

**Research Project Report**

**“User’s preference towards Social Media platforms”**

**FOR THE PARTIAL FULFILLMENT OF THE  
REQUIREMENT**

**FOR THE AWARD OF  
BACHELORS OF BUSINESS ADMINISTRATION**

**UNDER THE GUIDANCE OF**

**Dr. Saifali Mishra**

**SUBMITTED BY-**

**Upendra Singh (19GSOB1010120)**

**BBA 6<sup>TH</sup> SEMESTER**

**BBA 2021-2022**



**SCHOOL OF BUSINESS  
GALGOTIAS UNIVERSITY**



**SCHOOL OF BUSINESS**  
**BONAFIDE CERTIFICATE**

**Certified that this project report “USER PREFERENCE TOWARDS SOCIAL MEDIA” is the bonafide work of “UPENDRA SINGH(19GSOB1010120)” who carried out the project work under my supervision.**

**Signature of Dean**

**Signature of Supervisor**

## **Certificate of Approval**

This is to certify that the project report “**User Preference towards social media**” has been prepared by **Mr. Upendra Singh** under my supervision and guidance. The project report has submitted towards the partial fulfillment of 3 year, Full time BACHELOR OF BUSINESS ADMINISTRATION.

**Name & Signature of faculty**

**Dr. Saifali Mishra**

**Date-**

## **Declaration**

I **Upendra Singh 19GSOB1010120**, Student of School of Business, Galgotias University, Greater Noida, hereby declare that the project report on “**User Preference towards social media**” is an original and authenticated work done by me.

I further declare that it has not been submitted elsewhere by any other person in any of the institute for the award of any degree or diploma.

Name & Signature of the student

**Upendra Singh**

Date

## ACKNOWLEDGEMENT

I'd like to express my heartfelt appreciation and gratitude to my university mentor "**DR. SAIFALI MISHRA**" for his guidance and assistance in completing my Industrial Research project on "User Preference for Social Media Platforms."

I learned so much from her, and I am truly grateful for his support. I would also like to express our heartfelt gratitude to all of our university's faculties for their invaluable knowledge, guidance, and encouragement throughout the completion of this research project.

I'd like to express our heartfelt appreciation to them for sharing their honest and insightful perspectives on a variety of project-related issues. I appreciate your help and advice.

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## **EXECUTIVE SUMMARY**

This is an attempt to know what the preference of users on social media platform is and how social media has affected the people and what is the various positive and negative impact of social media on users, which they are facing now a days. As a student of BBA it is a part for the study of everyone to undergo an industrial research project.

So in the first part of the project we will know about some basic meaning and definition of social media and what are the various types of social networking sites are available in the world to which people are using. There are many definitions, which describe about social media platforms. Many authors and philosophers had their own view in regards of social media platform

In the second part we will describe the what percentage of active users all over the world are engaged into social media platform and also we will describe about what are the positive and negative impacts of social media platforms that users are facing now a days. Now a day there is an increase in number of users who are using social networking sites. As world are going digitally now a days it is good to some extension but it is also causing some negative impacts on user's health and their personal life. People are filling with anxiety and other diseases.

In the third part we will start our research by setting up a right objective and research methodology. In the objectives, we describe all the following problems and experience that users are facing. After that we select sample size that how many people i want to conduct research and we describe various types of data are available and what are the tools for collecting those data.

At last, we conclude our research with given data and give recommendation on that. At the end of the report, we put up a questionnaire from where we collect the data.

# INTRODUCTION



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**.





**So, this is the short introduction of social media.**

### **What are the benefits of Social Media?**

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 allow 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. Which 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.

