# An Empirical Study on Actual Experience of Selected Social Media Users in Vadodara City of Gujarat State

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## Abstract

In India, there are over 450 million active Internet users. The demographic dividend of the Indian Economy will pave the way forward with a staggering two billion connected devices by the end of 2021. Social media predominantly occupies a key position and is affecting how we consume; communicate with our personal and professional contacts. The worldwide penetration of social media users is 45 per cent whereas penetration of social media users in India is 23 per cent (Global Digital Report, 2019).

The authors undertook a research study in Vadodara City of Gujarat State to examine and evaluate the actual experiences of selected users of social media using the conceptual model developed based on selected dimensions viz., technology aspects, socialization as well as issues and challenges faced by them. The research study provides an insight in understanding the intention of people to continue to use social media and spread positive word-of-mouth messages for enhancing use of social media. It also brings out key socio-economic influences having strategic business implications for marketers.

**Keywords:** *Social Media, Experience of Social Media Users, Information Technology, Internet Users*

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## Introduction

Social media is interwoven with our lives and occupies a major role in our lives. It facilitates users from diverse backgrounds to develop relationships, thus creating a new techno-savvy culture. Some of the established social media platforms include Facebook, YouTube, Twitter, LinkedIn, WhatsApp, Pinterest, and Instagram. The applications facilitated by Social Media occupy a pivotal role in influencing socialization and acculturation across all age groups. It also engages users of social media by allowing them to co-create content across different segments on a multitude of aspects (Greenwood and Gopal, 2015).

India enjoys a formidable position with a gigantic base of over 450 million active Internet users in the first quarter of 2019. In India, two-third of the Internet population constitutes daily social media users. In India, Internet consumption via mobile has gained priority and has paved its way into daily life with sharing of information and accessibility 'On the Go' and 'Any Time' browsing gaining popularity. This feature can be attributed to ease of access and cheaper availability of data plans by all operators, which has given rise to the Fourth Generation [4G] of mobile connectivity (Report on India Internet, 2019).

The applications of social media platforms facilitate ease of interaction with friends and family, and are also now used extensively by corporate entities to take advantage of its vast reach, frequency, and resultant engagement with prospects. It enables users to reach virtually anyone, thus making time and distance superfluous.

It brings people of similar Interests, Activities, and Opinions [AIOs] together by enabling Micro-Blogging. The issue of credibility of data and the content being shared across various social media platforms is a matter of debate.

## Key Terms of the Research Study

### Social Media:

It can be understood as computer-aided technology that leads to sharing of information, thoughts, and collaboration leading to networking and community engagement. This content is shared using computers, tablets or smartphones via web-based software or web applications (Maya Dollarhide, 2019).

### Social Media Users:

The term 'user' used in this research paper means people who have actively engaged in social media using different social media platforms.

### Experience of Social Media Users:

In this research study, the term 'experience' indicates the experience of social media users concerning people residing in the city of Vadodara in the State of Gujarat based on their participation and/or knowledge about social media(https://www.merriam-webster.com/dictionary/experience).

### Information Technology:

Information technology covers the gamut of computing and digital platforms of software, cyber informatics and other allied technologies that people use (Christensson, P. 2006).

### Internet Users:

Internet users can be categorically defined as users who reside in the city of Vadodara and actively engage in use of internet from any location. The term 'internet' can be defined as a network that can be operated worldwide through computers for varied communication purposes (https://www.un.org).

### The Rationale of the Research Study:

Conducting a research study in the area of social media would be meaningful in light of the present milieu in which social media has penetrated via digital platforms, which enables people to strive for meaningful, contextual and pertinent information. This research study attempts to describe the importance of social media by drawing inferences that

would be useful to policymakers of social media platforms.

The significance of the research study can also be attributed to the key role being played by social media in minimizing the fear and confusion prevailing during COVID-19 as it has evoked information explosion on various social media platforms. On the flip side, the content shared on social media platforms could also be misleading, resulting in fear and worry among social media users.

The use of social media is not restricted to sharing information by people, but also by different organizations that create social media brand campaigns to connect and co-create value with prospects and create a bond to reduce dissonance. The role of social media can be leveraged from a mere source of entertainment to a vital source of information, especially in present turbulent times through live chats, video sessions encapsulating topics of interest that should ideally enable people to distinguish between fake news and actual facts.

The researchers attempt to develop meaningful insights about user-centric dimensions of different social media platforms. Social media platforms have transformed in terms of how people deliver messages and engage in sharing real-time information.

The aim of the research study was to bring out the determinants of behavioural predisposition of social media users that influence others/groups to which they belong, to become social media users. With most people actively using social media, it was interesting to conduct an empirical study to measure and examine the impact of online social platforms in terms of actual experience of social media users. The researchers' sample set was from Vadodara City in the State of Gujarat.

**Social Media Usage Worldwide:**
The growth of mobile and internet users has led to participation of a large number of people in social media platforms. As per the Global Digital Report, 2019, there were 360 million people who used the internet for the first time during the year 2018, with a growth rate of 1 million people.

Currently, 57 percent of the global populations regularly use the Internet and it was estimated that there were 2.65 billion social media users in the year 2018. This is projected to reach 3.09 billion by 2021.

**Figure 1: Social Network Users Worldwide - 2010 to 2021 (In billion)**



*Source: https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/*
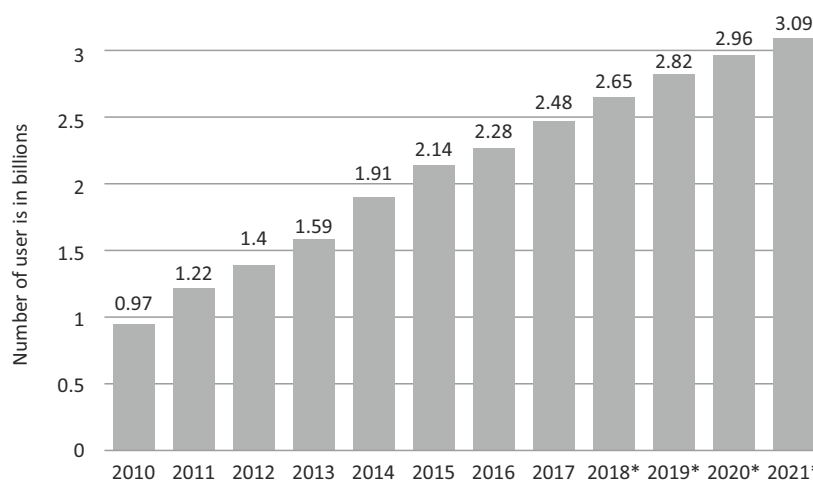
**Figure 2: Social Network Users in India - 2015 to 2023 (In million)**



*Source: https://www.statista.com/statistics/278407/number-of-social-network-users-in-india/*
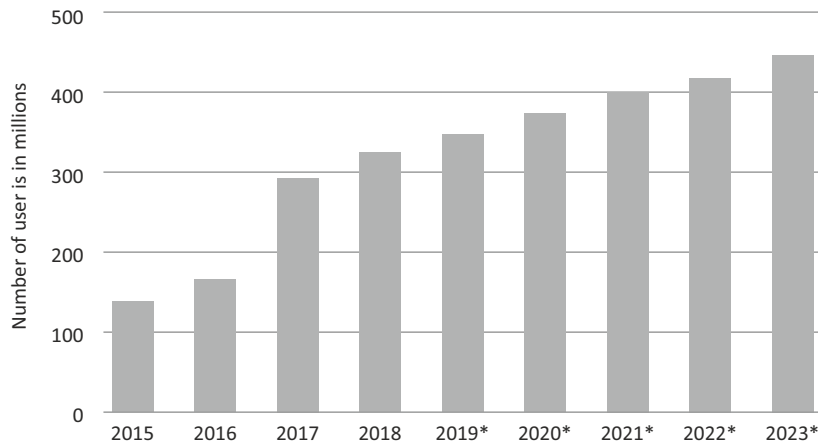
As shown in Figure 2, social media users in India approximately reached 326.1 million in 2018; this is projected to reach 448 million by 2023. The Digital Demographic Dividend is therefore given thrust by the Government of India's Digital India initiative, which is largely responsible for the rise of social media users in India (Keelery Sandhya. 2020. "Social media users in India". Statista. July, 7 2020. https://www.statista.com /statistics/278407/number-of-social-network-users-in-india/).

## Concise Review of Literature

The researchers have undertaken a concise review of the literature on social media, which has penetrated in the lives of people through the use of varied technology. The study assesses how social media users develop their social relationship network, their experience and the kinds of problems faced by them in use of social media.

