

RESEARCH PROJECT ON

EVALUATING FACTORS AFFECTING ADOPTION OF SOCIAL
MEDIA PLATFORMS.

FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT FOR
THE AWARD OF:-

BACHELOR OF BUSINESS ADMINISTRATION

UNDER THE GUIDANCE OF:-MS. NIRMALJEET KAUR VIRK.

SUBMITTED BY:- AMAN SHARMA

AAKASH UJJWAL

Bachelor of Business Administration:

(2018-21)



SCHOOL OF BUSINESS, GALGOTIAS
UNIVERSITY.

CERTIFICATE FROM THE FACULTY GUIDE

This is to certify that the Project Report “Evaluating Factors Affecting Adoption of Social Media Platforms” has been prepared by Mr. AMAN SHARMA, and AAKASH UJJWAL, under my supervision and guidance. The project report is submitted towards the partial fulfilment of 3 years full time Bachelor of Bachelor Business Admission.

Ms. Nirmaljeet Kaur Virk

Signature:-

Date:-

DECLARATION CERTIFICATE BY STUDENT

We AMAN SHARMA, and AAKASH UJJWAL, Roll no.:-18GSOB1010187, and 18GSOB1010003 students of BBA of School of Business, Galgotias University, Greater Noida, hereby declare that the project report on “ Evaluating Factors Affecting Adoption of Social Media Platforms” is an original work done by us.

We further declare that it has not been submitted elsewhere by any person in any of t5he institutes for the award of any diploma or degree.

AMAN SHARMA,AND

AAKASH UJJWAL.

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Further, we wish to express heartfelt gratitude to our university , Galgotias University for giving me this opportunity for Conducting Research .

INTRODUCTION

The introduction of social media creates new informational channels through mass interactions among users. This form of digital interactions helps information spread at a very high speed and effectively. In business, social media has a significant impact on marketing and in maintaining good relations with the customers and helps to give information about sellers, products and service..In this new era of social media and social networking sites have achieved a dominant breakthrough over its customers. Billions of people are now attached with one or the other social media sites and are expanded platform that affects the way of thinking of its users.

Social Media can be defined as a profile based podium which allows its users to visit, view and interact with the viewpoints and opinions between user and the other users. Through Social Media Platforms people can share their emotions and point of views to others instantly and at the same time social phenomenon can also be discovered.Many people are now using the latest social media technology. Social Media Platforms are fulfilling social as well as psychological needs of their users. The use of these platforms are now not limited to only sending and receiving messages but is extended to educational and informational transfer purposes. This form of social interaction and communication has now become the part of our daily lives. It has become a new culture and trend for the people to use Social Media Platforms and update their status, upload or download new photos and videos

The advancement in the internet in some recent years have made new systems available to its customers and users. Social Media Platforms such as online communications being agood example. The general availability of the internet has given individual an opportunity to use social media from email to Twitter and Facebook and has created an environment where we can interact with others or our loved ones without physical meetings. Online communities and social networking sites are an effective web technology for social interactions and sharing information. In addition the social media platforms provides networking of individuals which provides shared values, leading to positive impact on trust. Today with the expansion of social media a research of consumer behaviour on these platforms is an research agenda as because social media will likely to develop marketing strategies in firms through its different platforms.

Interactive and direct social media communication with different customers, colleagues, etc. and may provide an important impetus for us. Social Media has became part and parcel of our daily lives.Eliciting the Factors that influences the motive behind its adoption therefore can be treated as a significant study. Figuring out the factors that influences the adoption of different social media platforms for its customers is the main topic of this study.

As the use of Social Media Platforms are increasing day by day so the main objective of our study is to determine the factors that attracts a particular industry or a person to use a particular. Social Media Platform has affected the lives of people as it helps people to stay informed, for comparisons, and connect them with their family and friends. In general sense, Social Media has been around since the beginning of the Internet, when “ SIX DEGREES” first Social Networking Site launched in the year 1997. Since then Social Media Platforms are getting popular and in great demand with attractive revenues every year. The Revenue of Social Media Platforms are ready to reach \$50.86 billion by 2021 . Social Media has become extremely popular in recent years. In 2019 the worldwide social networking advertising revenue reached \$ 36.14 billion and this was 25.5 percent more revenue from the revenue earned in the year 2018.

The Social Media also provides jobs to different people from different educational background and skills set. Social Media Managers, Software Engineers, and Designers are in great demand but also workers with creative backgrounds such as Writers, Graphic Designers and Marketing Professionals. Social Media has a great scope of employment. The main Social Media Platforms such as Facebook , Twitter, Instagram and Whatsapp are giving a lot of employment opportunities to the youth of the country with attractive salary packages.

The social Media Platforms have a great effect and impact on businesses and industry also as Customers can contact a customer service representative faster and in an easier way now than ever before. Moreover Businesses can also receive, review and respond to customers grievences faster which helps to get the customer satisfaction. Also, due to increase in Social Media usage now Businesses can give any information regarding their product and can also get the reviews of the customers on that product. It has also helped the businesses to promote their business or their products very easily . It also has become the great tool for determing the evaluate the competitor and how they are using Social Media Platforms for growth

Social Media is the new source of promotion for any brands or it is the form of communication between the people and the companies that uses social media as a tool of promotion. Companies also use this toll for service promotion. Some of the commonly used platforms are facebook, twitter,linkedin, youtube etc.The compatibility of these new tools has shown to be a strong determinant in its adoption. It can be easily added to an organizations existing marketing strategies. Due to the fact that staff and equipment are already in place to handle these tools, social media is compatible with any workplace regardless of location, size or purpose. Social media also offers companies a relative advantage. Various studies have found that the perceived relative advantage of an innovation, defined as the degree to which an innovation is perceived as being better than the idea.

