

A STUDY OF THE HIGHLY PREFERRED SOCIAL NETWORKING APPS AMONG THE USERS OF AURANGABAD CITY

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ABSTRACT

According to dataportal.com in October 2021, the global population was 7.89 billion and out of this 5.29 billion people use a mobile phone; 4.88 billion people use the internet and 4.55 billion people are active social media users. Today thirty plus social media platforms are doing well globally.

This research is a sincere attempt to study the highly preferred social networking app among the users of Aurangabad city. To conduct this research, primary and secondary data collection methods would be used, with the help of the questionnaire primary data will be collected and secondary data from publishing material like newspapers, websites, magazines, brochures, annual reports, etc. The research type would be descriptive, the area of research would be Aurangabad city, sample size 225 and simple random sampling method would be used, after the collection of the primary and secondary data, analysis of the data and interpretation would be taking place.

Keywords:- Social media, Preference, Networking and Relation

INTRODUCTION

Social means ‘needing companionship and therefore best suited to living in communities and social media means ‘websites and applications that enable users to create and share content or to participate in social networking.

Today Facebook is a web-based media goliath, however, it wasn't the first. The main online media website was Six Degrees, made by Andrew Weinreich in 1997. Six Degrees was well known with clients until 2003. That is when Tom Anderson made MySpace. This new site allows clients to make profiles that play their beloved music. MySpace immediately turned into the most utilized online media webpage on the planet.

Then, at that point, Facebook made a huge difference. Mark Zuckerberg made Facebook when he was a student at Harvard in 2004. It opened up to the world in 2006, and individuals flocked to the site.

Growing digitization efforts combined with low data prices enabled a significant number of people to use the internet actively across India. Of these, about 448 million (44.8 crores) were active social media users. YouTube and Facebook accounted for the largest penetration, at nearly 89 percent and 76 percent respectively as of January 2021.

OBJECTIVES OF THE STUDY

1. To know the preferred medium to improve social networking.
2. To know the top five popular social networking apps among users.
3. To understand the reason behind the use of social networking apps.

HYPOTHESIS

- i) H₀ – There is a significant relation between age group and social media networking app users.
- i.i) H₁ - There is no significant relation between age group and social media networking app users.
- i) H₀ – There is a significant relation between gender and social media networking app users.
- i.i) H₁ - There is no significant relation between gender and social media networking app users.

RESEARCH METHODOLOGY

This research is based on primary and secondary data collection. Primary data was collected with the help of an online questionnaire which got filled by respondents and secondary data was collected from various sources. A convenient sampling method was used.

Sample size: - 225 respondents.

Sampling technique: - Convenient Sampling.

Research design- Descriptive research design.

Sample area- Aurangabad city

Sample unit- Social media user

DATA ANALYSIS AND INTERPRETATION:

Table number - 1

Sr. No	Gender	Numbers of Respondents	Percentage
01	Male	124	55.1
02	Female	99	44
03	Prefer not to say	02	0.9
04	Total	225	100

Gender wise respondents (Source: - Primary data)

Interpretation: - Above mentioned graph number 1 shows that out of 100% of respondents, 55.1% of respondents are male; 44% of respondents are female and 0.9% of respondents choose not to mention their gender.

Conclusion: - Majority male 55.1% gender use social networking apps.

Table number - 2

Sr. No	Medium	Numbers of Respondents	Percentage
01	Both the mediums	150	66.7
02	Offline/Face to Face	52	23.1
03	Online	23	10.2
04	Total	225	100

Medium being used by the respondents to improve social network (Source: - Primary data)

Interpretation: - Above cited table number 2 denotes that out of 100% of respondents, 66.7% of the respondents use both mediums to improve social networking followed by offline/face to face which is 23.1% and 10.2% of respondents use online medium.

Conclusion: - The majority of 66.7% of respondents use both mediums to improve social networking.

Table number - 3

Sr. No	Age Group	Numbers of Respondents	Percentage
01	21 to 25 years	164	72.9

02	14 to 20 years	44	19.6
03	26 to 30 years	10	4.4
04	31 to 35 years	5	2.2
05	Above 36 years	2	0.9
06	Total	225	100

Age group wise respondents

(Source: - Primary data)

Interpretation: - Above cited table and graph clearly shows that majority which is 164(72.9%) respondents belongs to the age group 21 to 25 years; 44(19.6%) respondents falls under the age group 14 to 20 years; 10(4.4%) respondents falls under age group 26 to 30 years; 5(2.2%) respondents belongs to age group 31 to 35 years and only 2(0.9%) respondents falls under above 36 years of age.

