A STUDY ON USER SATISFACTION TOWARDS SOCIAL MEDIA'S

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ABSTRACT

The rapid growth of new technologies globally, has led to studies and research to find possible approach in its application. One of the pivotal roles played in modern technology is the invention of smart phones. The smart phones are used as a means of communication since the social media plays a big role in socialization, especially through Social media's. Therefore, there is a need of introducing solid solution in smart phones application such as Social media's to enhance online business opportunity.

KEYWORDS: *Social media's, technologies, business entrepreneur, smart phones,*

INTRODUCTION

In today energetic worldwide business, the ability to be responsive and alert to technological changes is more significant than ever before. Information and the interactions around it have turn out to be the key asset of most businesses. New technology may present negative or positive for many businesses. As nowadays selling activities become much easier and simpler ever than traditional time by using the online system. The aims of people who tend to participate or involve in online business entrepreneur is to gain profit. Nonetheless they must ensure that their product is well known and recognize by the public. The online business was introduces by the internet as an innovative means of doing business in addition to making a profit. Competent entrepreneurs persist to discover ways to make use of the internet for their business purposes. Dissemination of information of the product and goods is significantly required to help the business to promote or update their product.

Looking into the new technology especially hand phone is no longer just a device to make call and sending message. It has been upgraded to become smarter and sophisticated with multi-function and application and the name also has changed to become, smart phone.

STATEMENT OF THE PROBLEM

The rapid growth of new technologies globally, has led to studies and research to find possible approach in its application. One of the pivotal roles played in modern technology is the invention of smart phones. The smart phones are used as a means of communication since the social media plays a big role in socialization, especially through Social media's. Therefore, there is a need of introducing solid solution in smart phones application such as Social media's to enhance online business opportunity.

The user's social messaging applications preference depends up on many factors such as quality, sharing photos and videos, user friendly and so on. A good social message application done will not installing the applications. But at the same time, one cannot ignore the importance of good social message applications. Among the numerous social message applications only very few are popular among the users. Hence attempt is made to study the users' satisfaction. The study is under taken with special reference to udumalpet town.

OBJECTIVES OF THE STUDY

- To study the various social message applications available to the users.
- To study the awareness level of the respondents regarding the social media's.

SCOPE OF THE STUDY

The present study is confined to various aspect of using social media's such as factors influencing the user awareness, reasons for using, their preference and difficulties faced by them in using social media's

RESEARCH DESIGN

The formidable problem that follows the task of defining the research problem is the preparation of the design of the research project, popularity known as the "Research Design". Decisions regarding what, where, when, how much by what means concerning and inquiry or a research study constitute a research design. "A research design is the arrangement of conditions for collection and analysis of data in names that aims to combine relevance to the researcher to the research purpose with economy in procedure".

CONVENIENCE SAMPLING

Convenience sampling method is used for the survey of this study purpose. It is a non-probability sample. This is the least reliable design but normally the cheapest and easiest to conduct. In this method Researcher have the freedom to choose whomever they find, thus the name convenience.

SAMPLE SIZE

Sample size denotes the number of elements selected for the study. All the 75 respondents were the users of social media's from Udumalpet taluk.

RANK METHOD

In statistics, a rank c is any of several statistics that measure an ordinal association—the relationshipbetween rankings ofdifferent ordinal variab les or different rankings of the same variable, where a "ranking" is the assignment of the labels "first", "second", "third", etc. to different observations of a particular variable. A rank measures the degree of similarity between two rankings, and can be used to assess the significance of the relation between them. For example, two common nonparametric methods of significance that use rank are the Mann–Whitney U test and the Wilcoxon signed-rank test.

RANK I
SOCIAL MESSAGE APPLICATIONS

S.No	Applications	Weight	5	4	3	2	1	
		Rank	1	2	3	4	5	Total
1	What's app		40	15	10	5	5	75
2	Face book		15	10	15	10	25	75
3	Twitter		10	10	15	15	25	75
4	Skype		5	20	20	25	5	75
5	Hike		5	20	15	20	15	75
	Total		75	75	75	75	75	

Weights have been assigned to the various social message applications with maximum weight given to the first rank and the least weight given to the last rank. Finally for each applications total source are arrived at by multiplying the weight by the number of respondents.

From the above table the total scores and the weighted average for using social message applications social media's has been arrived at as follows.

Total scores

= (5*40) + (4*15) + (3*10) + (2*5) + (1*5)

= 200 + 60 + 30 + 10 + 5

= 305

Weighted Average

= Total Scores / Total Weight

= 305 / 15

= 20

WEIGHTED AVERAGE RANK

S.No	Factors	Total scores	WeightedAverage	Rank
1	What's app	305	20	I
2	Facebook	265	18	II
3	Twitter	148	10	IV
4	Skype	146	9	V
5	Hike	216	14	III

From the above table, it is clear that the respondents provided the first rank to What's app, second rank to face book, third rank to hike, fourth rank to twitter, and fifth rank to Skype.

RANK II
SOCIAL MESSAGE APPLICATIONS FEATURES

S.No	Applications	Weight	5	4	3	2	1	Total
		Rank	1	2	3	4	5	
1	User Friendly Interface		40	15	10	5	5	**75**
2	Group Chatting		15	10	15	10	25	**75**
3	Sharing videos, photos		10	10	15	15	25	**75**
4	Speed		5	20	20	25	5	**75**
5	Video calling & voice messages		5	20	15	20	15	**75**
	Total		75	75	75	75	75	

Weights have been assigned to the various social message applications features with maximum weight given to the first rank and the least weight given to the last rank. Finally for each applications total source are arrived at by multiplying the weight by the number of respondents.

From the above table the total scores and the weighted average for using social message applications social media's has been arrived at as follows.

Total scores
= $(5*40) + (4*15) + (3*10) + (2*5) + (1*10)$
= $200 + 60 + 30 + 10 + 10$
= 310

Weighted Average
= Total Scores / Total Weight
= $305 / 15$
= 20

WEIGHTED AVERAGE RANK

S.No	Factors	Total scores	WeightedAverage	Rank
1	User Friendly Interface	310	20	I
2	Group Chatting	260	18	II
3	Sharing videos, photos	140	10	IV
4	Speed	130	9	V
5	Video calling & voice messages	200	14	III

From the above table, it is clear that the respondents provided the first rank to User Friendly Interface, second rank to Group Chatting, third rank to Video calling & voice messages, fourth rank to Sharing videos, photos, and fifth rank to Speed.

SUGGESTIONS

- Social media's is user friendly and everybody should use this to stay connected to friends and it is helpful during emergency as well.
- Social media's helps to connect with people easily and it is recommendable to use.
- Peoples now a day are giving more preferences to privacy in internet.
- Social messengers should look after the privacy of people and give safe social connectivity options.

CONCLUSIONS

Social media's has been in market for quite some time and is being used by most and offers functionality like text based messaging and files transfers. Social media's is clearly emerging as an alternate for SMS and MMS messaging. Demographic ratio does not affect the usage of social media's. The word of mouth has given great advantage to aware the customers about the products. With increasing smart phone market social media's has captured the market but company has to keep innovating to maintain the satisfaction level of existing users. Because with given enough time we chat. Line are a capable product in the future they hold the potential to overtake social media's, unless some new innovations is adopted by the world leader in messengers.

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