# THE MOST POPULAR SOCIAL MEDIA PLATFORMS

						
PEOPLE	<ul style="list-style-type: none"> <li>• 25-34</li> <li>• Boomers</li> </ul>	<ul style="list-style-type: none"> <li>• 18-24, 25-34</li> <li>• Millennials</li> </ul>	<ul style="list-style-type: none"> <li>• 25-34, 35-49</li> <li>• Educated/wealthy</li> </ul>	<ul style="list-style-type: none"> <li>• 46-55</li> <li>• Professionals</li> </ul>	<ul style="list-style-type: none"> <li>• 10-19</li> <li>• Female (60%)</li> </ul>	<ul style="list-style-type: none"> <li>• 13-17, 25-34</li> <li>• Teens</li> </ul>
CONTENT	<ul style="list-style-type: none"> <li>• Photos &amp; links</li> <li>• Information</li> <li>• Live video</li> </ul>	<ul style="list-style-type: none"> <li>• Inspiration &amp; adventure</li> <li>• Questions/polls</li> </ul>	<ul style="list-style-type: none"> <li>• News</li> <li>• Discussion</li> <li>• Humor</li> </ul>	<ul style="list-style-type: none"> <li>• Long-form content</li> <li>• Core values</li> </ul>	<ul style="list-style-type: none"> <li>• Entertainment</li> <li>• Humor</li> <li>• Challenges</li> </ul>	<ul style="list-style-type: none"> <li>• Silly</li> <li>• Feel-good</li> <li>• Trends</li> </ul>
STRATEGIES	<ul style="list-style-type: none"> <li>• Local marketing</li> <li>• Advertising</li> <li>• Relationship building</li> </ul>	<ul style="list-style-type: none"> <li>• Ecommerce</li> <li>• Organic engagement</li> <li>• Influencer</li> </ul>	<ul style="list-style-type: none"> <li>• Customer service</li> <li>• Ads for males</li> </ul>	<ul style="list-style-type: none"> <li>• B2B</li> <li>• Organic engagement</li> <li>• International</li> </ul>	<ul style="list-style-type: none"> <li>• Influencer marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Video ads</li> <li>• Location-based marketing</li> <li>• App marketing</li> </ul>
INDUSTRIES	<ul style="list-style-type: none"> <li>• Beauty/fitness</li> <li>• Jobs/education</li> <li>• Emplmnt/job train</li> <li>• Healthcare</li> <li>• Restaurants</li> <li>• Finance</li> </ul>	<ul style="list-style-type: none"> <li>• Higher ed</li> <li>• Sports teams</li> <li>• Nonprofits</li> <li>• Technology</li> <li>• Consumer goods</li> <li>• Office supplies</li> </ul>	<ul style="list-style-type: none"> <li>• Higher ed</li> <li>• Sports teams</li> <li>• Food &amp; bev</li> <li>• Alcohol</li> <li>• Financial svc</li> <li>• Healthcare communication</li> </ul>	<ul style="list-style-type: none"> <li>• Hospital/health</li> <li>• IT</li> <li>• Construction</li> <li>• Public admin</li> <li>• Retail</li> <li>• Manufacturing</li> </ul>	<ul style="list-style-type: none"> <li>• Entertainment</li> <li>• FM consumer goods</li> <li>• Interior design</li> <li>• Fitness &amp; sports</li> <li>• Beauty, art, fashion, jewelry</li> </ul>	<ul style="list-style-type: none"> <li>• Schools/college</li> <li>• Gyms</li> <li>• Salons</li> <li>• Restaurants</li> <li>• Concerts</li> </ul>
EMOTIONS	<ul style="list-style-type: none"> <li>• Informed</li> <li>• Overwhelmed</li> <li>• Guilty</li> <li>• Curious</li> <li>• Self-conscious</li> <li>• Connected</li> <li>• Entertained</li> <li>• Isolated</li> <li>• Lonely</li> </ul>	<ul style="list-style-type: none"> <li>• Inspired</li> <li>• Entertained</li> <li>• Adventurous</li> <li>• Smart</li> <li>• Flirtatious</li> <li>• Self-conscious</li> <li>• Creative</li> <li>• Playful</li> <li>• Attractive</li> </ul>	<ul style="list-style-type: none"> <li>• Anxious</li> <li>• Isolated</li> <li>• Overwhelmed</li> <li>• Informed</li> <li>• Flirtatious</li> <li>• Lonely</li> <li>• Self-conscious</li> <li>• Guilty</li> <li>• Depressed</li> </ul>	<ul style="list-style-type: none"> <li>• Informed</li> <li>• Smart</li> <li>• Inspired</li> <li>• Celebratory</li> <li>• Connected</li> <li>• Motivated</li> <li>• (Not backed by study)</li> </ul>	<ul style="list-style-type: none"> <li>• Funny</li> <li>• Creative</li> <li>• Informed</li> <li>• Motivated</li> <li>• Practical</li> </ul>	<ul style="list-style-type: none"> <li>• Silly</li> <li>• Creative</li> <li>• Attractive</li> <li>• Adventurous</li> <li>• Flirtatious</li> <li>• Excited</li> <li>• Happy</li> <li>• Playful</li> <li>• Spontaneous</li> </ul>
WEAKNESS	<ul style="list-style-type: none"> <li>• Weak organic reach</li> </ul>	<ul style="list-style-type: none"> <li>• High ad costs</li> </ul>	<ul style="list-style-type: none"> <li>• See above</li> </ul>	<ul style="list-style-type: none"> <li>• Reporting and custom audience</li> </ul>	<ul style="list-style-type: none"> <li>• Least popular for marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Can't build relationships</li> </ul>

## **Business applications of social media**

Social media is used in business to market products, promote brands, connect with customers, and foster new business. Social media, as a communication platform, encourages customer feedback and makes it simple for customers to share their experiences with a company. Businesses can respond quickly to both positive and negative feedback, address customer issues, and maintain or rebuild customer trust.

Crowdsourcing is also done through social media. That is the practise of using social media to gather information, goods, or services. Crowdsourcing is used by businesses to solicit ideas from employees, customers, and the general public in order to improve current products or develop new products or services.

The following are some examples of business-to-business (B2B) applications:

**Social media analytics-** This is the practise of collecting and analysing data from blogs and social media websites to help with business decisions. Customer sentiment analysis is the most common application of social media analytics.

**Social media marketing (SMM)-** This application broadens a company's brand awareness and customer reach. Social media optimization is an important aspect of SMM (SMO). SMO, like search engine optimization, is a strategy for increasing the number of visitors to a website. Social media buttons and links are added to content, and activities are promoted through status updates, tweets, and blogs.

**Customer relationship marketing on social media-** Social CRM is an effective business tool. A Facebook page, for example, allows people who like a company's brand to like the business's page. As a result, new avenues for communication, marketing, and networking emerge. Users can follow conversations about a product or brand on social media sites to get real-time market data and feedback.