Conclusion: - The majority of 72.9% of respondents fall under the age group 21 to 25 years.

Table number - 4

Sr. No	Apps	Numbers of Respondents	Percentage
01	Instagram	97	43.1
02	WhatsApp	77	34.2
03	YouTube	23	10.2
04	Snapchat	10	04.4
05	Facebook	4	01.8
06	Other Apps	14	06.3
07	Total	225	100

Apps being used by the respondents

(Source: - Primary data)

Interpretation: - Above cited table shows that out of 100% of respondents, the majority of the respondents i.e. 43.1% respondents use Instagram; 34.2% of the respondents use WhatsApp; 10.2% of the respondents use YouTube app; 4.4% of the respondents use Snapchat app and 1.8% of the respondents use the Facebook app.

Conclusion: - Instagram, WhatsApp, YouTube, Snapchat and Facebook are the top five popular social networking apps.

Table number - 5

Sr. No	Purpose of usage	Numbers of Respondents Out of 225	Percentage Out of 100
01	To be in touch with relatives/friends	173	76.9
02	To know about new market trends	125	55.6
03	To perform business activities	73	32.4
04	To kill the time	70	31.1
05	To perform art(s)	44	19.6
06	To see precise advertisements	37	16.4

07	Impulse	17	7.6
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Purposed of the use of social networking apps (Source: - Primary data)

Interpretation: -

a) Out of 100%, 76.9% respondents use social networking apps to just be in touch with relatives/friends followed by to know about new market trends i.e. 55.6%; to perform business activities i.e. 32.4%; to kill the time i.e. 31.1%; to perform art(s) 19.6%; to see precise advertisements i.e. 16.4% and the purpose of use of social networking app is impulse 7.6% respondents said.

Conclusion: - The purpose of the usage of social networking apps is to be in touch with relatives/friends i.e. 76.9%

Hypotheses tests: -

Hypothesis1: -

H0 – There is a significant relation between age group and social media networking app users.

H1 - There is no significant relation between age group and social media networking app users.

Descriptive Statistics

	Mean	Std. Deviation	N
Age Group	1.9200	.63583	225
Social Networking Apps	2.0622	1.36789	225

Correlations

		Age Group	Social Networking Apps
Age Group	Pearson Correlation	1	.750**
	Sig. (2-tailed)		.000
	N	225	225
Social Networking Apps	Pearson Correlation	.750**	1
	Sig. (2-tailed)	.000	
	N	225	225

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation: - Correlation coefficient is $\sigma = 0.750$ which says that there is a positive correlation between age group and social networking apps. (Hence H0 is accepted i.e. there is a significant relation between age group and social networking app users).

Hypothesis 2: -

H0 – There is a significant relation between gender and social media networking app users.

H1 - There is no significant relation between gender and social media networking app users.

Descriptive Statistics

	Mean	Std. Deviation	N

Gender	1.4578	.51690	225
Social Networking Apps	2.0622	1.36789	225

Correlations

		Gender	Social Networking Apps
Gender	Pearson Correlation	1	.711**
	Sig. (2-tailed)		.000
	N	225	225
Social Networking Apps	Pearson Correlation	.711**	1
	Sig. (2-tailed)	.000	
	N	225	225

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation: - Correlation coefficient is $\sigma = 0.711$ which says that there is a positive correlation between gender and social networking apps. (Hence H0 is accepted i.e. There is a significant relation between gender and social media networking app users).

Findings:

- It has been observed that to improve social networks respondents use both mediums (online and offline).
- As far as the top five social networking apps are concerned, Instagram secured first place; WhatsApp secured second; YouTube is in the third number; Snapchat is in the fourth number and Facebook is in the fifth number. Therefore, in Aurangabad city, if marketers want to target the audience then they may give a thought to Instagram first and then WhatsApp.
- Amongst all respondents, most of the respondents use social networking apps to be in touch with their relatives/friends followed by to know about new market trends; to perform business activities; to kill the time; to perform art(s); to see precise advertisements and they just visit social networking apps to see (impulse).
- Out of all the respondents, the majority of respondents were male.
- The majority of respondents belonged to the age group 21 to 25 years.
- Respondents are preferring Instagram the most.

Suggestions: -

- Snapchat, Facebook and other social networking platforms/apps should introduce more innovative functions so that users turnup towards them.
- Marketers should consider social media to advertise their products because there is a relationship between age groups and social media networking app users.
- Other social media platforms should create awareness amongst the potential users because only a few social media apps are dominating social networking activities.
- For demographic segmentation, it is recommended to marketers consider social media platforms for effective marketing.

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