International Journal of Applied Research

Arpit Shailesh
PhD (Management),
Research Scholar,
School for Management
Studies, Babasaheb Bhimrao
Ambedkar University,
Lucknow.

Dr. Taruna
Assistant Professor,
School for Management
Studies, Babasaheb Bhimrao
Ambedkar University,
Lucknow.

Impact of social networking on consumer behaviour and monetary benefits to corporate hubs

Arpit Shailesh, Dr. Taruna

Abstract
People regularly using social media are more aware of the products and services offered by their favourite brands. The immediate social needs of the people are catered by the Social networking sites. In this paper, the time spent by people on social networking sites and the attitude of people towards social networking sites are measured. This paper also guides the right utilization of social network and shows the importance of social network, which is beneficial for the internet users. Taking care of money transfers across platforms and websites and online purchases, Facebook can be your personal shopper. Apparently, an astounding 1,730,000,000 users are active on the Social Media which is approximately a quarter of the world's population. 60 seconds in social media leads to 277,000 snap shares on Snapchat, YouTube video views in excess of 5 million and 4.7 million posts uploads to Tumblr! Someone is thinking a Facebook status out there, for every second of your existence! People can make a proper decision by evaluating all products and gain knowledge about their product's features, online as they have a variety to choose from. To ensure efficiency in production and consumer satisfaction firms should look at this angle, ultimately the coverage and the profits can be optimised by the corporate hubs.

Keywords: Social Networking, Corporate Hubs, Internet, Monetary, Benefits, Consumer, Brand, Online Buying

Introduction
There was an era when customers were not able to express their thoughts about a specific commodity because they hardly had any means to express their level of satisfaction or dissatisfaction for goods purchased by them or services rendered to them. Now, the situations have changed with more and more people joining social media. Social media has set a platform for the consumers to share their thoughts, either praises or criticism, be it of any brands or businesses. With this, it has brought in the opportunities for both consumers and brands to build a working relationship so that new ideas and opinions can be voiced. Through social media, brands can find out wants of the consumers and understand needs of the consumers which would help these brands become more efficient. Social Media can benefit all types of companies, right from small start-ups to big name corporations.

Literature Review
Shabnam S. Mahat (2014) the social networking sites and their impact on the youth of any nation, children, adolescence and families as during the last 5-6 years, use of sites and web has increased among preadolescents and adolescents. Out of 80% of teenagers owning cell phones, 40% use them for social media, 30% use them for instant messaging and 30% use them for texting. Social Media has Positive outcomes, as activities organized through Facebook and jobs search through LinkedIn.

Celestine Lugaye Ukpere and Andre D. Slabbert (2014) Social Media has taken over the declining rotation of traditional media such as Newspapers, radio, books, TV sets, Journals and various magazines. Digital Marketing has helped in the flourishment of E commerce. The impact of social media is exploring the women entrepreneur's financial inclusion worldwide and it is seen that the coming generations of young business are digitally driven through the use of technology. Hence, the era is changing where the job seekers are now becoming job manufacturers. Kantinath Banerjee (2011-13) Marketing on Social media is

Correspondence
Makhmale Sandip
PhD (Management),
Research Scholar,
School for Management
Studies, Babasaheb Bhimrao
Ambedkar University,
Lucknow.

progressing at a fast speed and is to tap the new normal opportunity which would gain a new trend. In addition, it allows direct connect eliminating the concept of middlemen, for businesses. As per the leading marketers of India, the top three on the list of the online investment channels for 2011 are Email marketing, Search marketing and Social Media. Email marketing and Social Media is extremely important to integrate as per 52% of the top marketers. Marketers have now begun to learn to engage with the consumers.

Uma Rani and Sripriya (2013) The addition of creativity has changed in the Entrepreneurship the way of commerce. Social Media plays an important role in developing such opportunities. By studying women entrepreneur in Kancheepuram District it shows that the growth of women entrepreneurs is rising along with escalation in their living standards, self-motivation, and confidence, and ensures self-independence – a liberty of new form. Social media is becoming a women's info guide and empowering tool. Women's are empowering themselves through social media as an info guide for women's.