After attempting to first utilize these tools, many companies have added social media to their branding package, and yet, since the Internet emerged as a viable medium, how these organizations can effectively earn money from these communication tool.

The main objective behind this study is to find out the different factors that influence the use of different Social media Platforms and how the use of various Social Media Sites can influence the life of people .The study also determines the various relationships between the ease of use and usefulness of Social Media Platforms. Also, the study observes the disadvantages of choosing an incorrect platform for their goals, and how it affects their goals.

OBJECTIVE OF THE STUDY

This Study determines the main relationship between the ease of use and the usefulness of Social media to its adoption. Moreover it shows that whether the perceived society of different Social Media Platforms relates to its adoption in the learning environment of the college students. It also helps us to know that how these Social media Platforms are affecting our lives. This research paper provides a better understanding and a detailed review of the current state of Social Media Platforms. In this research we have conducted a systematic, review approach to collect, analyze and synthesize data regarding the views on Social media Platforms.

The purpose of this paper is to focus on how corporations should effectively utilize the Social media Platforms as a marketing channel. The key to any successful communication strategy is matching the message to the target audiences through the use of these Social media Platforms. As organisations are increasing their investment in Social Media Platforms, evaluation of such techniques that are useful that helps to adopt a correct Social media PLATFORM is increasingly important. The main focus and purpose of this Research paper is to contribute to knowledge regarding various Social Media Platforms.

This study also examines the influence of Social Media Platforms on public health against the COVID-19 pandemic via public health awareness and the behavioural changes in the public health due to Social media Platforms. In this study we have also identified and examined that how customer brand relationships affect brand loyalty and word of mouth when mediated by brand trust considering online brand communities on Social Media Platforms. Now a days the recent advances in information and communications technology and the advent of Social Media Platforms have resulted in the increasing popularity of Social Media Platforms and have provided enterprises and companies with new horizons in establishment of an effective significant relationship with clients. Therefore this research helps to know the effect of Social Media Platforms on businesses.

This paper also aims to investigate the benefits available from the use of the internet and social Media Platforms for businesses that operate in underserved regions. There is inadequate understanding of how social media can shape fear and consumer responses in the manner of consumer panic buying while COVID-19 is spreading across the world. Through taking a social constructionism position in this research focused on what people think and feel at an individual and collective level on the role of Social Media Platforms to create panic behaviour.

Many academics do not use Social Media Platforms for teaching, mostly due to a lack of awareness, skill and confidence in using this emerging technology. Despite this limited use of Social Media Platforms by academics, social media provides clear benefits for career development, research and teaching, including: improved communication with various stakeholders, increased opportunities and contacts, and increased student learning and satisfaction..1

This study also aims to attract the attention of the readers towards the use and advantages as well as the disadvantages of the Social Media Platforms. At the end our research helps to know that how Social Media Platforms have become a part of our lives and how they effects people.

LITERATURE REVIEW

In addition to it a research was conducted by Abdul Momen (2015) it was found that each month there are around 50 to 70 million active users are attaching with these Social Media Sites An interesting fact is that an average individual user spends around 20 to 40 minutes daily on Social Media Platforms such as Facebook and Twitter , where two third of its users at least open their accounts once in a day . In the year 2017 Facebook crosses rhe record of all other Social Media Platforms by having 25 million members and 1.6 billion pages views every day. In 2018 Facebook has become the fastest growing Social Media Platform. With the advances in the internet and the emergence of Social Media Platform the interconnectivity between individuals has expanded on the internet. The development enables customers and businesses to collaborate on internet. This new development has seen online communities and an electronic network of individuals emerges on Social Media Sites where members share information globally and quickly . With the rise in Social Media Platform a new era of content creation has emerged where individuals can easily share their experiences and information with other users.

Moreover, on those Platforms where consumers have Social interactions can became familiar with one another , providing a possible source of trust. At the end it can be said that Social Media Sites has become very convenient and well known Platform in the last few years which give us an opportunity to interact and connect with the world and also express our views to the worls through these Social Media platforms. Despite the recent increase in the adoption and use of Social Media Platforms and tools to support a firms operations, very little empirial research focusing on small and medium sized enterprises has been conducted to date. In particular we assess the impact of organizational manager and environmental characterstics on SME utilizatrion of the Facebook, etc.

A research conducted by Econstor (2018) found that when consumers adoptonline technology like Social Media they can simultaneously develop a positive and negative attitudes. The findings in that study also suggested that the nature of some of the paradoxes experienced by consumer may depend on the industry(tourism in this study) and the technology being investigated.

A research which was conducted by NAP (2019) founds that Social Media Platforms and Social Networking Sites have become so popular that83 percent of the office workers used office resources to access Social Media . Moreover 30 percent of office workers admitted to discussing work related issues via Social Media applications. Also, 40.8 percent of the IT and business decision makers admitted that they believe that Social Media is relevant in today's corporate environment. Only 11.55 percent of IT and business leaders were already making use of Social Media in their business.