**Recruiting-** Social recruiting has evolved into an important component of employee recruitment strategies. It is a quick way to reach a large number of potential candidates, both active job seekers and people who had not considered changing jobs until they saw the recruitment post.

**Enterprise social networking-** Enterprise social networking is also used by businesses to connect people who have similar interests or activities. Internal intranets and collaboration platforms like as Yammer, Slack, and Microsoft Teams are examples of these apps, which provide employees with information and communication capabilities. Externally, public social media networks allow businesses to stay in touch with clients while also making market research simple.

## Enterprise social media best practices

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.

Here are some social media best practises for businesses to follow:

- Create social media policies that define acceptable employee social behaviour. These policies should also make certain that social media posts do not expose the company to legal issues or public embarrassment. Directives for when an employee must identify themselves as a company representative, as well as rules for what type of information can be shared, should be included in the guidelines.
- Concentrate on B2B marketing platforms such as Twitter and LinkedIn.
- Implement an engaging, customer-focused strategy in social media campaigns. One example would be to use Twitter to answer customer questions.
- Include rich media in content, such as images and video, to make it more compelling and appealing to users.
- Make use of social media analytics tools to track user engagement with content and stay on top of trends.
- Use a conversational tone in your posts to appear professional but not stiff.
- Cut long-form content in half to make it more socially friendly. Examples include lists and audio and video snippets.
- Encourage employees and customers who are positive about the organisation to repost their content.
- Monitor analytics and management tools, as well as social media accounts, on a regular, if not daily, basis.

Social media is ubiquitous. It is used by individuals and businesses of all sizes and types. It's an essential tool for engaging with customers, gathering customer feedback, and increasing company visibility.

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.

## **Social media marketing statistics**

Don't just take our word for it when it comes to the benefits listed above. Let's look at some social media marketing statistics that demonstrate its effectiveness:

- The average adult spends 2.25 hours per day on social media.
- More than 70% of people who have a positive social media experience with a business will recommend that business to their networks.
- On average, Facebook users click on 12 Paid advertising per month.
- Instagram is used by 81% of people to research products and services.
- When they receive a response to their tweet, nearly 80% of Twitter users feel more positive about a company.
- Four out of each five LinkedIn customers make the decisions.
- 46% of TikTok users are completely immersed in the app, with no other distractions.

## **RESEARCH OBJECTIVES**

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

## PROBLEM STATEMENT

**There are many negative and harmful impacts of social media on Teenager's Life..**

1. Now a days the increasing craze of social media has created an adverse negative impact on teenager's life, this is because now students are more relying on digital media as they search everything on social media which has decreased their thinking and remembering skills.
2. The use of social media has gradually increased during COVID-19 pandemic because all the offline and traditional works has stopped but only digital media are in full flow of work, which include online classes, online shopping & ordering, online coaching, online meeting etc. This has created an adverse impact on human's eyes and health. A survey has shown that too many patients was admit into the hospitals related to their eyes problem.
3. Now a days students are relying more on social media because the information which they want to know are easily available on social media and they can directly accessible from there which reduces their learning and research capabilities.
4. **Facebook, Instagram, Twitter, YouTube, WhatsApp, Pinterest, Telegram, Skype, LinkedIn** etc. These are some SNS, which creates a craze among the teenagers.
5. One of the major disadvantage of social media is that the students are started believing more on information which is available on social media rather than believing in facts or information which are available in newspapers and magazine. It results in spreading rumor in the society.
6. Students are also making fake profiles on SNS, which results into Cyber Crime and creates anxiety and depression among teenagers.

The problems that mention above typically faced by students, when they engage into social media platforms.

## LITERATURE REVIEW

Web-based social networking alludes to associate accumulation of social innovations that have sceptred associate unrest in consumer-created content, worldwide teams, and distributing of purchaser feelings. It can, likewise, be characterised as a gathering of Internet-construct applications that area unit worked with respect to philosophic and innovative institutions of internet two.0 which permits the creation and trade of user generated content. Potential customers area unit those that would really like get } a product within the close to future and presently area unit reading reviews on social media with the intention to choose whether or not or to not buy that product. 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. People can utilise social media as a key communication and interactive platform, and it has an impact on consumers of many ages and races.

In terms of purpose and frequency of use, the types of devices people use, and even how they access information, there are significant distinctions and variations in how populations utilise the Internet. 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 a Deloitte study, social media affected 47 percent of millennials' purchases, compared to 19 percent of all other age groups. 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). Furthermore, social media has given consumers the ability to disseminate information about product and service companies among their peers (Mangold & Smith, 2012 ; Stileman, 2009). The role of the consumer has never been more significant or powerful than it is now, as people tweet, blog, and share using Facebook or any other kind of social media site to analyse the delivery of a brand's promises.

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). Stevenson, Bruner, and Kumar (2000) discovered that a negative attitude about Internet marketing led in poor purchasing motivation, whereas Wolin, Korgaonkar, and Lund (2002) argued that a positive attitude toward Internet marketing resulted in much greater online shopping and spending.

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.

# RESEARCH METHODOLOGY

## DEFINITION OF RESEARCH METHODOLOGY

Research Methodology defined as procedure, which are use to define the problem, identify it, collect the data and analyze those data in order to know information about the topic.