### Review of literature on Technology Component

The younger generations are more techno savvy and are observed to be regular users of social media platforms. They are characterized as "Digital Hyper connected individuals" who are hooked to social media mobile applications (Prensky, 2001).

People are scattered in terms of their location and get connected through online social media platforms. The number of social media users is growing at a rapid rate. Further, people share their life experiences, events, and opinions with the community at large. People are constantly engaged with social networking sites viz., Twitter, Facebook, LinkedIn, Google Plus, etc. This has resulted in developing connections across geographical boundaries (Wilson et.al 2002).

The entertainment value derived from playing online games, sharing humorous content and forwarding messages is a tool of recreation for people (Pempek, Yermolayeva, & Calvert, 2009; Boyd 2008, Ellison, 2007).

People use social media to make new friends and to maintain harmonious relationships with members in society (Ellison, Lampe, & Steinfield, 2007).

Through social media, people can create blogs, network, review sites, find dates/marriage prospects, play virtual games, and create, publish and edit content and designs developed by them or others (Krishnamurthy & Dou, 2008).

For the marketer, social media acts as a source of market intelligence through which he collects relevant information to strengthen customer relationships through interaction and to build brands through targeted content (Van Doorn et al., 2010; Verhoef et al., 2010).

Social media platforms should develop a mechanism to assess and limit time spent by users on social media, which can be done through tracking of behavioural data (Andreassen, C.S., Pallesen, S., Griffiths, M.D., 2017).

Xu and Zhang (2013) opined that utility of social media is related to create, modify, update and share content using technologies with a focal theme of user-oriented content.

Bharati et al. (2014) concluded that social media is a technology-based service which encompasses collaboration and communication networks for users.

Social media platforms are equipped with regular reports of privacy attacks which are often published in authentic media (B.G. Scott, C.F. Weems, 2010).

### Review of literature on Socialization

A survey of 420 students in Jammu and Kashmir revealed that use of Social Networking was attributed to academic, socialization, entertainment and information-based factors (Bashir, Liyaqat. Gupta, Savita, 2018).

The use of social media can help people to be associated with near-and-dear ones by sharing life events and achievements, thereby expressing joy (Leung, L. 2002).

Bevan *et al.*, (2012); Lyndon *et al.*, (2011) concluded that social media also has negative aspects; in modern society, humans experience negative emotions and behave differently offline and online.

Hence, to stop the abuse of social media, there is a dire need to formulate regulatory mechanism and guidelines for use of social media to mitigate the risks of excessive usage of social media and to ensure the safety of society at large (Bevan et al., 2012; Lyndon et al., 2011).

Krasnova et al. (2010) identified that people enjoy social platforms as they find it easy to form and maintain relationships with alternative user-friendly technological options to connect.

Ridings and Wasko (2010) concluded that the emergence of online groups and forums initiating online discussions is the result of the desire for socializing using social media platforms. Social media has undergone a paradigm shift from traditional media to an effective communication tool to collaborate with social media users across different strata of society. This results in the creation of an interface of social and technological space where these users have their identity resulting in engagement and self-satisfaction.

Ray et al. (2014) concluded that people have adopted the platform of social media to communicate and develop social bonding.

Abeele et al. (2018) observed that social relations are negatively impacted among people who use social media platforms extensively, which also adversely impacts their mental health and distorts work life balance.

### Review of literature on issues related to use of Social Media

Blankenship (2010) studied the penetration of social media in educational institutes and revealed thought-provoking findings viz., increased student interest, improved engagement, and control over the content (Blankenship, 2010).

Pornsakulvanich, et. al (2013) observed that the basic purpose for which social media is used frequently includes building network, associating with communities, being a member of groups, to remain updated with latest trends, and for entertainment. A similar study was conducted by Eid, et al; (2016), which revealed five broad categories of social media consumption and use viz., gratification and enjoyment, writing blogs, online match making, live audio and video streaming, and online conversations.

Due to lack of governance measures about use of social media, particularly concerning privacy and technological hazards, most people restrict their use of social media through self-control while engaging in online communication (Abril *et al.*, 2012). There are pertinent issues such as lack of transparency, authenticity of the information, data theft, and financial frauds (Spinelli, 2010).

There are detrimental consequences such as people generally lying online to create a false image in the mind of people by posting or sharing content on social media (Hundley & Shyles, 2010).

The use of mobile applications on smartphones is growing at an unprecedented rate and is interwoven in everyday life (Andreassen, C.S., Billieux, J., Griffiths, M.D., Kuss, D.J., Demetrovics, Z., Mazzoni, E. & Pallesen, S., 2016).

Lundmark et al. (2016) revealed that social media integrates multiple sources of data thereby leading to expanding the base of followers and readers.

Tang et al. (2012) and Schlagwein and Hu (2016) examined the behaviour of acquiring benefits in terms of incentives of affiliate marketing via YouTube videos leading to a win-win situation for both, the content creator and social media platforms.

Wang et al. (2014) asserted that people spread news through portals, which are linked with social media.

The research study conducted by Jain Varsha et al., (2016) inferred that aspirational luxury is related to exclusivity, craftsmanship, different offerings of brands and the value that is provided to the consumers. Subsequently, consumption of these brands is driven by private and public motives. Additionally, digital platforms have created a strong bonding between these brands and consumers as they focus on visual imagery.

A.S. Krishen, et al. (2019) provided inferences for organizations and brand managers to create meaningful, pleasing, exciting and memorable experiences with the use of social media campaigns.

Xiaolin Lin, Xuequn Wang & Nick Hajli (2019) considered the social commerce trust as a multi-dimensional construct.

Andreas M. Kaplan and Michael Haenlein (2010) propounded a classification that represents the social presence of individuals and corporate entities to enhance media richness on social media platforms.

Kim and Ko (2012) investigated and identified that social bonding and a high degree of self-efficacy had an impact on satisfaction and intention to use social media.

Verheyden and Goeman (2013) and SMB Group (2012) opined that small as well as large organisations use social media to create value for their business by engaging in meaningful communication with stakeholders.

Hamilton, Mitchell, Kaltcheva, Velitchka, Rohm, and Andrew (2016) identified social media strategies for brands related to interaction satisfaction and immersion that are based on the three types of customer value. They examined the effects of social media brands considering consumer interactions on three types of customer value viz., Customer Lifetime Value, Customer Influencer Value and Customer Knowledge Value.

## Comprehensive model of satisfaction and intention to use social media by community and corporate entities

Figure 3 is a Model of Satisfaction and Intention for Social Media that displays the key variables involved in using social media by the community and by corporate entities that leads to satisfaction and strengthens the intention to use social media.

**Figure 3: Model of Satisfaction and Intention for Social Media**
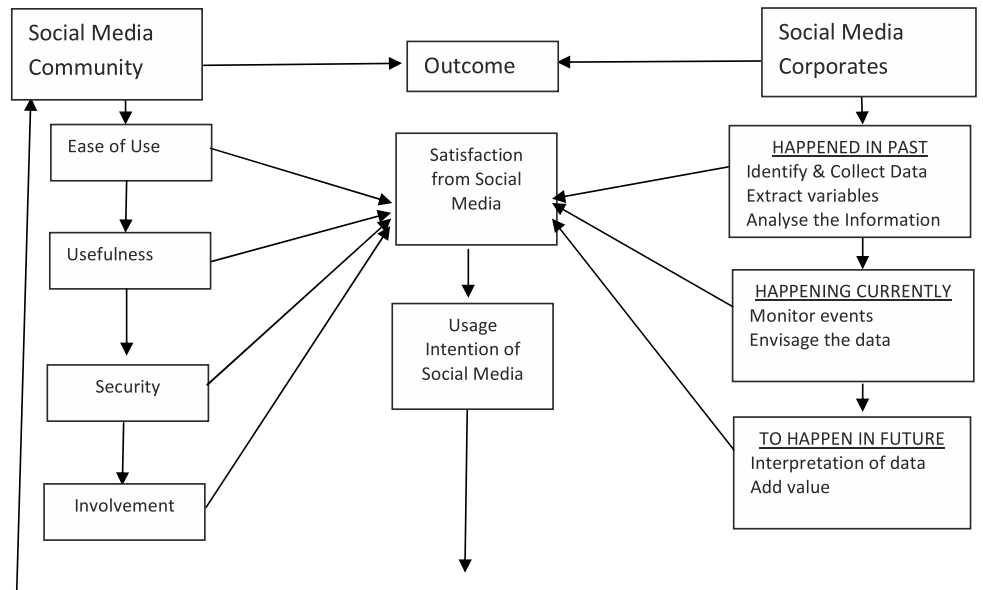


Source: Jeen-Su Lim et al. (2013) and contentmarketinginstitute.com.