Abed Abedniya (2010) [12] The World Wide Web and the Internet have become two important mechanisms in today's technology based businesses and organizations. It is starting to make a big impact on people's day-to-day life, as the Internet is becoming more and more popular. Social Media is the platform which allows users to share knowledge about similar interests, communicate, discuss favourite topics, rate and rank goods-services, etc. In this article, we explore the play of social media which effects viral marketing, and the characteristics of the significant users to spread or share viral content.

Social Media-A Public Forum

Anyone can speak about the new products or services launched or introduced on the Social Media. This kind of speaking on Social Media would help businesses to reach out the customers in a short span of time and on the other hand would help customers to gain knowledge about the product. Due to the awareness of the technology to the customers, they know what has to be expected from the businesses. Thus, there is an ensurity that good quality products are being delivered to them at a rational cost. Consumers make optimum use of Social Media by pushing firms to bring in new innovations and be more efficient, thus enjoying the good quality products and services.

Customer satisfaction ensures that the business is actually ahead of its competitors in a dynamic market like this. Companies have started to realise the significance of social media marketing now-a-days, and started to make use of these techniques as well.

Consumer Brand Relationship

Social media has taken the charge from the hands of large organisations and big brands and has placed this power in the hands of the customers, also that many top level managers and CEOs of reputed business brands have taken social media to directly engross with the latent customers. This is

the reason that there has been observed a drastic shift in the relationship amidst brands and customers. Companies can actually alter their marketing strategies according to the consumers' wants that they have shared on social media. Now-a-days Companies like to include consumers in every decision made by them. They ask for any suggestions or any reviews for particular products, if there can be any productive changes in the product, or any other changes, etc. Companies also entertain ideas from the people regarding other things like logos for their company etc.

Customers can reach out to the firms or businesses quickly and easily, which avoids any delay to make complaint, as Social media is a very fast mean to voice opinion. The efficiency of the firm enhances and repeated sales is ensured because of faster customer service. By providing proper feedback and useful information through social media, customers can easily voice their opinions and companies can enhance brand customer relationship by using these inputs to provide to the wants of customers.

Hypothesis of the Study

H_0 There is no association between gender and overall opinion about social sites.

H_0 There is no significant relationship between age and interaction with people to develop knowledge

Analysis and Interpretation of Data
Research Methodology for the study

The descriptive method was used to carry this study. A survey was conducted to find out more about the consumers' views as to how they really benefit from social media. Through the questionnaire public opinion and perception was discriminate about the impact of social media on web users and statements was developed related to the various aspect of web user's life and society. There were 200 respondents for the same.

Sample

The researcher used convenience sampling method. The sample consists of web users who access social sites.

Statistical Analysis

Statistical Package for the Social Sciences (SPSS) was used for the data analysis and Interpreted. All collected data was entered at SPSS sheet to analyze the data, to separation the Findings and representation the data in appropriate form, to draw the diagrams and tables.

Data Analysis

The following table shows a demographic profile of the representative sample. It comprises of equal representation from males and females. Further out of a sample size of 200, the sample has more proportion in the age group of 20-35 years and also the fact that most people surveyed have completed their graduation. Most people have an income around 2 Lakhs and work in private sector.

Table 1: Demographic and Socioeconomic Profile of the respondents

Socio-Economic Profile		No. of Respondents	Cumulative Frequency (in %age)
Gender	Male	100	50%
	Female	100	100%
Age(in years)	18-35	92	46%
	36-50	74	83%
	Greater than 50	34	100%
Educational qualification	Intermediate	26	13%
	Graduation	105	65.5%
	Post-Graduation	47	89%
	Other Higher Education	22	100%
Annual Family income (in Rs)	Upto 2 Lakhs	91	45.5%
	2-5 Lakhs	80	85.5%
	Greater than 5 Lakhs	29	100%
Nature of work	Public Sector	90	45%
	Private Sector	110	100%

Source: Primary Data

1. Device Ownership

On an average, consumers own about three internet-enabled devices and laptops and smart phones are the two most popular among the three. Very few own internets enabled TVs or an IPod, with tablets and desktops are still common. People falling in the age group 18-35 use more of smart phones, whereas elder people still prefer using desktops. Males are more likely to own desktops and internet enabled TVs, than females.