## RESEARCH DESIGN

It is a process or strategy that researcher choose to integrate all the component and facts in order to study the topic in a coherent and logical way. It provide collection of relevant data or evidence with minimal cost, time & effort.

### Types of Research Design:-

- Exploratory research
- Descriptive research
- Causal research

### Exploratory Research

Exploratory analysis is "the preliminary analysis to clarify the precise nature of the matter to be resolved." it's wont to guarantee extra analysis is taken into thought throughout Associate in

Nursing experiment furthermore as determinative analysis priorities, grouping information and honing in on bound subjects, which can be troublesome to require note of while not alpha analysis

### Descriptive Research

Descriptive research is a type of study that focuses on describing the characteristics of the population or subject under study. This methodology prioritises the "what" of the research topic over the "why" of the research topic.

### Causal Research

Causal research is a type of investigation that seeks to determine the cause and effect relationship between two variables. This research is primarily used to determine the cause of a specific behaviour. Causation research is used to determine what changes occur in an independent variable as a result of a change in the dependent variable.

So, we are 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

## **SAMPLING DESIGN**

A sample design is process of obtaining the information from a subset (sample) of large group (population)

The sample results are then used to estimate the larger group.

## **SAMPLING SIZE**

It means how many samples you have taken from the population during your research process. **So, I selected a sample size of 30 people**

## **SAMPLING METHOD**

There are basically two types of sampling methods that we can use for our research.

- 1. PROBABILITY SAMPLING METHOD**
- 2. NON-PROBABILITY SAMPLING METHOD**

## **PROBABILITY SAMPLING METHOD**

It is a type of sampling method in which the researchers choose a sample from the large population using method of probability. It basically involve random selection method.

### **Types of Probability Sampling method**

- 1. Simple Random Sampling:-** In this type of sampling method, every member of population have an equal chance of selection.
- 2. Systematic Sampling:-** In this type of sampling method, every member in a population have assigned with a number and members are selected on a regular interval of time.
- 3. Stratified Sampling:-** In this type of sampling method. All the members of a population are being divided into following small groups which help the researcher to draw a precise conclusion by ensuring each group as a sample.
- 4. Cluster Sampling:-** In this type of sampling method. All the members of population are divided into following small groups but with similar characteristics. The benefit of this sampling is you can directly select the groups instead of selection each members from group.

## **NON- PROBABILITY SAMPLING**

In non- probability sampling method it is not know that which person is going to be selected from population as a sample. It is based on judgement of researcher.

### **Types of Non Probability Sampling Method**

- 1. Convenience Sampling:-** It totally depends upon the researcher that according to his convenience he select the person as a sample
- 2. Consecutive Sampling:-** It is similar to convenience sampling. In this researcher choose a group of sample, then conduct a research over a period of time, then analyse the result and then move on to the other group if required.
- 3. Quota Sampling:-** In this type of sampling the researcher divide the member into male and female in an organization. Because to understand better population. The researcher will only need some samples not the entire population.
- 4. Purposive Sampling:-** In this type of sampling method. The researcher select the members on the basis of his intelligence, Knowledge and credibility. It is also called **Judgemental Sampling**.

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

### **SAMPLE UNIT**

It means to whom you are consider as respondent

My sample unit is all the those who are engage with social media platform in Delhi-Ncr.

### **METHODS OF DATA COLLECTION:-**

**There are two methods of data collection:**

**1. PRIMARY DATA:**

A researcher collects primary data from first-hand sources utilising methods such as surveys, interviews, and experiments. It is gathered directly from primary sources with the research project in mind.

**2. SECONDARY DATA:**

Secondary data are those data which are collected for second time and which are collected by someone else and already being passed through statistical process.

Secondary data is a data gathered from studies, surveys, or experiments that have been run by other people or for other's research.

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

## **TOOLS FOR DATA COLLECTION**

**There are 5 tools for data collection**

- 1. Survey Method**
- 2. Interview Method**
- 3. Questionnaire Method**
- 4. Schedule Method**
- 5. Observation Method**

- 1. Survey Method:-** This method is used to diagnosis and solving of social problem is that of understanding a survey.
- 2. Interview Method:-** This method of collecting data involve presentation or oral verbal stimuli and reply in terms of oral verbal response. Interview method is oral verbal communication, where interviewer ask question (which are aimed to get information required from the study) to respondent.

## **There are many types of Interview method**

- **Personal Interview**
- **Telephonic Interview**
- **Structured Interview**
- **Unstructured Interview**
- **Panel Interview**
- **Selection Interview**
- **Depth Interview**

**3. Questionnaire Methods:-** In this method questionnaire is generally sent through a e-mail and no further assistance from sender. It sent to a person with a request to answer the questions that were written in questionnaire and return in printed definite order.

A questionnaire must be short and simple, question should not be in technical terms and should be properly arranged in a sequence.

**4. Schedule Method:-** It is like a questionnaire but it is filled by enumerator who are specially appointed for filling a questionnaire. Enumerator explain aim and objectives to respondent and fill the answer in provided space.

**5. Observation Method:-** It is a method under which data from field is collected with the help of observation by observer or by personally going to field.