The model displayed in Figure 3 is an all-encompassing model, which reveals the linkages between social media usage by the community, corporate entities and its outcome in terms of satisfaction from social media and strengthening the intention to use social media. The components of social media community engagement viz., ease of use, usefulness, security, and involvement, which culminates into satisfaction from social media results in usage intention of social media.

The corporate sector also actively engages in brand building to enhance visibility keeping in mind past achievements, present conditions and future aspirations related to social media. Social media platforms stimulate collaboration. The plethora of communication platforms available today are enhanced and evolving in the practices followed to manage marketing, administration and other aspects of the business as they venture to grab the attention of today's empowered consumers. The point of worry is phishing, cyber-attacks, bullying and privacy (Jeen-Su Lim et al., 2013; and contentmarketinginstitute.com).

## Conceptual framework of the research study

The theoretical model of this research study is shown in Figure 4, which depicts the linkages between utility of social media platforms, the selected dimensions, benefits and influence on the intention to recommend the use of social media to others. It also shows the relationships between various dimensions and its outcome in terms of benefits and its impact on the intention to recommend the use of social media to others.

The model has covered three dimensions viz., technological aspects, the component of socialization and issues being faced by users of social media.

**Figure 4: Conceptual Framework of Use of Social Media**
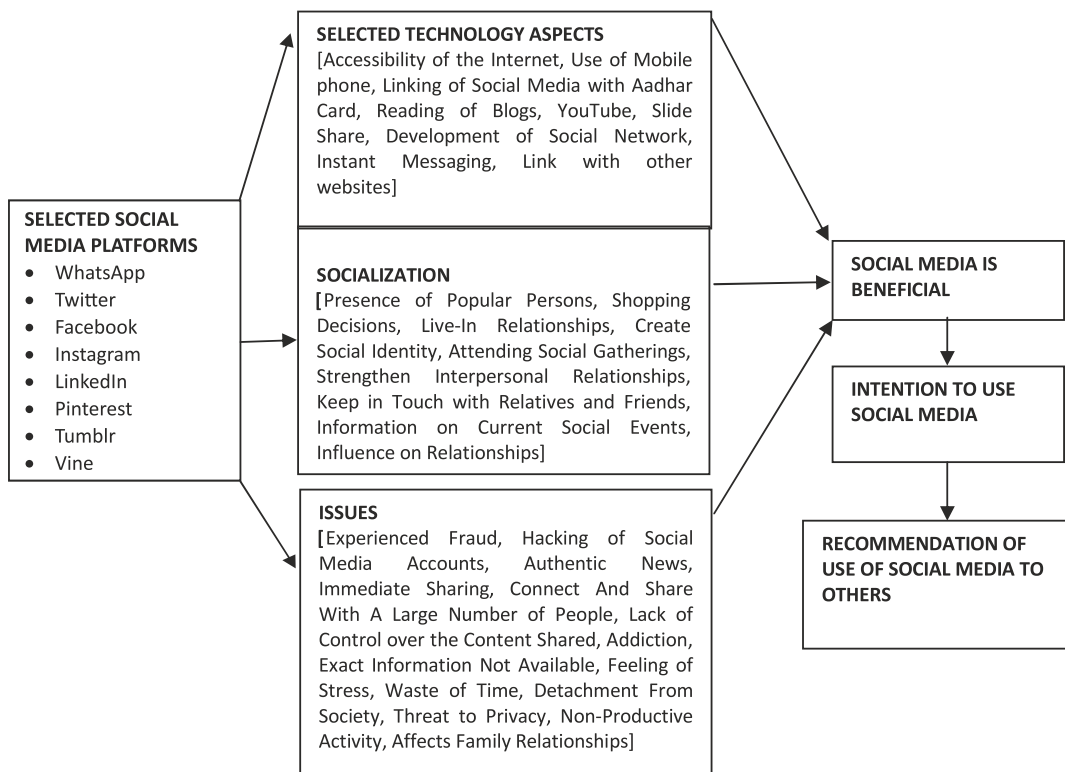


The use of technology component includes accessibility to the internet, use of mobile phones, linking of social media with Aadhar card, reading of blogs, YouTube, Slide Share, development of social network, instant messaging, and link with other websites. The socialization component includes viz., presence of popular persons, shopping decisions, live-in relationships, creating social identity, attending social gatherings, strengthening interpersonal relationships; keeping in touch with relatives and friends, information on current social events, and influence on relationships.

The issues faced by users of social media include experiencing fraud, hacking of social media account, fake news, immediate sharing, connect and share, lack of control on content shared, addiction, exact information not available, feeling of stress, waste of time, detachment from society, threat to privacy, non-productive activity, and negative impact on family relationships.

## Research Methodology

Several research studies have portrayed how youngsters get affected by social media. These studies have identified positive as well as negative consequences on social networking usage, social media marketing, knowledge sharing, addiction, and impact on efficiency and well-being. However, very few research studies have focused on experience of selected social media users considering the use of technology for interaction through social media, socialization using different social media platforms, and the resultant issues and challenges encountered by the users of social media.

The authors have attempted to study and understand the wide-ranging purposes of using social media viz., enhanced exposure to the latest technology, the process of socialization on social media platforms, acquiring information, entertainment, and its linkages with benefits derived, preference to continue to use as well as recommend the use of social media to family and friends respectively.

Accordingly, this research study aimed to evaluate and examine the influences of selected criteria viz., the technology component used for interaction through social media, the activity of socialization via the use of different social media platforms, and the resultant issues and challenges encountered by users of social media.

The descriptive research design was used and the representative sampling units were conveniently drawn using non-probability sampling design. Primary data was collected using personal interview schedules using a structured-non-disguised questionnaire from amongst 210 respondents being users of social media and residents of Vadodara City of Gujarat State.

The objectives of this research study were (i) to identify the purpose for which social media is used by the selected people of Vadodara city of Gujarat State; (ii) to get an idea about the timing and frequency of use of social media; (iii) to study and measure the influence of the use of technology, the process of socialization and resulting issues and challenges on the intention to continue to use social media platforms, and (iv) to identify the underlying criteria determining the intention of social media users to recommend the use of social media to others.

The researcher has presented the results and findings of this research study based on application and use of Descriptive Statistics, Confirmatory Factor Analysis, Friedman Test and Chi-square Test; additionally, Structural Equation Model was developed and applied using SPSS and AMOS software.

The researcher has also presented the implications in formulation and modifications of strategies by marketers and social media service providers for utilizing and influencing the socialization process through interaction via social media.

## Data Analysis and Interpretation

The researcher attempted to analyse the data using SPSS software and outcomes of the study are presented as follows.

## Test of Normality of Distribution

The assumption of normality is tested using histogram, box plot and other statistical test values that are plotted in Figure 5.

**Figure 5: Histogram & Box plot depicting Normality of Distribution**

**Histogram**

**Box plot**
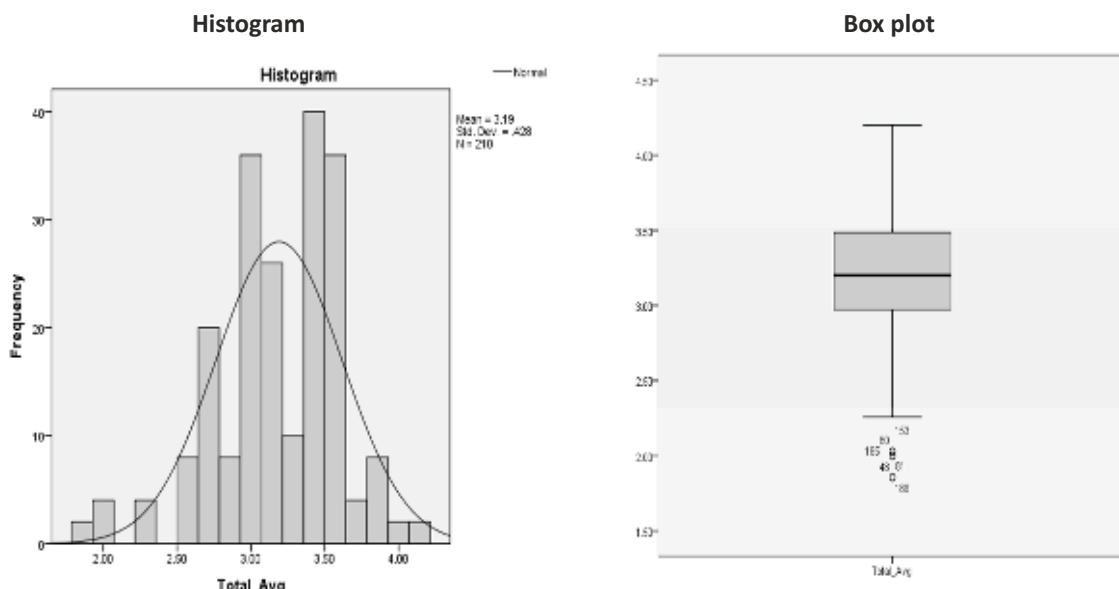
The analysis about the average opinion of selected social media users on selected dimensions showed a negative skew with the value of -0.570 and positive value of 0.622 of kurtosis indicates the distribution is peaked. The normality is also supported by the shape of the curve of the histogram for the average opinion of selected social media users on selected dimensions as well as the median value positioned in the centre of the box plot, which indicates that distribution can be assumed to be normal.