In a research paper by Granovetter (2004) it was mentioned that In hierarchical organizations where knowledge workers are grouped together in specialist lines of service or processes weak ties becomes more important in order to be able to gain access to specialist knowledge and information present in other Social Media Networks .

Another research which was conducted by S. Greenwood (2016) found that as a part of an ongoing examination of Social Media Platforms the Pew Research Centre has found that a majority of adults in our country 62 percent uses Social Media for reading news and books. As news plays an important role in the survey shows that two thirds of the Facebook users i.e. 66 percent and 59 percent Twitter users uses their Social Media Accounts to get latest news and updates.

In a survey conducted by M. Aderson (2017) on 239 college students revealed that the main reason for use of Social Media Sites are to know the information about others. Also it was found in the survey that 60.77 percent of the students uses the Social Media Platforms for not only getting the information of other students but also to be in touch with their old school friends through the use of Social Media Platforms.

In a research conducted by University of Bradford (2014) and by reviewing 144 articles and research papers the researchers were able to conclude and provide an overview of the main themes and trends covered by the relevant literature such as the role of Social Media on word of mouth, customers relationship management and firms brand and performance. In this study it has also studied the most common issues of Social Media.

A very recent study which was conducted by M. Naeem (2021) to know that do social media platforms develop consumer panic buying during the fear of Covid-19 pandemic finds that uncertainties and insecurities proof buying as persuasion, product availability proof, global logic and expert opinion are some of the causes on social media platforms that developed the situation of consumer panic buying during Covid-19 crises. The study also finds that demand for hand sanitizers increased upto 25 percent due to Social Media Platforms and leads to panic buying as many people and organizations informed on Social Media that hand sanitizers helps to prevent Covid-19 virus.

In a research of understanding the role of Social Media content which was conducted by M. Duggan (2015) user engagement behaviour concludes that the effectiveness of Social Media content on users engagement is moderated by content context. The findings contribute to understanding engagement and user experience with Social Media. The dataset of this study contains 1038 posts over various Social Media Platforms like Facebook, Twitter, Instagram, etc.

According to P. Kanwar (2012) it was said that Trust and risk have been theorized and empirically approved as the most influential factors affecting individual behavior towards Social Media Platforms. To address this problem a rigorous and quantitative analysis was conducted to investigate the empirical evidence of 43 studies in information systems research

between 2006 and 2014. The findings suggests that the trust and risk both has a significant effect on Social Media Platform.

According to Petra Maresova (2020), it was seen that about 53 percent of Americans get news from different Social Media Platforms. And during Covid-19 pandemic most of the people's have accessed their Social Media Accounts for getting news.

According to a research conducted by Camille Nebekar (2018) it was that Social Media Platforms are also helping people to improve their health status as there are many contents that are shared on these platforms that suggest the tips to be healthy and fit. Many people are following the health advices that are mentioned in these Social Media Platforms.

Ulrike Gretzel (2019) in a research on 439 Social media platform articles published in 51 hospitality and tourism journals found that many people are now taking the help of these Social Media Platforms before going for tour and travel. Social Media helps them to know the place before hand and many people are now sharing informational posts on these Social Media Platforms.

In a research conducted by Shampy Kamboj and Nikunj Kumar Jain (2018) in which they conducted a research to examine that how consumer – brand relationships affect brand loyalty and word of mouth when brand trust considering online brand communities on Social Media Platforms. The findings of their research revealed that brand trust and loyalty partially mediated between the involvement and commitment variables of customer brand relationships and brand loyalty on Social Media Platforms.

RESEACH QUESTIONNAIRE

Name:-

Email Address:-

Age:-

Occupation:-

Que.1:-Do you think that Social Media Platforms have revolutionized the life of people?

- A. Highly Agree**
- B. Agree**
- C. Can't Say**
- D. Disagree**
- E. Highly Disagree.**

Que.2:-Do you think that today's world can't be imagine without Social Media Platforms?

- A. Highly Agree.**
- B. Agree.**
- C. Can't Say.**
- D. Disagree.**
- E. Highly Disagree.**

Que.3:- Can you say that Social Media Platforms are going to create various job opportunities in the coming years?

- A. Highly Agree.**
- B. Agree.**
- C. Can't Say.**
- D. Disagree.**
- E. Highly Disagree**

Que.4:-Do you think that Social Media Platforms can be misused for spreading

rumours and wrong informations?

A. Highly Agree.

B. Agree.

C. Can't Say.

D. Disagree.

E. Highly Disagree.

Que.5:- Do you think that Government should make laws to control Social Media Platforms that help in spreading rumours?

A. Highly Agree

B. Agree.

C. Can't Say.

D. Disagree.

E. Highly Disagree.

Que. 6:- Do you think that Twitter is a much better Social Media Platform than Facebook and Instagram to express our views and expressions?

A. Highly Agree.

B. Agree.

C. Can't Say.

D. Disagree.

E. Highly Disagree.

Que.7:- Can you say that expressing our views on Social Media Platforms are viable?

A. Highly Agree.

B. Agree.

C. Can't Say.

D. Disagree.

E. Highly Disagree.

Que.8:- Can Social Media Platforms helps customers to give their reviews?