## **Types of observation Methods**

- **Structured & Unstructured**
- **Participants & Non participants**
- **Controlled & Uncontrolled**

I have selected the **QUESTIONNAIRE METHOD** for data collection, first I prepare a questionnaire for taking a feedback from people this would help us in getting a proper data of users preference towards social media platform

# Questionnaire

Name: \_\_\_\_\_ Email id: \_\_\_\_\_

\* Tick any one

**1. Your Profession?**

- Businessman
- Student
- Housewife
- Other

**2. Your Age?**

- Less than 20
- 20-30
- 30-40
- More than 40

**3. Your Gender ?**

- Male
- Female
- Other

**4. Your Demographic Location ?**

- Rural
- Urban

**5. Is Social media platform beneficial for you?**

- Yes
- No
- May be
- May not be

**6. How many hours you are spending on Social platforms.**

- 1-2 hrs.
- 3-4 hrs.
- 5-6 hrs.
- More than six hrs.

**7. What are the negative impacts that you are facing while using SMP?**

- Addiction
- Anxiety
- Eye & health problem
- Mismanagement
- Not any Negative Impact
- Time Loss

**8. Do you use Social Media networking apps?**

- Yes
- No

**9. If yes, then which social networking apps do you use more?**

- Facebook
- Instagram
- WhatsApp
- Twitter
- LinkedIn
- Snapchat
- Other

**10. What is the Frequency of using Social networking apps?**

- Everyday
- Once a week
- Once a month
- Occasionally

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

- Celebrities
- Professors
- Politicians
- Other

**12. What is your main purpose of using SNS?**

- Communicate and connect with existing people
- Networking (meeting new people online)
- To get information or learn something new
- For other reasons



## **DATA ANALYSIS & INTERPRETATION**

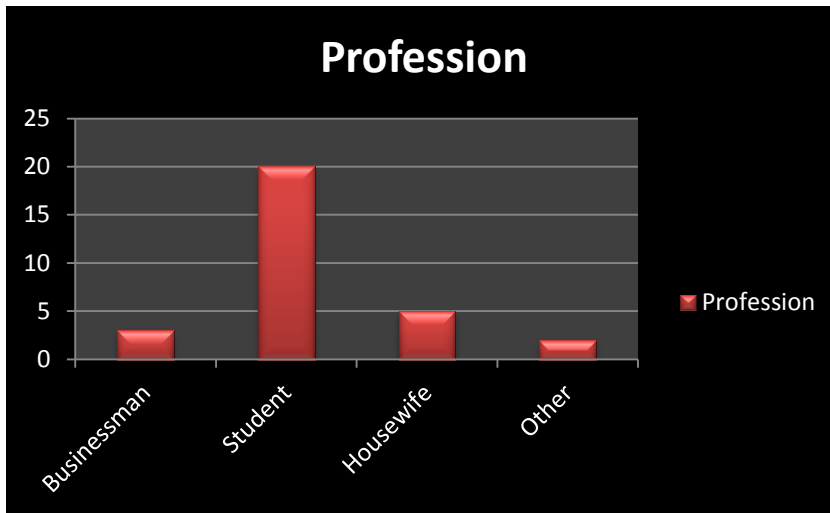
Data analysis & interpretation is a process of assigning or adding meaning and values to the collected data and information and help in determining the conclusion, significance, and implication of finding.

So, we have collected primary as well secondary data with the help of survey methods. We first prepare a questionnaire and circulate among the group of 30 people. Our sample size is also 30. So, from the questionnaire we collected the data and that data we should be represents in form of graph we have also done a survey on our family members and friends.

We have prepared 12 questions on questionnaire and we have done our survey on 30 peoples. So, we are going to analyse & interpret the given data.

### 1. Your Profession?

PROFESSION	Businessman	Student	Housewife	OTHER
RESPONSE	3	20	5	2

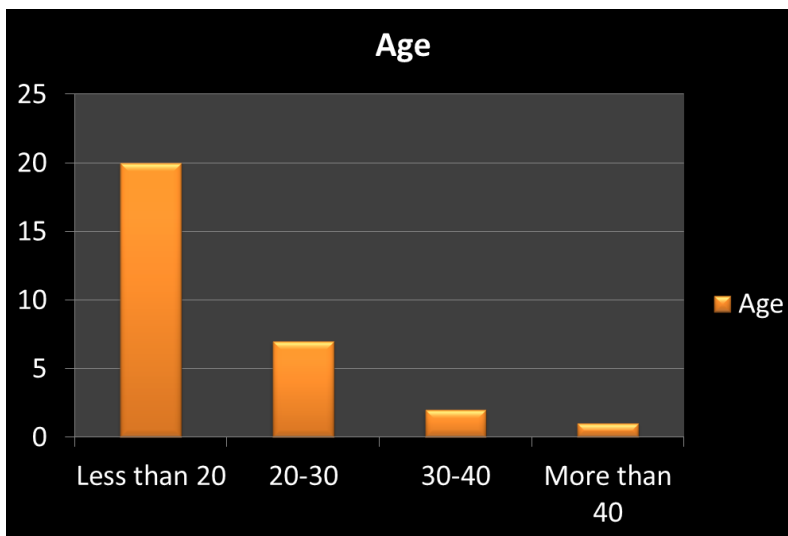


### Interpretation

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.