## The Reliability of the Research Instrument [Structured Questionnaire]

The reliability of the questionnaire was measured and Cronbach's Alpha score ranging from 0.692 to 0.767 is presented in Table 1.

**Table 1: Reliability Test Score**

| Sr. No. | Selected Components | Test Score "Cronbach's Alpha" |
|---------|---------------------|-------------------------------|
| 01 | Technology Component | 0.700 |
| 02 | Socialization | 0.767 |
| 03 | Issues Faced | 0.692 |
| 04 | Overall | 0.818 |

Table 1 indicates the reliability test score of the selected dimensions of social media usage behaviour; the results indicate the highest reliability score as 0.767, and lowest reliability score as 0.692.

**Table 2: Comparison of Mean Scores of Selected Components of Social Media Platforms**

| | | Technology Component | Socialization | Issues Faced |
|---|---|---|---|---|
| | | Mean Score | | |
| Criteria-wise Actual Experience | A | 3.11 | 3.43 | 3.09 |
| User's Overall opinion | B | 3.52 | 3.50 | 3.71 |
| Dif. [A-B] | | -0.41 | 0.07 | -0.62 |

The means of the same construct were measured and less variation was found in the given question categories related to criteria-wise experience in comparison with users' overall opinion on social media. It becomes clear from the data that the users of social media were found to be placed between 'Strongly Agree' to 'Agree' which fulfils the condition of convergent validity.

**Table 3: Profile of Selected Users of Social Media**

| Sr. No. | Selected Background Variables (Demographic Profile) | | Number and Percentages |
|---|---|---|---|
| 1 | **Gender** | Males | 102 (48.6) |
| | | Females | 108 (51.4) |
| 2 | **Age Group** | Below 20 | 68 (34.2) |
| | | 21 to 30 | 62 (29.5) |
| | | 31 to 50 | 42 (20.0) |
| | | 50 and above | 38 (18.1) |
| 3 | **Educational Qualifications** | Up to 12th Standard | 16 (07.6) |
| | | Graduation | 84 (40.0) |
| | | Post -Graduation | 86 (41.0) |
| | | Professional Qualification | 24 (11.4) |
| 4 | **Occupation** | Business / Self Employed | 38 (18.1) |
| | | Home Makers | 18 (08.6) |
| | | Students | 64 (30.5) |
| | | Employed in Service | 90 (42.9) |
| 5 | **Monthly Family Income [In Rupees]** | Up to Rs. 15,000 | 18 (08.6) |
| | | Rs. 15,001 to 25,000 | 92 (43.8) |
| | | Rs. 25,001 to 50,000 | 54 (25.7) |
| | | Rs. 50,001 & Above | 46 (21.9) |

Table 3 shows the profile of the selected users of social media, which represents an equal proportion of males (51.4) and females (48.6); 62 per cent belong in the age bracket of up to 30 years and 38 per cent are in the age bracket of above 30 years.

From amongst the selected users of social media, 8 per cent had passed 12th standard, 81 per cent were graduates and post-graduates whereas 11 per cent possessed professional educational qualification; 43 per cent were in the category of service, 30 per cent were students, 18 per cent were in business/self-employed, and 9 per cent were homemakers; 52 per cent had monthly income up to Rs. 25,000 and 48 per cent had monthly income above Rs. 25,000.

## Preferences of Use of Selected Social Media Platforms

The researchers received thought-provoking results on preferences of users regarding selected social media platforms as presented in Table 4.

## Testing of Hypotheses

**H01: There is no difference in the respondents' opinion (ranks) about their preference for selected social media platforms.**

**Table 4: Preference for Selected Social Media Platforms**

| Descriptive Statistics | | | | | | | Friedman Test Score Value | |
|---|---|---|---|---|---|---|---|---|
| Selected Social Media Platforms | N | Percentiles Value (Median) | | | Mean Rank | Median Value | | Rank |
| | | 25th | 50th | 75th | | | | |
| WhatsApp | 210 | 1.00 | 1.00 | 2.00 | 1.57 | 1.0 | $X^2$ = 1102.5 df = 7 P-Value =0.000 | 01 |
| Twitter | 210 | 3.00 | 3.00 | 4.00 | 3.69 | 3.0 | | 04 |
| Facebook | 210 | 2.00 | 3.00 | 4.00 | 3.15 | 3.0 | | 03 |
| Instagram | 210 | 1.75 | 2.00 | 4.00 | 2.80 | 2.0 | | 02 |
| LinkedIn | 210 | 4.00 | 5.00 | 5.00 | 4.57 | 5.0 | | 05 |
| Pinterest | 210 | 5.00 | 6.00 | 6.00 | 5.49 | 6.0 | | 06 |
| Tumblr | 210 | 7.00 | 7.00 | 7.25 | 7.13 | 7.0 | | 07 |
| Vine | 210 | 7.00 | 8.00 | 8.00 | 7.60 | 8.0 | | 08 |

Table 4 shows the result of Friedman Test, which was carried out to compare the mean rank preference of selected users of social media for selected social media platforms.

Based on the results, it can be inferred that there exist significant differences between the mean ranks with an $x^2$ value (DF 7) = 1102.5, p< 0.00.

The Post Hoc Tests were run to know the group (Age Groups) preference, which is similar for selected social media platforms.

**Table 5: Post Hoc Test (LSD) Results for Group's Similar Preference for Social Media Platforms**

| Selected Social Media Platforms | Groups Nos. | Age Group (I) | Age Group (J) | Mean Difference (I-J) | Std. Error | Sig. 'P' Value |
|---|---|---|---|---|---|---|
| WhatsApp | 1 | Below 20 | 31 to 50 | 0.192 | 0.148 | 0.196 |
| | 2 | 21 to 30 | 50 & Above | 0.061 | 0.155 | 0.694 |
| Facebook | 1 | 31 to 50 | 50 & Above | 0.068 | 0.268 | 0.801 |
| Instagram | 1 | Below 20 | 21 to 30 | 0.188 | 0.195 | 0.337 |
| LinkedIn | 1 | Below 20 | 21 to 30 | 0.023 | 0.192 | 0.906 |
| | 2 | Below 20 | 31 to 50 | 0.193 | 0.215 | 0.369 |
| | 3 | 31 to 50 | 21 to 30 | -0.171 | 0.219 | 0.436 |
| Pinterest | 1 | Below 20 | 21 to 30 | 0.409 | 0.219 | 0.064 |
| | 2 | Below 20 | 31 to 50 | -0.225 | 0.245 | 0.358 |
| | 3 | 31 to 50 | 50 & Above | -0.491 | 0.280 | 0.080 |
| Tumblr | 1 | Below 20 | 21 to 30 | -0.067 | 0.097 | 0.488 |
| | 2 | Below 20 | 31 to 50 | -0.018 | 0.108 | 0.867 |
| | 3 | 21 to 30 | 31 to 50 | 0.049 | 0.110 | 0.656 |
| Vine | 1 | Below 20 | 21 to 30 | -0.025 | 0.130 | 0.849 |

Through the Friedman Test, the researchers identified significant results as shown in Table 5; based on Post Hoc Test, it became evident that selected age groups had a similar preference for selected social media platforms. For WhatsApp, the two groups showed similar preference viz., below 20 years and 31 to 50 years' age group have a similar preference (p-Value = 0.196), and 21 to 30 years and 50 years and above have a similar preference (p-Value = 0.694). Similarly, for Facebook, Instagram, LinkedIn, Pinterest, Tumblr, and Vine, the age groups that have similar preference for selected social media platforms include numbers 1, 1,

3, 3, 3, and 1 with 'p-value' of 0.801, 0.337, 0.906, 0.369, 0.436, 0.064, 0.358, 0.080, 0.488, 0.867, 0.656, and 0.849 respectively.