- A. Highly Agree..**
- B. Agree.**
- C. Can't Say**
- D. Disagree.**
- E. Highly Disagree.**

Que.9:- Do you think that Social Media Platforms have made business related activities an easy job?

- A. Highly Agree.**
- B. Agree.**
- C. Can't Say**
- D. Disagree.**
- E. Highly disagree.**

Que.10 Do you think that Social Media Platforms have a bright future in coming future?

- A. Highly Agree.**
- B. Agree.**
- C. Can't Say.**
- D. Disagree.**
- E. Highly Disagree.**

Que.11:- Do you think that the problems that are raised on different Social Media Platforms reaches a wide range of people?

- A. Highly Agree.**
- B. Agree.**
- C. Can't Say.**
- D. Disagree.**
- E. Highly Disagree.**

Que.12:- Do you think that Social Media Platforms should do something to avoid the hacking of the accounts of the users?

- A.Highly Agree.**
- B. Agree.**
- C. Can't Say.**
- D. Disagree.**
- E. Highly Disagree.**

Que.13 Do you think that Social Media Platforms can be used in both Positive and Negative ways?

- A. Highly Agree.**
- B. Agree.**
- C. Can't Say**
- D. Disagree.**
- E. Highly Disagree.**

Que.14:- Can you say that Social Media Platforms are able to affect every part of the society?

- A. Highly Agree.**
- B. Agree.**
- C. Can't Say.**
- D. Disagree.**
- E. Highly Disagree.**

Que.15:- Do you think that various Social Media Platforms should be more user friendly and secure to use?

- A. Highly Agree.**
- B. Agree.**
- C. Can't Say.**
- D. Disagree.**
- E. Highly Disagree**

Que.16:- Do you think that personal information should not be asked by Social Media Platforms while making an account on these platforms?

- A. Highly Agree**
- B. Agree.**
- C. Can't Say.**
- D. Disagree.**
- E. Highly Disagree.**

RESEACH METHODOLOGY

Area of the Study:- The main Area of our study is to know that how different Social media Platforms have affected the lives of people. The research also helps us to know that what are the benefits of choosing a correct Social Media Platforms? It also helps us to know that in today's era how Social Media Platforms have affected the life of people and its importance in this changing environment. It also helps us to know the factors which are important to be kept in mind before choosing a Social Media Platform.

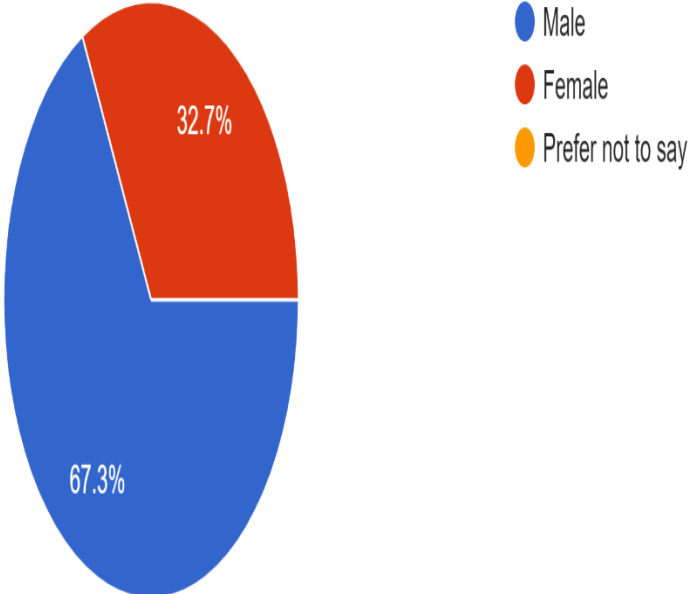
Sample Size:-The Sample is taken from t more than 50 college students who are active on different Social Media Platforms and questions are asked from those students based on the questionnaire. The main focus of our study was on students and people who are active on different Social Media Platforms.

Sampling Methodology:- The Sampling Methodology used in our research is Simple Random Sampling. In which we have selected almost 50 college students randomly and each student have to give their own views based on the questions asked from the questionnaire. Each student is given a fair chance in sampling process.

Data Analysis:- The Data that we collected during the survey time shows a honest response of the respondents. The Questionnaire that we prepared consist of overall 16 important questions that gave us a actual assessment of 50 Plus Respondents about their views are shown below:-