## 2. Your Age

AGE	Less than 20	20-30	30-40	More than 40
RESPONSE	20	7	2	1

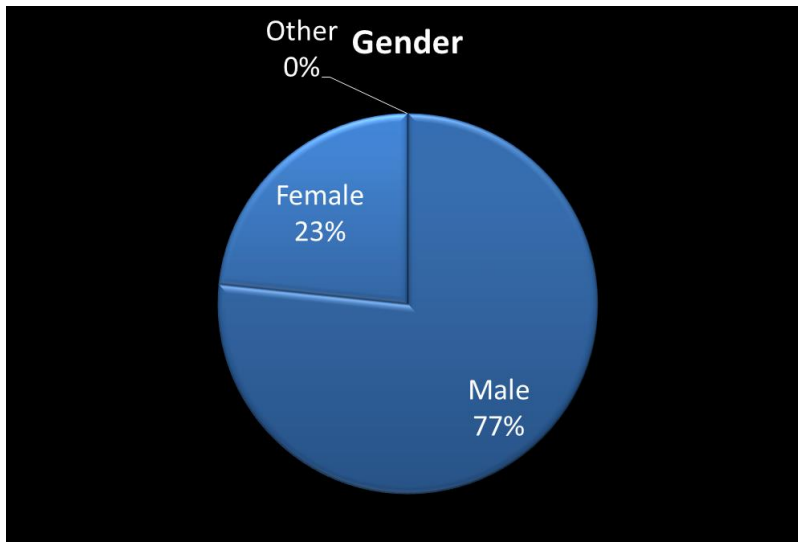


### Interpretation

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.

### 3. Your Gender

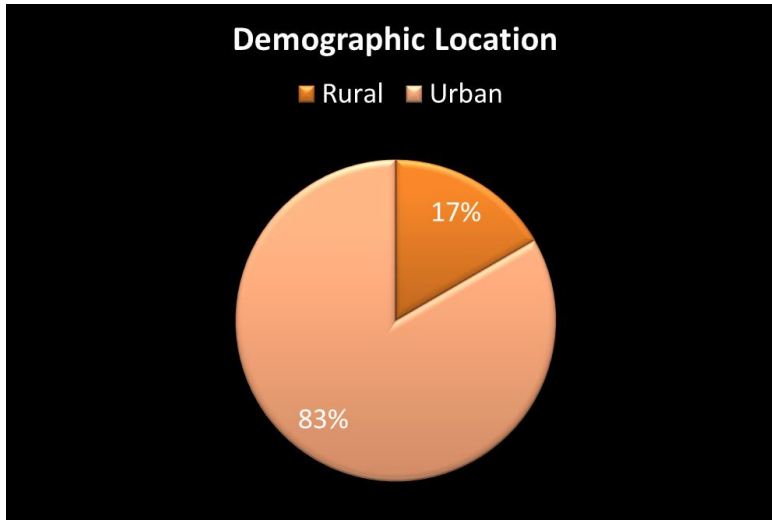
Gender	Male	Female	Other
% of RESPONSE	77	23	0



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.

#### 4. Your Demographic Location?

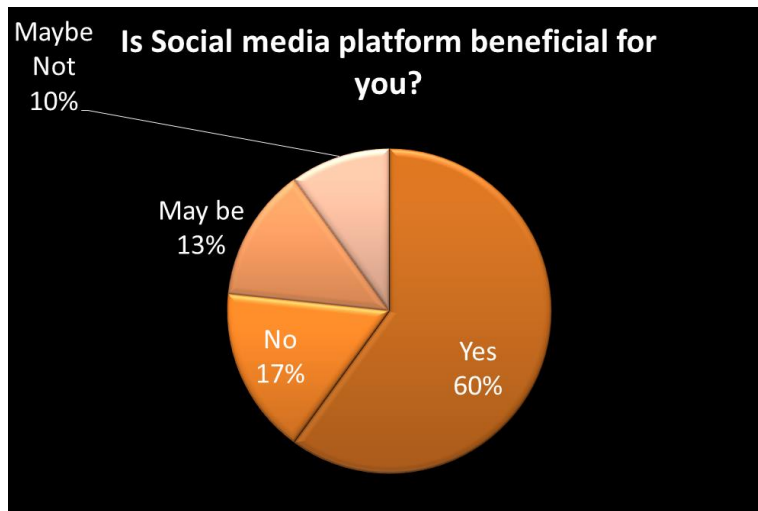
Location	Rural	Urban
% of RESPONSE	23	77



#### 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.

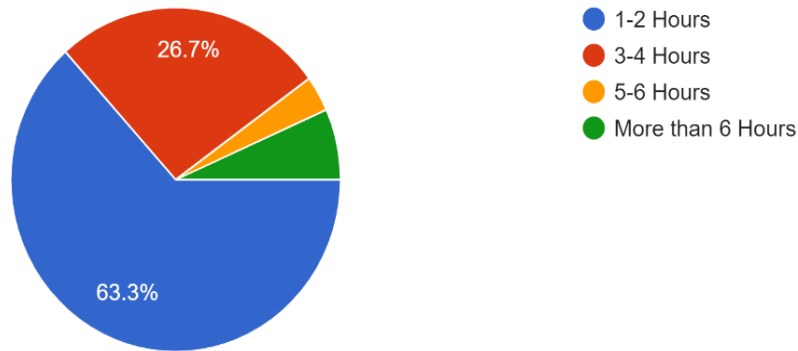
## 5. Is Social media platform beneficial for you?



