirds also likely to recommend a brand to friends and family. Telephone and email have now been overtaken by tweets. The immediacy of twitter is highly attractive to customers that want to make fast and efficient contact regarding a customer service query; especially for corporations, responses by twitter are demanded and within a very tight time frame. Ellison (2007) reveal that Face book enhances social capital formation more through weak ties than through strong ties and may psychologically help students increase their life satisfactions and self esteem. Ellison et al (2007) suggest that Face book is used to strengthen "offline" friendships more than to meet new people. Williams et al (2008), states that Social networking profiles involve individuals creating and maintaining personal Internet sites allowing authors and other users to post content, thus creating a personal network. Mikami et al. (2012) found that youths at age group of 13-14 years based on gender, ethnicity and parental income were using social networking sites more than at age group of 20-23 years. Golder et al (2007) reveal that the students had incorporated the use of Face book into their study routines, exchange messages with friends, predominantly from the same college. M. Thilagavathi, B. Indirapriyadharshini & G. Nithya (2017) found that Whats app is given first priority among the users, followed by Face book, Twitter, Google +, We chat, Linked in, Instagram, Tumblr.

Summary of Findings

The findings of the study are discussed in the following paragraphs:

Personal profile of sample users

- Majority (47%) of the respondents are age group of between 21 to 26 years.
- Majority (62%) of the respondents are female.
- Majority (44%) of the respondents are belongs to rural area.
- Majority (57%) of the respondents are unmarried.
- Majority (53%) of the respondents are post-graduates.
- Majority (49%) of the respondents are students.
- Majority (68%) of the respondents belong to nuclear family.
- Majority (84%) of the respondent's family consist of two earning members.
- Majority (65%) of the respondent's family consist of two non- earning members in their family.

- Majority (36%) of the respondents are family income per month is above Rs.20001- Rs.30000.

Details of using social networks

- Majority (36%) of the respondents are spending 1-2 hours in a day in social networks.
- Majority (45%) of the respondents are using whatsapp.
- Majority (40%) of the respondents are reasons for using to social networks is sharing information.
- Majority (56%) of the respondents are using Whatsapp for sharing information quickly.
- Majority (95%) of the respondents are benefited from social network.
- Majority (50%) of the respondents are using contact with friends in social network.
- Majority (51%) of the respondents are using social network between 1-2 years.
- Majority (52%) of the respondents are using social networking strongly agree.
- Majority (41%) of the respondents are having 10-50 contact / friends on the social networking.
- Majority (52%) of the respondents are group member in social networking groups.
- Majority (25%) of the respondents are using profile on social networking sites.

Frequency of using factors of social networking services

- Majority (72%) of the respondents are viewed whatsapp regularly in social networking sites.
- Majority (58%) of the respondents are never viewed play station in social networking sites.
- Majority (63%) of the respondents are viewed sometimes YouTube in social networking sites.
- Majority (51%) of the respondents are viewed face book regularly in social networking sites.
- Majority (72%) of the respondents are never viewed flicker in social networking sites.
- Majority (54%) of the respondents are viewed sometimes Wikipedia in social networking sites.
- Majority (58%) of the respondents are never viewed twitter in social networking sites.

Suggestions

Based on the findings of the study and the opinion given by the social networking users at the time of data collection, the following suggestions are put forth.

- Necessary steps should be taken to eliminate or remove the fake profiles from the social networks.
- Social networking needs more secure in personal details.
- The social networking's are helpful for updating information.
- Number of restrictions to add social media network.
- Lots of information can be gathered in one sector.
- It is useful for sharing games, pictures, videos, and own memories.
- We want more qualified network for using the social network.
- To improve the fast network for sharing the details.

Conclusion

Social networks are one of the fastest growing industries in the world. This study reveals that Whatsapp messenger is the most popular and highly used social media portal among the sample respondents. Furthermore, they use Whatsapp messenger to share information, photos and Videos among their friends and family members.

References

- Berry, T.E (2001) "Marketing: an integrated approach", CBS international editors, japan
- C.R. Kothari (2009) "Research methodology: Methods & Techniques" (second revised edition), New Age international publishers, New Delhi.
- Donald S. Tull & Del I. Hawkins (2008) "Marketing Research: measurement & methods" (Twelfth edition), prentice hall of India pvt.ltd. New Delhi.
- Jim Blyth (2002) "The essence of consumer behavior", Pearson education inc., Singapore.
- M. Thilagavathi, B. Indirapriyadharshini & G. Nithya (2017) Impact of social networking sites (with reference to housewives of Pollachi taluk), vol 8, 2(1)
- Phillip Kotler (2008) "Marketing Management" (Eleventh Edition), Pearson education Inc., Singapore.
- Ravi Shankar (2007) "Services Marketing: The Indian perspective", Excel Books, New Delhi.

Received On: October 04, 2018 Email id: -kdharshana13@gmail.com