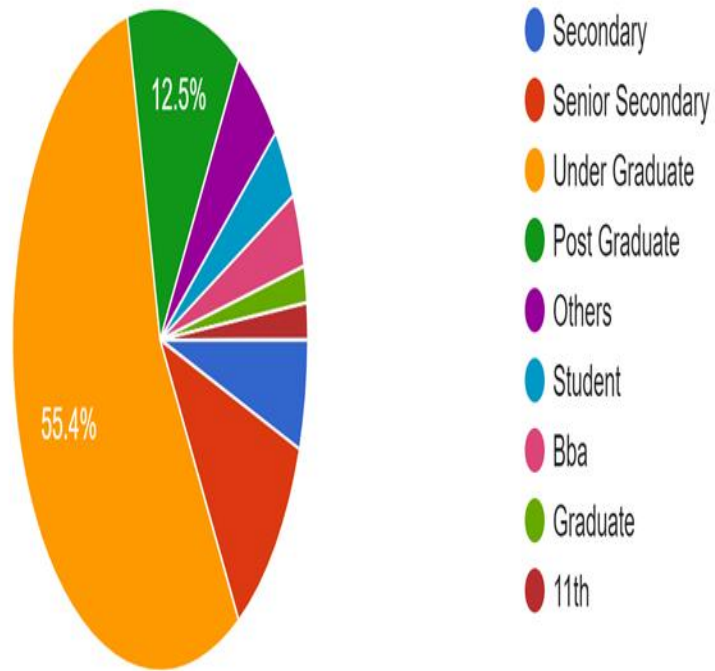
Gender

55 responses



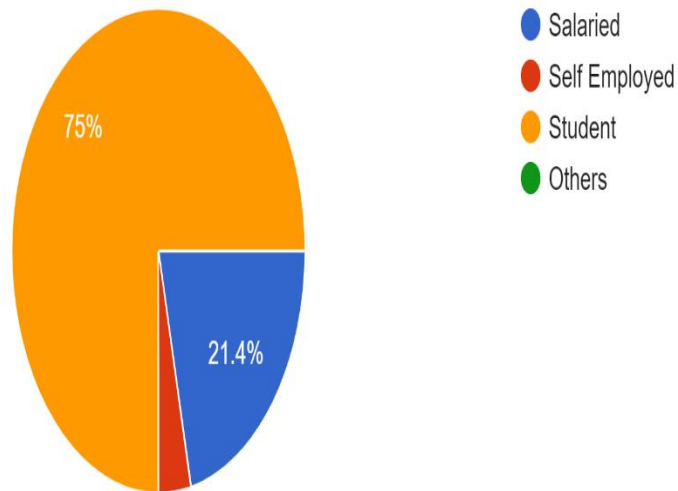
Education

56 responses



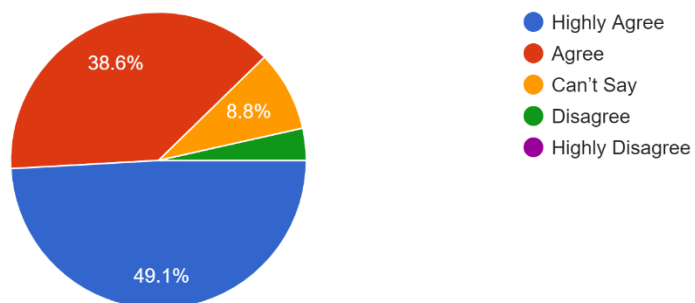
Occupation

56 responses



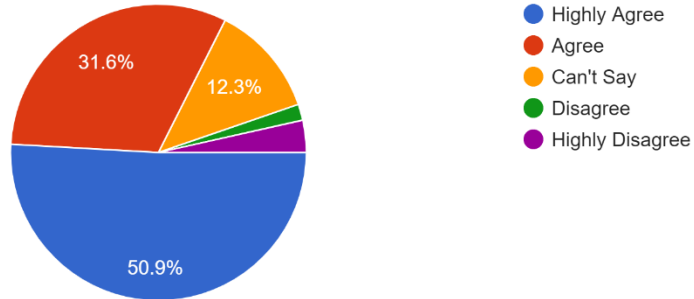
Que.1:-Do you think that Social Media Platforms have revolutionized the life of people?

57 responses



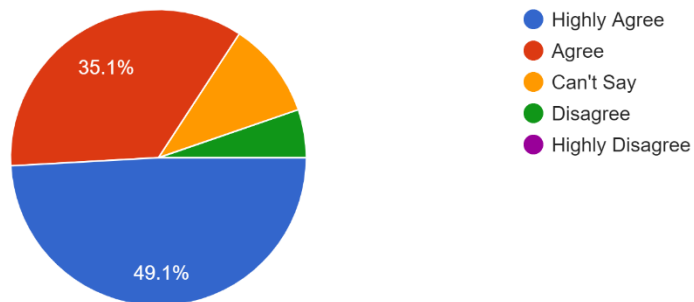
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57 responses



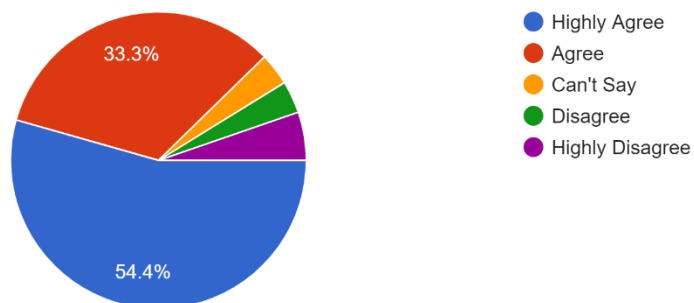
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57 responses



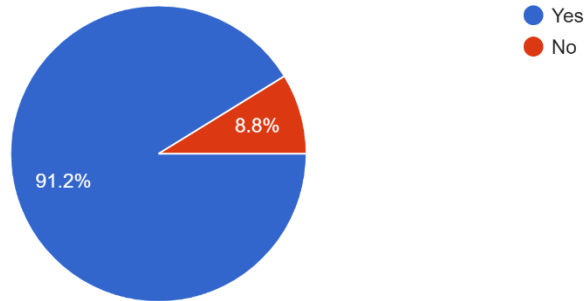
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57 responses