### 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.**

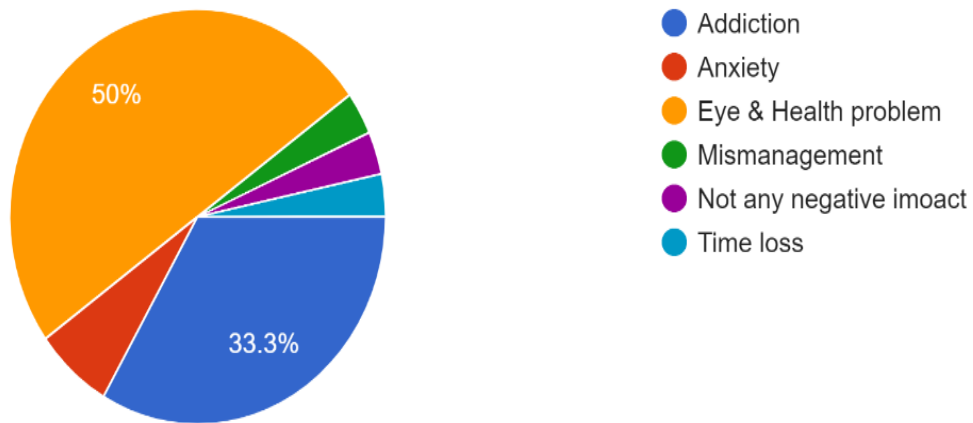
## 6. How many hours you are spending on Social platforms



### 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.

## 7. What are the negative impacts that you are facing while using SMP?

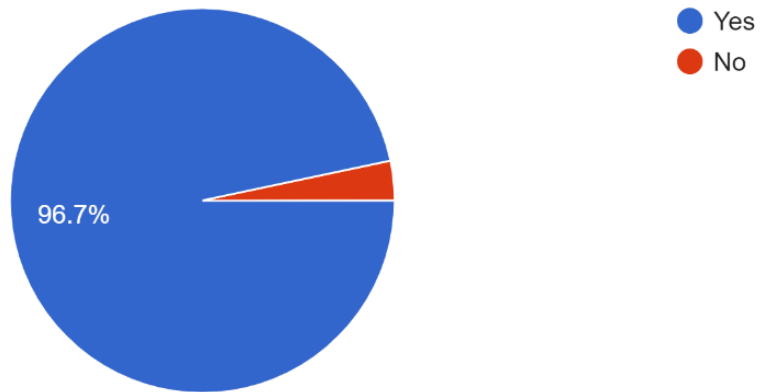


### Interpretation

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**



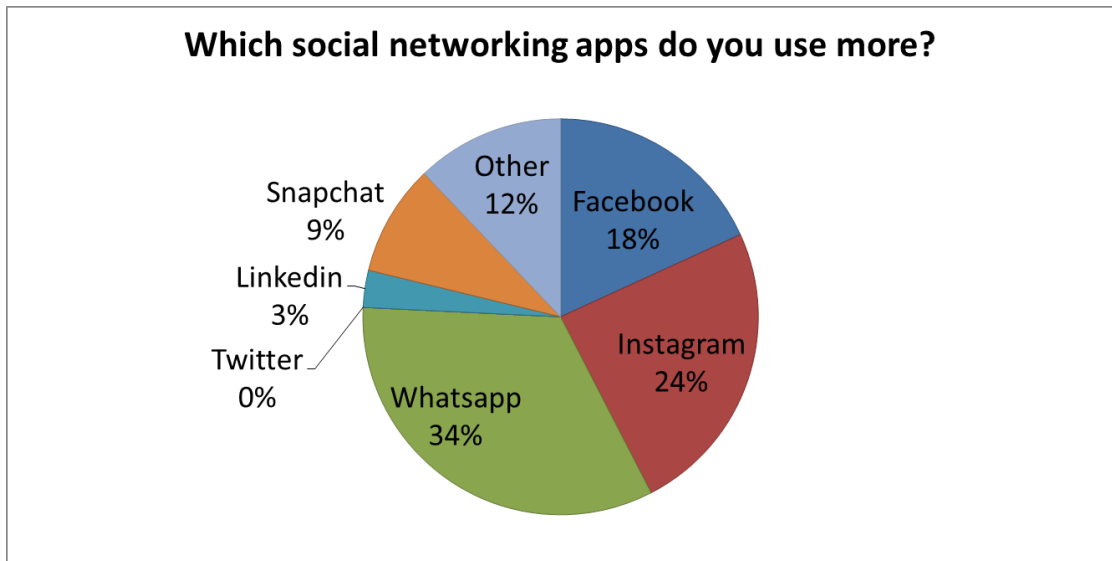
## 8. Do you use Social Media networking apps?