## Time of Visit on Social Media

The results of data analysis related to time of visiting social media by the selected users are presented in Table 6.

**H02: There is no difference in the time of visit on social media by selected social media users belonging to different age groups.**

**Table 6: Time of Visit to Social Media Pages**

| Time of Visit | Age Groups [In Years] | | | | Total | Chi-square Value |
|---|---|---|---|---|---|---|
| | Below 20 | 21 to 30 | 31 to 50 | 50 & Above | | |
| | Number (Percentages) | | | | | |
| In the Morning | 00 (00.0) | 6 (09.7) | 6 (14.3) | 0 (00.0) | 12 (05.7 ) | Pearson x $^2$ = 74.392 **Df** = 12 **'p' Value** = 0.000 |
| In the Afternoon | 10 (14.7) | 2 (03.2) | **10 (23.8)** | **14 (36.8)** | 36 (17.1) | |
| In the Evening | 10 (14.7) | **22 (35.5)** | 06 (14.3) | 00 (00.0) | 38 (18.1) | |
| Any Time | 10 (14.7) | 00 (00.0) | 02 (04.8) | **12 (31.8)** | 24 (11.4) | |
| Whenever have Free Time | **38 (55.9)** | **32 (51.6)** | **18 (42.9)** | **12 (31.6)** | 100 (47.6) | |
| Total | 68 (100.) | 62 (100) | 42 (100) | 38 (100) | 210 (100) | |

Table 6 indicates that there is a significant difference in time of visit by selected social media users belonging to different age groups with an $x^2$ value (df12) = 74.392, p< 0.00. The selected users of social media of all age groups prefer to utilize their leisure time on the social media platform of their choice viz., 56 per cent of below 20 years followed by 21 to 30 years, 31 to 50 years, and 50 years and above. 35 per cent of people of 21 to 30 years would also prefer the evening time, 24 per cent of 31 to 50 years, and 37 per cent of 50 years and above prefer afternoon time to visit social media.

## Number of Times Users Post on Social Media

The results of data analysis related to the number of times users post on social media are presented in Table 7.

**H03: There is no difference in the number of times users belonging to different age groups post on social media platforms.**

**Table 7: Number of Times Posting on Social Media Platforms**

| Number of Times | Age Groups [In Years] | | | | Total | Chi-Square Value |
|---|---|---|---|---|---|---|
| | Below 20 | 21 to 30 | 31 to 50 | 50 & Above | | |
| | Number (Percentages) | | | | | |
| Sometimes | 14 (20.6) | 06 (09.7) | **16 (38.1)** | 04 (10.5) | 40 (19.0) | **Pearson $x^2$ =** 47.428 **Df**= 12 **'P' Value**= 0.000 |
| Occasionally | **18 (26.5)** | **34 (54.8)** | 4 (09.5) | **14 (36.8)** | 70 (33.3) | |
| Everyday | 10 (14.7) | 00 (00.0) | 8 (19.0) | **10 (26.3)** | 28 (13.3) | |
| Weekends | 04 (05.9) | 02 (03.2) | 0 (00.0) | 02 (05.3) | 8 (03.8) | |
| Unplanned | **22 (32.4)** | **20 (32.3)** | **14 (33.3)** | **08 (21.1)** | 64 (30.5) | |
| **Total** | 68 (100.) | 62 (100.) | 42 (100.) | 38 (100.) | 210 (100.) | |

Table 7 presents the result of data analysis which reveals that there is a significant difference in terms of the number of times users post with an $x^2$ value (df12) = 47.428, p< 0.00. The frequency with which people share their communication differs for different age groups. People did not follow a planned approach for posting their communication on social media web pages.

From the sample set, 33 per cent of people in the age bracket of up to 50 years post in an unplanned manner; 27 per cent of people below 20 years, 55 per cent from the age group of 21 to 30 years and 37 per cent above 50 years post on some specific occasions, and 38 per cent of people in the age group of 31 to 50 years post 'sometimes'; this does not follow any fixed pattern of communication. Of the people above 50 years was observed viz., 37 per cent visit social media occasionally, 26 per cent visit every day and 21 per cent visit in an unplanned manner.

## Average Time Spent on Social Media

The results of data analysis related to average time spent by selected users on social media are presented in Table 8.

**H04: There is no difference in the average time spent on social media platforms by selected social media users across different age groups.**

**Table: 8: Average Time Spent**

| Average time spent on social media | Age Groups [In Years] | | | | Total | Chi-Square Value |
|---|---|---|---|---|---|---|
| | Below 20 | 21 to 30 | 31 to 50 | 50 & Above | | |
| | Number (Percentages) | | | | | |
| Up to 30 Minutes (Light Users) | 4 (05.9) | 6 (09.7) | **16 (38.1)** | 10 (26.3) | 36 (17.1) | **Pearson $x^2$ =** 55.626 **Df**= 9 **'P' Value**= 0.000 |
| 30 to 60 Minutes (Medium Users) | **28 (41.2)** | **18 (29.0)** | **14 (33.3)** | **16 (42.1)** | 76 (36.2) | |
| 60 to 120 Minutes (Heavy Users) | **24 (35.3)** | 10 (16.1) | 08 (19.0) | **12 (31.6)** | 54 (25.7) | |
| Above 120 Minutes (Addicted Users) | 12 (17.6) | **28 (45.2)** | 4 (09.5) | 0 (00.0) | 44 (21.0) | |
| Total | 68 (100.) | 62 (100.) | 42 (100.) | 38 (100.) | 210 (100.) | |

Table 8 presents the result of data analysis, which reveals that there is a significant difference in terms of the number of times of posting on social media platforms with $x^2$ value (df9) = 55.626, p< 0.00. The data analysis revealed that 38 per cent of users of social media spent 30 minutes on social media (light users); 42 per cent of people of the age group of 50 and above, 41 per cent of below 20 years, 33 per cent of people of 31 to 50 years spent 30 to 60 minutes on social media (medium users); 35 per cent of age group below 20 years, and 32 per cent of people of 50 years and above age group spent 60 to 120 minutes (heavy users), and 45 per cent of people of 21 to 30 years age group spent above 120 minutes on social media (addicted users).

## Device used for Handling Social Media Accounts

Table 9 reveals that amongst 90 per cent plus selected users of social media, mobile phone is the most popular device used by selected users of social media of all age groups.

**Table 9: Device Used for Social Media Accounts**

| Name of the Device Used | | Age Groups [In Years] | | | | Total |
|---|---|---|---|---|---|---|
| | | Below 20 | 21 to 30 | 31 to 50 | 50 & Above | |
| Desktop | Used | 00 (00.0) | 04 (06.5) | 04 (09.5) | 08 (21.1) | 16 (07.6) |
| | Not Used | 68 (100.) | 58 (93.5) | 38 (90.5) | 30 (78.9) | 194 (92.4) |
| Laptop | Used | 02 (02.9) | **14 (22.6)** | **08 (19.0)** | **18 (47.4)** | 42 (20.0) |
| | Not Used | 66 (97.1) | 48 (77.4) | 34 (81.0) | 20 (52.6) | 168 (80.0) |
| Mobile Phone | Used | **62 (91.2)** | **62 (100.)** | **36 (85.7)** | **30 (78.9)** | **190 (90.5)** |
| | Not Used | 06 (08.8) | 00 (00.0) | 06 (14.3) | 08 (21.1) | 20 (09.5) |
| Tablet | Used | **10 (14.7)** | 00 (00.0) | 00 (00.0) | 06 (15.8) | 16 (07.6) |
| | Not Used | 58 (85.3) | 62 (100.) | 42 (100.) | 32 (84.2) | 194 (92.4) |

Another popular device used to access social media was found to be laptops, viz., 47 per cent of selected users of social media of 50 years and above, 23 per cent of 21 to 30 years' age group and 19 per cent of the age group of 31 to 50 years.