Table 2: How many internet enabled devices people own

Available responses	Frequency	Percentage
1	50	25.0%
2	90	45.0%
3	34	17.0%
4 and above	26	13.0%

2. Access To Internet

More than half of the respondents reported that they access to the internet about more than five times a day, except when it comes to site. People living in rural areas less access of the internet than people living in urban areas.

Table 3: Number of times people access the internet

Available responses	Frequency	Percentage
1-4 times a day	54	27.0%
More than 5 times a day	130	65.0%
4-6 days a week	10	5%
About once a week	6	3%

3. Usage of Social Networking Websites

Maximum people reported that they access their social networking sites atleast once a day, also there were 5% people who reported that they access social networking sites few times a week and lastly there were people who reported that they accessed social networking sites just about once a week, too.

Table 4: How often people visit social networking sites

Available responses	Frequency	Percentage
Atleast once a day	134	67%
Most days	34	17%
A few times a week	10	5%
Once a week	22	11%

4. Usage of Social Networking Website During a Day

People use social networking sites during different times of a day. Majority of people prefer social networking sites as first thing in the morning, just after waking up or before going to bed. Males prefer to access social networking sites during later time of day, whereas females have the tendency to access social networking sites just after they wake up. Likewise, youngsters prefer to access social networking sites both when they wake up or before going to bed while other people access social networking sites in breaks from their work or such.

Table 5: Time of the day people prefer using social networking sites

Available responses	Frequency	Percentage
First thing in the morning	32	16%
While commuting	30	15%
During work	02	1%
Breaks	76	38%
Last thing before going to bed	60	30%

5. Most Used Social Networking Websites

Table 6: Which social networking sites are preferred

Available responses	Frequency	Percentage
Face book	180	90.0%
Instagram	80	40.0%
Linkedin	32	16.0%
Twitter	48	24.0%
Pinterest	23	11.5%
Snapchat	70	35.0%

90.0% of the people use Face book, and people nowadays have started using other social networking sites like Instagram and Snapchat as well.

6. Rate of Accessing Social Networking Websites

These days' people are using more and more of social networking websites. As Facebook tops the list, the average time spending by a person on Facebook has also increased. Instagram is also becoming popular these days. Females seem to use Facebook for more time than males. Working class people prefer to use social networking sites less whereas youngsters seem to spend a lot of time using social networking sites.

Table 7: How much time people spend on social networking sites

Available responses	Frequency	Percentage
2-4 hrs.	118	59.0%
4-8 hrs.	34	17.0%
8-15 hrs.	22	11.0%
15 hrs. And above	26	13.0%

7. Aim For Accessing Social Networking Websites

Public mostly use social networking sites to stay in touch with their dear ones or keep track of current affairs or upload pictures and videos. Females seem to be uploading more pictures and videos or following their fashion brands than males. While males follow brands related to technology or keep track of latest products in the market.

Table 8: Motives behind using these sites

Available responses	Frequency	Parentage
Catching up with friends and family	145	72.5%
Share photographs and videos	81	40.5%
Network Development	48	24.7%
Follow their favourite brands	110	55.0%

8. Following of Brands and Businesses on Social Media

Maximum people prefer looking for online fashion or clothing brands to make purchases. Next thing people prefer looking for is either work or brands related to technology.

Table 9: Which kinds of brands or businesses people follow on social media

Available responses	Frequency	Percentage
Work or profession related	105	52.5%
Technology	110	55.0%
Sports clubs	68	34.0%
Fashion and clothing	125	62.5%
Telecommunication providers	19	19.5%

9. Verities of Products Looked For on Social Networking Websites

Table 10: Main items looked for on social networking sites

Available responses	Frequency	Percentage
Fashion and clothing	148	74.0%
Gadgets	95	47.5%
Furniture	11	5.5%
Others	100	50.0%

10. Social Media and Brands

79% people, mostly including the age group of below 35, today follow their favourite brands through social media. Brands have realised that they have gathered an audience on social media, because with passage of time interest on social media has increased only. Social Networking Sties provide easy information to the consumers about the brands they love. As brands get a platform to announce any major changes or spread the news quickly, get feedback from consumers through social media thus it is a win-win situation for both the consumers as well as companies.