### 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**

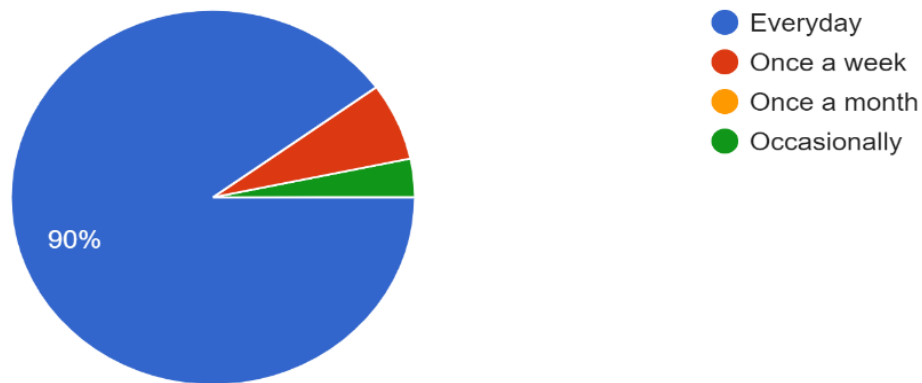
**9. If yes, then which social networking apps do you use more?**



**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**.

## 10. What is the Frequency of using Social networking apps?

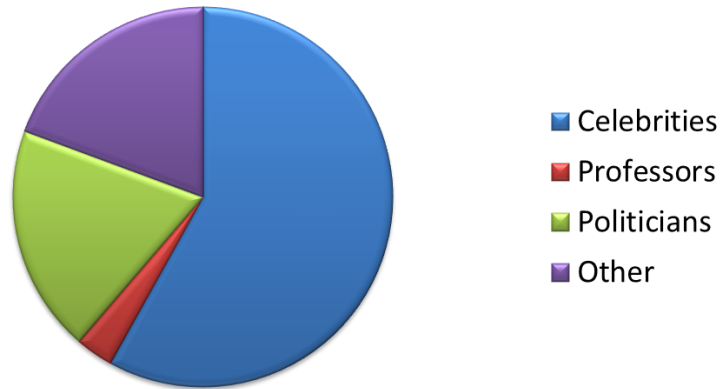


### Interpretation

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**.

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

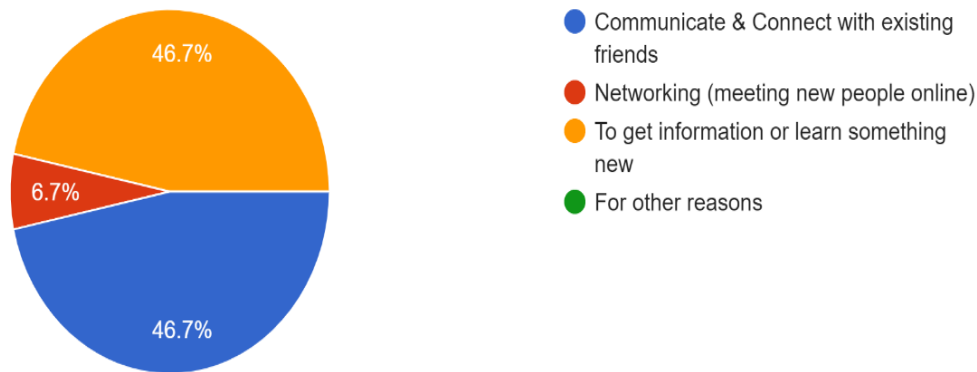
**Other than the family & friends, whom else do you include in your social Networks?**



**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.

## 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**

**So, this is interpretation of given data which we have collected from questionnaire**

## FINDINGS & RESULTS

1. 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
2. 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.
3. 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
4. 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.
5. 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
6. 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.
7. 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.
8. **27%** of respondent are also thinking that social media have a negative impacts on them.

## **LIMITATIONS**

1. My sample is only 30, so the accurate survey is not enough to determine or generalize the findings of the study.
2. Samples of respondent are only collected from Delhi-Ncr, So, it is difficult to say that this results may be applicable to other place or whole country.
3. One of the demerit of online survey is that many of the respondent may not give correct answer or may be biased while answering the questionnaire
4. Lack of research experience

## SUGGESTIONS & RECOMMENDATION

- There is a big concern in regards to privacy on social media platforms so company must concern about the privacy and must create policies to strengthen the privacy as theft identity is now very common and serious threats in these days any one can stole the personal data of anyone and so user would never want to take or accept those risk which is caused by unsafe social networking sites and its apps
- The apps and website should be more organic and user friendly and free from risk and complexity
- The youth of India should also know about the right use of social media and have a proper knowledge before using this media. Don't misuse the platform as it will then destroy your life and may spread a negative impact in your mindset
- Be away from unwanted and restricted content. Use social media to strengthen your capacity and personality not to demoralize or for anxiety like problems
- Don't depend too much on social media as it decrease or may vanish your thinking ability and creativity. Social media is a platform where you enhance yourself. Only use social media when there is need as excessive use of this platform may also give birth to a new problem like breaking up relationship, family problem, health problem etc.
- Most of the people are youth who are using social media. So it is the responsibility of every youth that they give their 100% in taking our country in digital platform and keep engaged in advancing the technology and connect with all over the world to take some ideas of innovation and use it in the development of our country.



## CONCLUSION

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.

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## OTHER

- Internet
- Questionnaire