## Purpose of Using Social Media

**Table 10: Purposes of Using Social Media Accounts**

| Purposes of Using Social Media Accounts | | Age Groups [In Years] | | | | Total |
|---|---|---|---|---|---|---|
| | | Below 20 | 21 to 30 | 31 to 50 | 50 & Above | |
| Personal use | Yes | **56 (82.4)** | **58 (93.5)** | **40 (95.2)** | **38 (100.)** | **192 (91.4)** |
| | No | 12 (17.6) | 04 (06.5) | 02 (04.8) | 00 (00.0) | 18 (08.6) |
| Business use | Yes | 08 (11.8) | 18 (29.0) | 12 (28.6) | 06 (15.8) | 44 (21.0) |
| | No | 60 (88.2) | 44 (71.0) | 30 (71.4) | 32(84.2) | 166 (79.0) |
| To read news | Yes | 18 (26.5) | **46 (74.2)** | 14 (33.3) | 02 (05.3) | 80 (38.1) |
| | No | 50 (73.5) | 16 (25.8) | 28 (66.7) | 36 (94.7) | 130 (61.9) |
| To share videos | Yes | 08 (11.8) | 16 (25.8) | 04 (09.5) | **20 (52.6)** | 48 (22.9) |
| | No | 60 (88.2) | 46 (74.2) | 38 (90.5) | 18 (47.4) | 162 (77.1) |
| To share photos | Yes | 18 (26.5) | 28 (45.2) | 04 (09.5) | **38 (100.)** | 88 (41.9) |
| | No | 50 (73.5) | 34 (54.8) | 38 (90.5) | 00 (00.0) | 122 (58.1) |
| To keep in touch with friends | Yes | **44 (64.7)** | **46 (74.2)** | **34 (81.0)** | **36 (94.7)** | **160 (76.2)** |
| | No | 24 (35.3) | 16 (25.8) | 08 (19.0) | 02 (05.3) | 50 (23.8) |
| To keep in touch with family | Yes | 18 (26.5) | **32 (51.6)** | 14 (33.3) | 08 (21.1) | 72 (34.3) |
| | No | 50 (73.5) | 60 (48.4) | 28 (66.7) | 30 (78.9) | 138 (65.7) |
| To reunite with old friends | Yes | 16 (23.5) | 20 (32.3) | 16 (38.1) | **34 (89.5)** | 86 (41.0) |
| | No | 52 (76.5) | 42 (67.7) | 26 (61.9) | 4 (10.5) | 124 (59.0) |
| To buy products | Yes | 8 (11.8) | **38 (61.3)** | 10 (23.9) | 00 (00.0) | 56 (26.7) |
| | No | 60 (88.2) | 24 (38.7) | 32 (76.2) | 38 (100.) | 154 (26.7) |
| To avail services | Yes | 10 (14.7) | 16 (25.8) | 10 (23.8) | 12 (31.6) | 48 (22.9) |
| | No | 58 (85.3) | 46 (74.2) | 32 (76.2) | 26 (68.4) | 162 (100.) |
| To follow celebrities | Yes | 18 (26.5) | 08 (12.9) | 04 (09.5) | 00 (00.0) | 30 (14.3) |
| | No | 50 (73.5) | 54 (87.1) | 38 (90.5) | 38 (100.) | 180 (85.7) |
| To follow trends | Yes | 26 (38.2) | 12 (19.4) | 06 (14.3) | 00 (00.0) | 44 (21.0) |
| | No | 42 (61.8) | 50 (80.6) | 36 (85.7) | 38 (100.) | 166 (79.0) |
| To share/view humorous content | Yes | **42 (61.8)** | **32 (51.6)** | 04 (09.5) | **20 (52.6)** | 98 (46.7) |
| | No | 26 (38.2) | 30 (48.4) | 38 (90.5) | 18 (47.4) | 112 (53.3) |
| To get relief from stress | Yes | 12 (17.6) | 20 (32.3) | 04 (09.5) | 04 (10.5) | 40 (19.0) |
| | No | 56 (82.4) | 42 (67.7) | 38 (90.5) | 34 (89.5) | 170 (81.0) |
| To find employment opportunities | Yes | 12 (17.6) | 24 (38.7) | 00 (00.0) | 00 (00.0) | 36 (17.1) |
| | No | 56 (82.4) | 38 (61.3) | 42 (100.) | 38 (100.) | 174 (82.9) |

The objectives behind use of social media are depicted in Table 10.

It is evident from the outcome of the data analysis that social media is used by all age groups for personal use, and to keep in touch with friends.

The selected users of social media up to 30 years of age and above 50 years also preferred to share and view humorous content. The selected users of social media of the age group of 21 to 30 years were found using social media to read news and to buy products.

## Confirmatory Factor Analysis [CFA]:

The researchers conducted confirmatory analysis to identify the determining dimensions affecting the opinion about Social Media platforms considering the aspects of technology, socialization and issues faced by social media users.

## Technology Component:

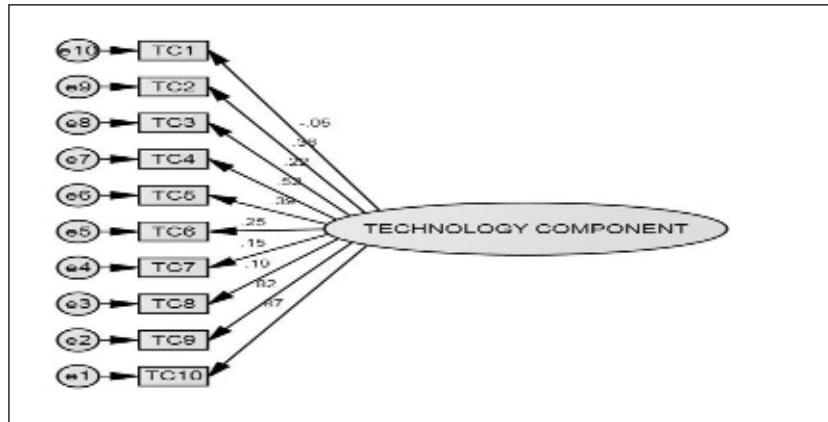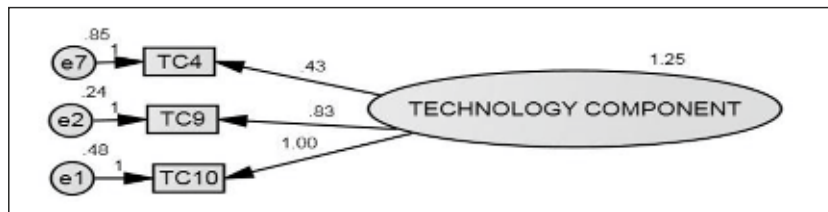**Figure 6: Hypothesized Measurement Model for Technology Component**



**Figure 7:Revised Model Fit of Technology Component**



## Technology Component Statements:

TC1    -    Easier accessibility of the internet is important to remain active on social media.

TC2    -    I continuously use the mobile phone to remain in touch with developments/trends on social media.

TC3    -    Social media needs to be linked with Aadhar card.

TC4    -    I read blogs and share on social media.

TC5    -    I love to share videos on YouTube using social media.

TC6    -    I share my slide share presentations on social media.

TC7    -    I have developed a Social Network using social media.

TC8    -    I use instant messaging service on social media.

TC9    -    I use my social media accounts to login to other websites.

TC10  -    I link my social media accounts to login to other websites.

In the above measurement model as shown in Figures 6 and 7 for CFA of Technology Component of usage of social media, 10 statements were analysed and 3 important influencing variables (TC4, TC9, and TC10) were identified from the model.

## Socialization

**Figure 8:Hypothesized Measurement Model for Socialization Component**
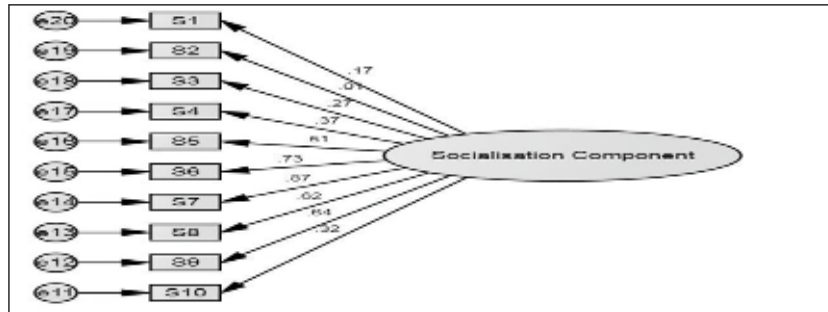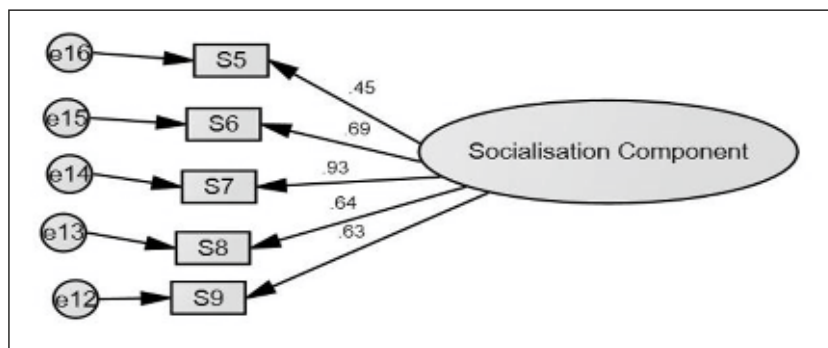


**Figure 9: Revised Model Fit for Socialization Component**



## Socialization Component:

S1   -   Presence of popular persons on social media influences my shopping decisions.
S2   -   Social media influences my shopping decisions.
S3   -   Social media promotes live-in relationships.
S4   -   Social media helps me to create my social identity.
S5   -   I love to use social media for attending social gatherings.
S6   -   Social media helps me to strengthen interpersonal relationships.
S7   -   Social media helps me to keep in touch with relatives.
S8   -   Social media helps me to keep in touch with friends.
S9   -   I get information regarding current social events using social media platforms.
S10  -   Use of social media affects our relationships with loved ones.