Table 11: Perception if social media helps follow the favourite brands

Available responses	Frequency	Percentage
Yes	158	79.0%
No	42	21.0%

11. Want of Consumers from Businesses

The basic information that people get through social media they do not really expect anything from the brands that they follow. But out of those who expect something, special offers are the most common. They expect to be notified about discounts. Other things that they expect from the brands is that they provide proper information and up to date news about the variety of products and services offered by that particular business. Also access to exclusive content is expected by some people. There are even such expectations from people like free coupons or vouchers and invitations to various events.

Table 12: Expectations of people from the brands that they follow

Available responses	Frequency	Percentage
Discounts	162	81.0%
Coupons	85	42.5%
Invitations to events	38	19.0%
Others	45	22.5%

12. Advertisements on Social Networking Sites

Again, advertising on social networking sites is a win-win situation for both, the consumers and brands. As you can reach out to large numbers at the same time, thus Social Media Marketing is much cheaper than Traditional Media Marketing. Allowing, Two-way communication style ensures more value to the customers as they can ask questions related to the product and also provide feedback about the particular product or service be it of any brand or business. While certain people completely ignore the advertisements displayed on Social Networking Sites while certain people don't mind seeing advertisements while browsing the internet or when they visit Social Networking Sites.

Table 13: Whether people make use of online ratings before making any purchase

Available responses	Frequency	Percentage
Yes	164	82.0%
No	36	18.0%

13. Provision of Online Ratings

Mostly, people below the age of 35 prefer using online blogs or reading reviews before making any online purchase. Today, 7 out of ten people read blogs or reviews and around 79% of consumers have started to trust online reviews as much as personal recommendations. They have begun to form opinions faster and reading blogs or reviews has become a part of their pre-purchase. It has become a logical step before purchasing any type of products or services. Today, with so many reviews available for a particular product, it becomes easy for consumers to select the best out of given options.

Around 67% of the consumers today read about six reviews about any product or service before they feel they can trust that particular business. There are very few people who read about more than seven reviews before they can trust that business. Consumers don't feel the need to read more than seven reviews before they think they can form an opinion about a particular business. This in a way also means that businesses need to maintain their reputation online as well, when it comes to ensuring increased sales.

Table 14: Whether online reviews affect the consumers

Available responses	Frequency	Percentage
Positive reviews make me trust the brand or business more	146	73%
I do read online blogs or reviews but they don't influence me much	30	15%
I take no notice of online reviews as such	24	12%

Online blogs o reviews tend to influence both attitude as well as the resultant actions of the consumers. Today, a business' reputation is more accessible and more public than before. Online reviews directly impact the decision of the consumer to choose a particular business or brand over its competitors. They get a fair view about the business through shared experiences of other consumers. To maintain their reputation, businesses should act positively to show that they care about the feedback given by consumers.

Table 15: Overall opinion about social sites

S. No	Gender	Overall opinion about social sites					
		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	Total
1	Male	18	58	20	Nil	4	100
	Frequency	18%	58%	20%	Nil	4%	100%
2	Female	33	49	16	Nil	2	100
	frequency	33%	49%	16%	Nil	2%	100%
	Total	51	107	36	Nil	6	200

Interpretation
Above table indicates 58% of the male respondents are satisfies about social sites. And 49% of the female respondents are satisfied about social sites and 33% of the female respondents said highly satisfied about social sites.

Table 15.1:

Chi-Square Tests			
Pearson Chi-Square	Value	Df	Asymp. Sig.(2 sided)
	4.65214	3	0.0281

Ho: There is no association between gender and overall opinion about social sites.

Interpretation
Since the P value is greater than 0.05 Null hypothesis is accepted at 5% level of significant, hence there is a significant association between gender and opinion about social sites.