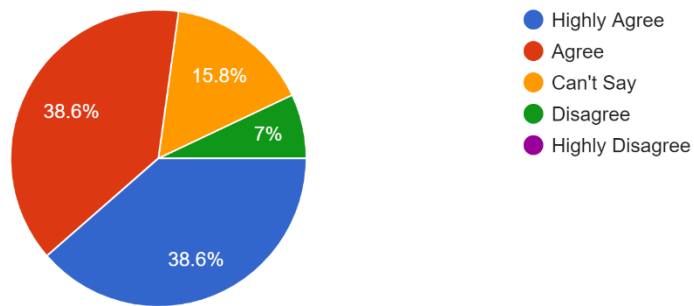
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57 responses



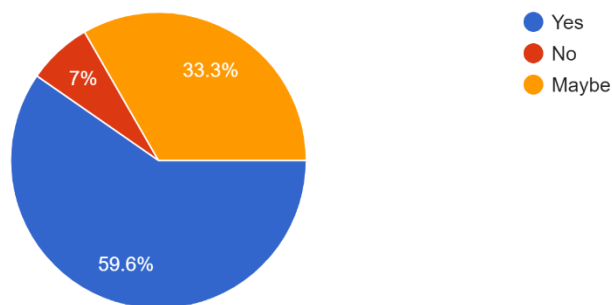
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57 responses



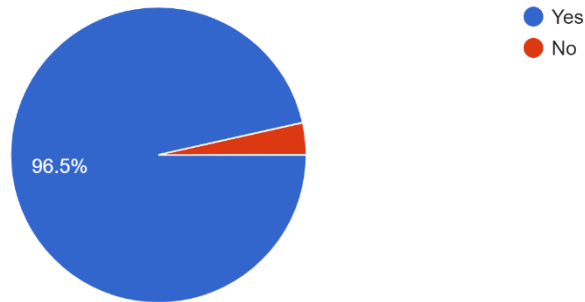
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57 responses



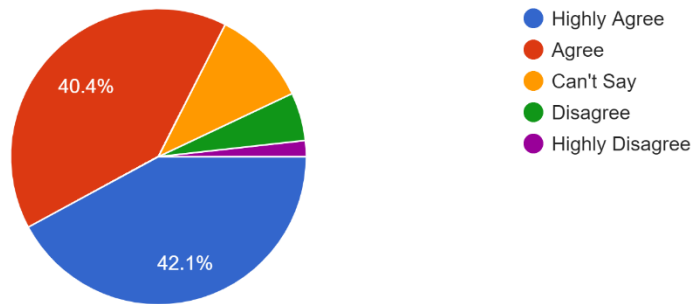
Que.8:- Can Social Media Platforms helps customers to give their reviews?

57 responses



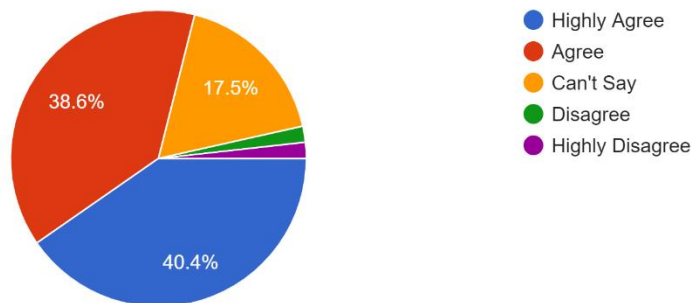
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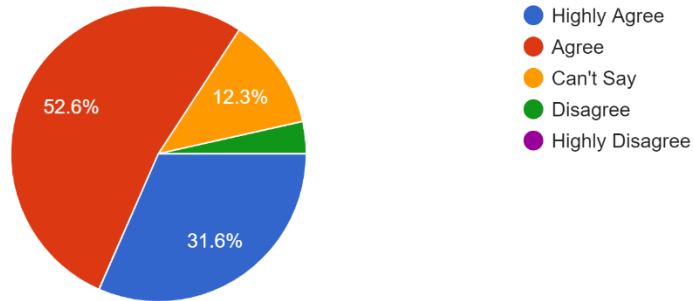
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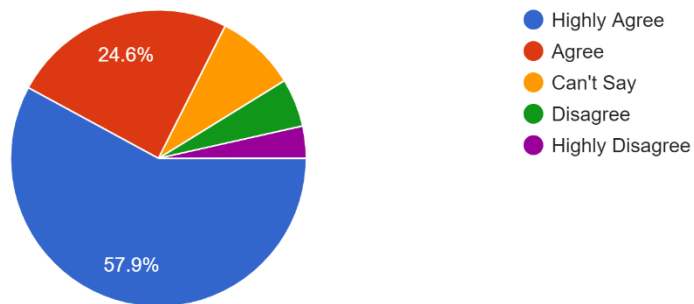
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57 responses



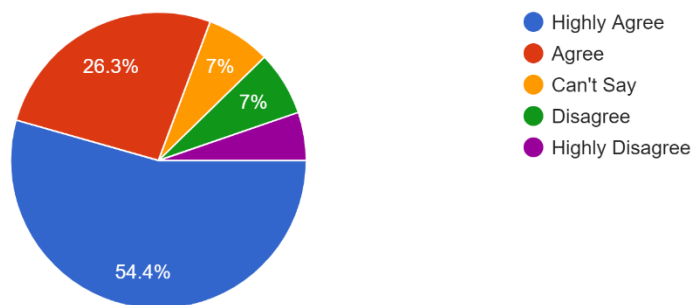
Que.12:- Do you think that Social Media Platforms should do something to avoid the hacking of the accounts of the users?