In the above measurement model shown in Figures 8 and 9 for CFA of Socialization Component of usage of social media, 10 statements were analysed and 5 important influencing variables (S5, S6, S7, S8, and S9) were identified from the model.

## Issues Being Faced by Users of Social Media

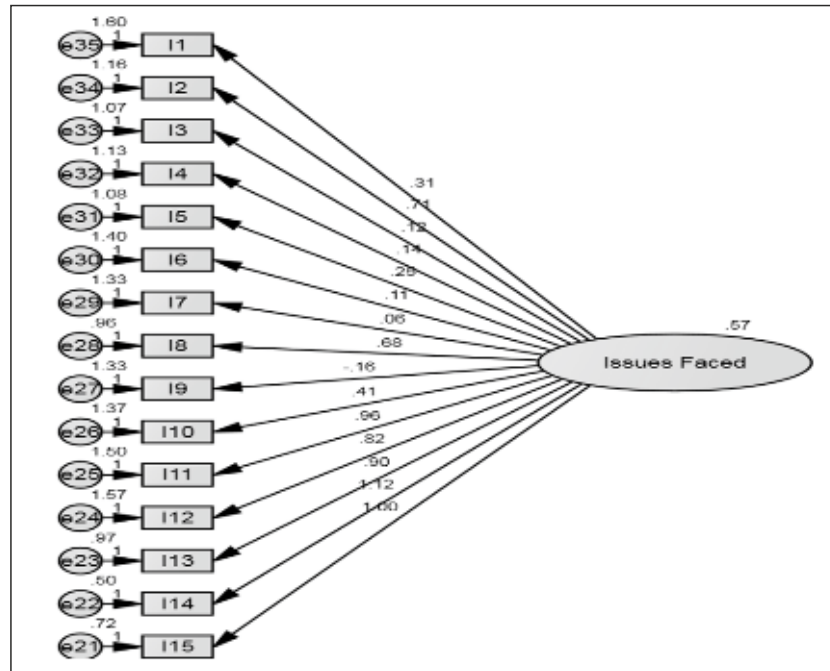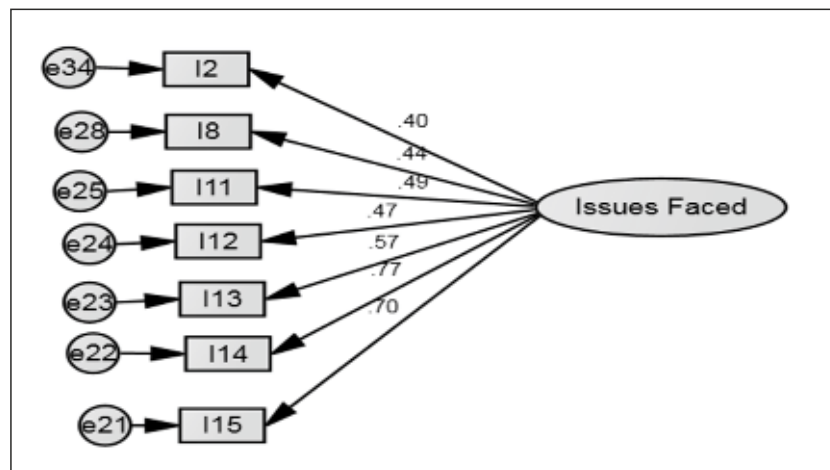**Figure 10: Hypothesized Measurement Model for Confirmatory Factor Analysis of Issues Faced by Social Media Users**



**Figure 11: Revised Model Fit for Confirmatory Factor Analysis of Issues Faced by Users of Social Media**

**Statements of issues faced by Social Media users:**

Q7  I1   I have experienced fraud through social media.

Q7  I2   I have experienced hacking of my social media account.

Q7  I3   The real voices for authentic news come through social media.

Q7  I4   People engage through immediate sharing in online conversations on social media platforms.

Q7  I5   I find it easy to connect and share with many people using social media platforms.

Q7  I6   There is a lack of control over the content shared by people using social media.

Q7  I7   I feel addicted to social media.

Q7  I8   I feel it is difficult to get the exact desired information from social media.

Q7  I9   I check my social media account before going to bed.

Q7  I10  I feel stressed using social media accounts.

Q7  I11  I feel engaging with social media is a waste of time.

Q7  I12  Social media creates a detachment from society.

Q7  I13  Social media is a threat to my privacy.

Q7  I14  Engaging in social media is a non-productive activity.

Q7  I15  Using social media affects family relationships.

In the above measurement model shown in Figures 10 and 11 for Confirmatory Factor Analysis of issues faced by social media users, 15 were analysed and 5 important influencing variables (I2, I8, I11, I12, I13, I14, and I15) were identified from the model.

## Structural Equation Model

**Figure 12: Structural Equation Model Showing Relationship between Components of Social Media and their Intention to Recommend the Use of Social Media**
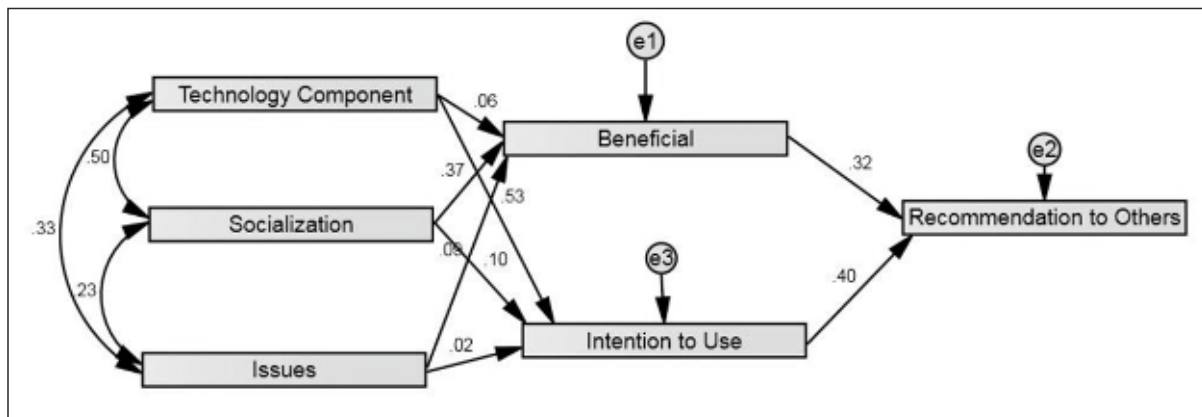
**Table 11: Coefficients Based on Structural Equation Model: Summary**

| Outcome Variables | Predictor Variable | Unstandardized Coefficient Estimates | S. E. | P-Value | Standardized Coefficient Estimates |
|---|---|---|---|---|---|
| Benefits | Technology Component | 0.06 | 0.073 | 0.418 | 0.06 |
| | Socialization | 0.39 | 0.075 | 0.000 | 0.37 |
| | Issues | 0.18 | 0.131 | 0.179 | 0.09 |
| Intention to Use | Technology Component | 0.42 | 0.053 | 0.000 | 0.53 |
| | Socialization | 0.08 | 0.054 | 0.131 | 0.10 |
| | Issues | 0.04 | 0.094 | 0.678 | 0.02 |
| Recommendation | Benefits | 0.32 | 0.056 | 0.000 | 0.32 |
| | Intention to Use | 0.48 | 0.070 | 0.000 | 0.40 |

The Model Fit Indices as given in Table 11 show the relationship between technological component, socialization component and issues faced by social media users.