Table 15.2:

Chi-Square Tests			
Pearson Chi-Square	Value	Df	Asymp. Sig. (2 sided)
	30.85214	12	0.004

Ho: There is no significant relationship between age and interaction people to develop knowledge

Interpretation
Since the P value is less than 0.05 Null hypothecs is rejected at 5% level of significant. Hence there is no significant relationship between age and interaction in the people to developing the knowledge.

Findings and Discussions
This research has depicted that a major portion of the respondents have claimed that they did not go through any manipulation in social media sites. And they also alleged that the social sites protected their personal information. In the interim the respondents also claimed that the social sites helped them to develop their network widely and also improve their knowledge. By using social sites, the respondents are feeling happy. The respondents spend at least one hour per day in social sites. These findings put forward that while using social sites in general, maximum of the respondents are happy and they also agree to the point that it helps them to develop their skills and knowledge. Social network plays a significant role in teenagers' lives nowadays. At least an hour is spent by most youngsters in these popular social sites. Mostly, people who can access internet, spend their 1 out of 7 minutes of time on Facebook.

Conclusion
Thus, we have by now seen how consumers are benefit from use of social media. There are some people who believe otherwise, given to the fact that there being so many advantages to use social media as a platform to help consumers and businesses. They think that advertising on social media is invasive to their privacy. People sharing confidential information are still not very contented as they think that it might lead to controversy. It is a time consuming process as well. The person posting and reposting information or replying to comments is a knowledgeable one indeed knowing about all the products and services of the company and must possess sense of responsibility. Only one negative reply by the person responsible can hamper the reputation of the firm. There are so many people who don't really trust reviews which are posted online, very easily and still prefer traditional methods. There are people who find social media a waste of time, which is why they cannot derive any profits out of it. Now-a-days people who are more regular on social media find themselves more aware of the services and products offered by their favourite brands. People can make a proper decision by evaluating all products and gain knowledge about their product's features, online as they have a variety to choose from. Before finally deciding what to buy, they can even compare the prices of products. The sooner the firms realise the significance of social media as an important marketing tool, the sooner will they be able to grow their business and ensure customer satisfaction as well as efficiency in production.

8. References
1. Ruchi Sachdev. Impact of social networking sites (sns) on the youth of India: a bird's eye view. Retrieved from: 2006, http://www.aisectuniversity.ac.in
2. Hinduja S, Patchin J. Offline consequences of online victimization: school violence and delinquency, Journal of S. Violence. 2007; 6(3):89-112.

3. http://www.emarsys.com/en-us/resources/blog/the-7-social-media-trends-dominating-2015
4. http://www.socialmediatoday.com/content/7-socialmedia-trends-2015
5. Shahzad Khan. Impact of Social Networking Websites on Students Abasyn Journal of Social Sciences.2010; 5:2
6. Elizabeth Wasserman. Protect Your Privacy on Social Networks, 2015, http://in.norton.com/yoursecurityresource/detail.jsp?aid=protect_your_privacy
7. http://blog.hootsuite.com/5-social-media-trends-2015
8. Nie NH, Hillygus DS. The impact of internet use on sociability: Time-diary findings. IT & Society. 2002; 1:1–20
9. Sebastián Valenzuela. Lessons from Facebook: The Effect of Social Network Sites on College Students articles Submitted to the 9th International Symposium on Online Journalism Austin, Texas, 2008.
10. http://www.socialmediaexaminer.com/social-mediamarketing-predictions-for-2015
11. http://www.clickz.com/clickz/column/2378721/top-5-social-marketing-trends-for-brands-to-watch-in-2015
12. Abed Abedniya. The Impact of Social Networking Websites to Facilitate the Effectiveness of Viral Marketing, International Journal of Advanced Computer Science and Applications. 2010; 1:6.
13. http://www.30acres.com.au/posts/top-social-mediatrends-for-2015
14. http://blogs.wsj.com/digits/2015/03/17/facebookmessenger-users-can-now-send-cash-to-friends
15. http://www.economist.com/blogs/schumpeter/2014/03/anonymous-social-networking
16. http://blog.hootsuite.com/can-anonymity-good-socialweb/https://ello.co/wtf/about/what-is-ello/.