57 responses

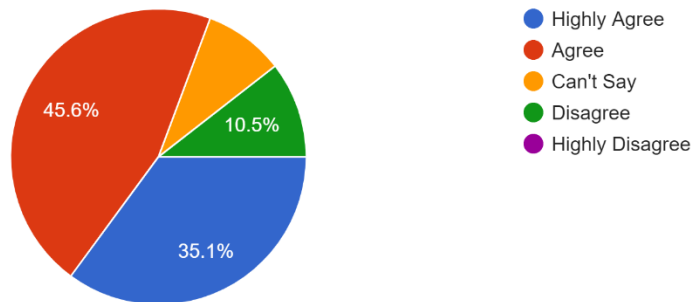


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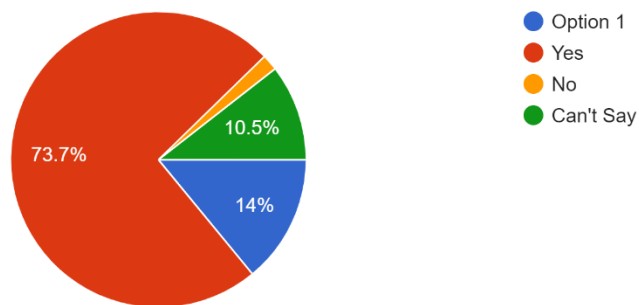
57 responses



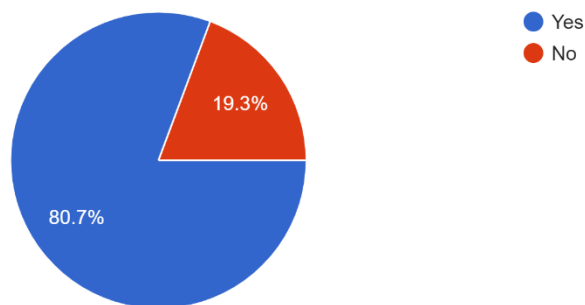
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Que.15:- Do you think that various Social Media Platforms should be more user friendly and secure to use?
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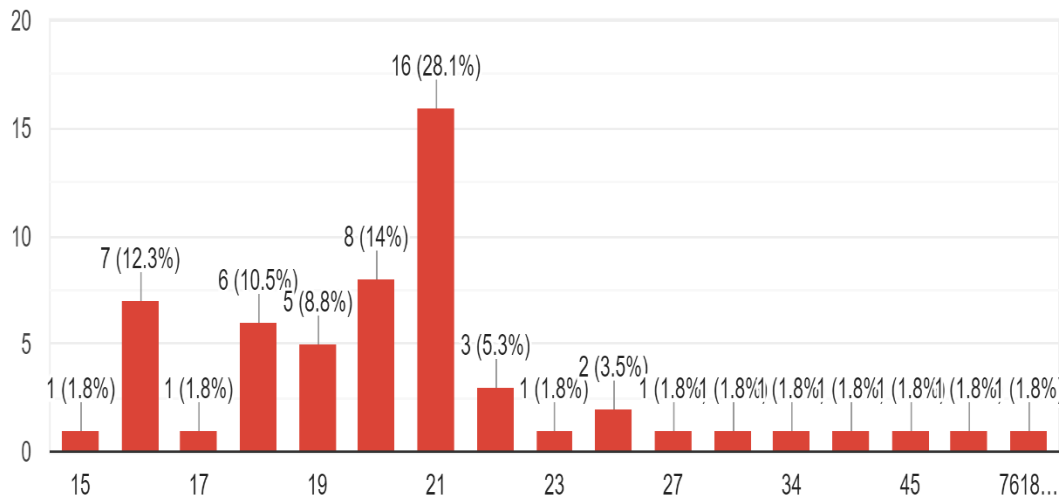


Que.16:- Do you think that personal information should not be asked by Social Media Platforms while making an account on these platforms?
57 responses



Age

57 responses



Data Collection Process:- The Data is been collected from the questions that are mentioned in the questionnaire from the students and based on their answers the result is been concluded. The respond of questionnaire was 100 percent from the students that are selected for the sampling.

Type of Data:- The data collected from the questionnaire was primary data which is collected for the first time from a sample size of 100 college students that are active on different Social Media Platforms.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
q1	54	3.00	5.00	4.3704	.65290
q2	54	3.00	5.00	4.3519	.75629
q3	54	3.00	5.00	4.3519	.67733
q4	54	3.00	5.00	4.5185	.57432
q5	54	1.00	5.00	4.6296	1.17033
q6	54	3.00	5.00	4.1852	.75421
q7	54	1.00	5.00	4.0000	1.21314
q8	54	1.00	5.00	4.7778	.92485
q9	54	3.00	5.00	4.3148	.66798
q10	54	3.00	5.00	4.2222	.71814
q11	54	3.00	5.00	4.1667	.60657
q12	54	3.00	5.00	4.5185	.63664
q13	54	3.00	5.00	4.5926	.59932
q14	54	3.00	5.00	4.2222	.63444
q15	54	1.00	5.00	4.1852	1.26004
q16	54	1.00	5.00	4.1852	1.62613
Valid N (listwise)	54				