**Table 12: Model Fit Indices**

| Name of the Index | Model fit Indices | Most Ideal Values |
|---|---|---|
| CMIN (Chi-square or Minimum Discrepancy Chi-square) | 18.663 | - |
| GFI (Goodness of Fit Index) | .906 | .95 |
| NFI (Normed-Fit Index) | .811 | .95 |
| RFI (Relative Fit Index) | .793 | .90 |
| CFI (Comparative Fit Index) | .814 | .90 |
| AGFI (Adjusted Goodness of Fit Index) | .709 | .90 |
| RMR (Root Mean Square Residual) | .088 | .08 |
| RMSEA (Root Mean Square Error of Approx imation) | .291 | .08 |

Table 12 is the Structural Equation Model using Path Analysis for portraying the influence of technology component, socialization and issues being faced by users of social media through 2 mediating variables i.e. benefits and intention to continue to use social media, which results in recommending it to others.

In the above simple Regression Model, 1 observed variable, 'Recommendation to Others', is predicted as a linear combination of the other 3 observed variables, viz., technology component, socialization and issues faced by social media users respectively considering the 2 mediating variables i.e. benefits and intention to continue to use social media, which results in recommending others to use social media.

Each single-headed arrow represents a regression weight. The value shown against two-sided arrows (0.50, 0.33, and 0.23) is the correlation between 3 observed variables.

The values shown with a single-sided arrow (0.53, 0.40, 0.37, 0.10, 0.09, 0.09, 0.06 and 0.02) are standardized regression weights for the influence of selected attributes on the intention to recommend the use of social media to others.

Thus, it can be inferred that the benefits of using social media vis-à-vis intention to use social media will result in the recommendation to others as both attributes tend to have an equal and summative effect.

## Discussions and Managerial Implications

The researcher has attempted to study the preferences of social media users across different age groups; this includes the time of visiting social media platforms, average time spent on social media, the device used for connecting with social media, the purpose of use of social media and opinion of users of social media on selected dimensions viz., selected technology aspects, socialization and issues faced by users of social media. Considering the purpose of the research study, the managerial implications are drawn and discussed as follows:

Social media service providers need to understand the infographics as well as psychographics and evolve an appropriate strategy not only to attract, but also to reap the demographic dividend considering the different preferences of different age groups for social media platforms refereed in the research study. The preferences of users of social media were identified by the researchers, which are not absolute, but may change over time due to promotional efforts made by social media service providers and therefore, the continuous monitoring of changing preferences of users of social media and searching for innovative ways to attract the users of social media for a particular social media platform are of critical importance.

An insight into the different uses of social media at different time intervals would be of help to social media marketers to reach and communicate promotional messages to a specific target audience by working on customer infographics. This has significance in the light of the fact that Facebook and other social media platforms have enabled technologies through which they can track users of social media, know their individual content preferences and can suitably target them with relevant and meaningful messages.

Social media service providers cannot optimize their performance without understanding visitors to their website or application. Social media service providers need to understand the pattern of events and occasions when users of social media of varied age groups share their views. This increases the chances of reaching those who are already spending a significant amount of time on social media to segment, target, and position and to tap them at the right time and occasion.

Understanding the average time spent on social media platforms by users is helpful to service providers to plan and organize online events, create compelling advertisements, videos, presentations, and initiate online discussions.

It implies that social media service providers need to evolve with the right kind of promotional strategy to provide a seamless user interface which shall enable quick browsing and ease of navigation for social media users.

The research study revealed that the smartphone continues to be the most popular device for connecting with social media and hence, marketers need to devise robust strategies keeping this in mind.

The social media industry is booming with an increasing number of users being added over time. Therefore individuals, communities, and business groups need to take advantage of this growth by leveraging the social media channels considering the different needs of users to remain connected on social media platforms. The marketer's target audience is available on these platforms; they are available for target digital advertisements. For the marketer, the obvious benefits are advertising at a lower cost, easy accessibility to the target audience and the possibility of doing real-time performance analysis to enhance the effectiveness of promotional and communication messages.

The research study has revealed that the desire of users for social media can be attributed to the use of varied technologies. While India gears up with technological changes, it is important to ensure that the benefits of technology solutions reach the most

deserving and untouched sections of society so that it makes a difference to their lives using social media.

The important dimension that plays a significant role in shaping the intentions of users of social media relates to the benefit of socialization. The use of social media enables to develop social connections with speed, anywhere and at any time. This aspect would be of help to spread information to create a favourable image of a specific social media service provider. Socialization leads the users to indulge themselves in communication with society at large and provide a sense of self-gratification driven by instant feedback with fun.

This research study has also revealed the issues faced by social media users. This would be of great help for users to acquaint themselves and deal with such issues and challenges. Issues concerning privacy, safety and the security of users would continue to be the major areas of improvement for service providers in time to come.

In conclusion, the use of social media provides users exposure to varied technologies and offers the benefits of building better social relationships. However, at the same time, it has some adverse social implications. Hence, users need to use social media with care while social media providers must address issues faced by users.

## Applicability and Generalizability of the Research Findings

This research study has revealed that the technological components viz., reading blogs, linking accounts and smooth interoperability with other websites are key antecedents which promote the use of social media. The other dimensions of socialization that were found relevant in the research study included the need for social groups, improving interpersonal relationships, keeping in touch with friends and relatives, and staying updated with current trends and events.

The research study also identified the major concerns/issues related to the use of social media by respondents; this can be generalized for every user of social media worldwide. These issues are related with the backup of data, security of personal information, hacking, loss of connectivity due to traffic, waste of time, withdrawal from social relationships, and adverse effect on work-life balance. These issues are consistent with the general assumptions as well as thoughts of people at large related to the use of social media. In the present context of disruption caused by COVID-19 pandemic, social media has emerged as one of the most important platforms to stay connected while being physically separated.

The findings of this research study can be generalized at the global level as the behaviour pattern of the community and corporate world would remain similar in terms of use of social media owing to the worldwide user-friendly interface of technology and accessibility of internet in India.

## Concluding Remarks

In this era, customer engagement and influences of social media have grown enormously across geographic locations and individual preferences. This has led to social media users keeping in mind the potential benefits and concerns viz., addiction, depression, and political polarization. The hyper-connected social media user is empowered with the internet and user-friendly social media platforms that have led to real-time sharing of information and ideas. The role of social media is versatile as it facilitates the creation of content and diffusion of information at a rapid pace, which also results in discussions by beneficiaries and stakeholders at large.

Social media plays a dominant role as a "Digital Dopamine" for the young and the restless customer in the 21st century. Social media is an enabler of interactions and networking at all levels in society. The use of social media can be studied at the individual or at the group level to understand their behavioural predisposition regarding their views on social media.

In the present context, techno-savvy users are aware of the issues and threats faced while using the internet and therefore, they should exhibit a cautious attitude while using social media. The direction for social media users lies in understanding key aspects viz., ensuring secured social interaction, exercising prudence while sharing digital rights and management of social media content. The digital ecosystem has led to co-creation and the digital footprints are inevitable.

It will be imperative for marketers to understand the changing consumers and their usage of smartphone. The key drivers for fuelling the growth of the smartphone industry would be political, economic, social and technological factors. The social media marketer can categorically segment light users, medium users, heavy users, and addicted users to target them with appropriate promotional messages.

The manufacturers should emphasize on features of mobile handsets viz., the inclusion of front and rear camera in the handset; value-adds on features such as water resistance and security; durability and battery backup; service centres; aesthetic appeal considering screen size; price, including discounts and cash back offers. India is moving towards the next level of technology evolution in which every stakeholder has played an important role in the growth of social media in general.

Marketers need to work together considering Indians' needs and preferences so as to evolve with innovative ways to reach social media users in India rather than replicating social media apps used in western countries.

India needs to truly harness the potential of technology to build the nation and bring prosperity to citizens taking the social media route. Marketers of social media service providers need to develop mechanisms to provide safety, security and credibility to ensure trustworthiness of information on social media.

This can be done by developing a "Digital Ecosystem" that instils a sense of a secured environment while operating on various social media platforms. Marketers need to offer user-friendly features for their services and formulate a more suitable strategy to tap potential users of social media. Marketers need to leverage the latest technology viz., virtual reality and artificial intelligence to ensure the security of transactions on social media accounts using network security and firewall restrictions. A digitally driven India is growing at a fast pace coupled with the Government of India's commitment to digitize the economy. The availability, access, and affordability of the Internet are growing due to collaborative efforts leading to Public-Private Partnerships [PPPs] model. The social media and smartphone markets are intertwined and witnessing rapid changes and therefore, marketers need to seize this opportunity by crafting products that are personalized to meet the requirements of consumers across geographies, price segments and usage preferences. Marketers and companies will be able to create and maintain existing segments by unearthing newer ones.

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