q1	female	18	4.4444	.51131	.12052
	male	36	4.3333	.71714	.11952
q2	female	18	4.2778	.75190	.17723
	male	36	4.3889	.76636	.12773
q3	female	18	4.1111	.75840	.17876
	male	36	4.4722	.60880	.10147
q4	female	18	4.4444	.61570	.14512
	male	36	4.5556	.55777	.09296
q5	female	18	4.7778	.94281	.22222
	male	36	4.5556	1.27491	.21249
q6	female	18	4.1111	.75840	.17876
	male	36	4.2222	.76012	.12669
q7	female	18	3.8889	1.40958	.33224
	male	36	4.0556	1.11981	.18663
q8	female	18	4.7778	.94281	.22222
	male	36	4.7778	.92924	.15487
q9	female	18	4.3333	.48507	.11433
	male	36	4.3056	.74907	.12485
q10	female	18	3.9444	.72536	.17097
	male	36	4.3611	.68255	.11376
q11	female	18	4.0556	.63914	.15065
	male	36	4.2222	.59094	.09849
q12	female	18	4.4444	.70479	.16612
	male	36	4.5556	.60684	.10114
q13	female	18	4.5556	.61570	.14512
	male	36	4.6111	.59894	.09982
q14	female	18	4.2778	.57451	.13541
	male	36	4.1944	.66845	.11141
q15	female	18	4.3889	1.19503	.28167
	male	36	4.0833	1.29560	.21593
q16	female	18	4.3333	1.53393	.36155
	male	36	4.1111	1.68655	.28109

Independent Samples Test

		Levene's Test for Equality of Variances				
		F	Sig.	t	df	Sig. (2-tailed)
q1	Equal variances assumed	3.042	.087	.586	52	.5
	Equal variances not assumed			.655	45.505	.5
q2	Equal variances assumed	.139	.711	-.505	52	.6
	Equal variances not assumed			-.509	34.699	.6
q3	Equal variances assumed	.150	.701	-1.891	52	.0
	Equal variances not assumed			-1.757	28.293	.0
q4	Equal variances assumed	.408	.526	-.667	52	.5
	Equal variances not assumed			-.645	31.258	.5
q5	Equal variances assumed	1.847	.180	.654	52	.5
	Equal variances not assumed			.723	44.307	.4
q6	Equal variances assumed	.225	.637	-.507	52	.6
	Equal variances not assumed			-.507	34.178	.6
q7	Equal variances assumed	2.021	.161	-.472	52	.6
	Equal variances not assumed			-.437	28.064	.6
q8	Equal variances assumed	.000	1.000	.000	52	1.0
	Equal variances not assumed			.000	33.667	1.0
q9	Equal variances assumed	6.067	.017	.143	52	.8
	Equal variances not assumed			.164	48.333	.8
q10	Equal variances assumed	.538	.467	-2.071	52	.0
	Equal variances not assumed			-2.029	32.309	.0
q11	Equal variances assumed	.245	.623	-.951	52	.3
	Equal variances not assumed			-.926	31.815	.3
q12	Equal variances assumed	.889	.350	-.601	52	.5
	Equal variances not assumed			-.571	29.941	.5
q13	Equal variances assumed	.095	.759	-.318	52	.7
	Equal variances not assumed			-.315	33.275	.7
q14	Equal variances assumed	.288	.594	.452	52	.6
	Equal variances not assumed			.475	39.101	.6
q15	Equal variances assumed	1.749	.192	.838	52	.4
	Equal variances not assumed			.861	36.697	.3
q16	Equal variances assumed	.949	.334	.470	52	.6
	Equal variances not assumed			.485	37.167	.6

CONCLUSION

We have conducted our research on almost 57 students in our Research we get 67.3% reviews of male students whereas 32.7% female students gave their response according to gender. According to our research we found that most of the youths are more active on the Social Media Platforms i.e. 28.1%.

From our Survey and the Questions that are asked from the students we have come to know that almost 42.1% people agree that Social Media Platforms have revolutionized the life of the people. Almost 50.95% people agree that today's world can't be imagine without the Social Media Platforms. Almost 49.1% people think that Social Media Platforms are going to create job opportunities in coming future. 54.4% people says that Social Media Platforms can be misused for spreading rumours, etc. Almost 91.2% people thinks that Government should make laws to control Social Media Platforms.

This research concludes that people are very much interested in Social Media Platforms and they can't imagine the world without Social Media Platforms. Our questionnaire suggests that Social Media Platforms create various job opportunities and people highly agree that Government should make laws to control Social Media Platforms .From our research we can conclude that in Social Media Platforms 'Twitter' is the much better than Facebook and Instagram. As we have conducted our survey on Social Media Platforms we came to know that these platforms are getting their popularity amongst youth day by day. Also, it was found that many people are highly agreed on the fact that Social Media Platforms should be made more safe and secure from hacking. Many people are agreeing that Government should control Social Media PlatformsWe can conclude that Social Media can reach a wide range of people but it should be used in a better way. Social Media Platforms are needed to be made customer and user friendly. It should be made safe and rumours should not be allowed to be spread through these Social Media Platforms.

At the end we can conclude that Social Media Platforms has an ocean of opportunities for trhe coming future but it should be made safe and secure to use.

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