

## A STUDY ON MOTIVES BEHIND THE USE OF SOCIAL NETWORKING SITES

Isha Budhiraja\*

Anuradha Khatri\*

---

### ABSTRACT

*As we all know that Human being is a social Animal. We people live in a society and we all love to enjoy each other's company either it is by some face to face or by some other source like telephonic, through letters, mails , through video conferencing or by chatting on the net. From the Previous analysis of Data Revealed that when People get Time from their busy schedules they used to do chat or they use some Social Networking Sites to find their old friends or to make new friends. Through this paper we Attempts to find out the Reasons that why these Social Networking Sites are so popular these days and why do so many people wants to connect their selves on these Social Networking sites.*

**Keywords:** *Social network, Product, Customer, Marketing, Public relation(PR), Procter & Gamble(P&G)*

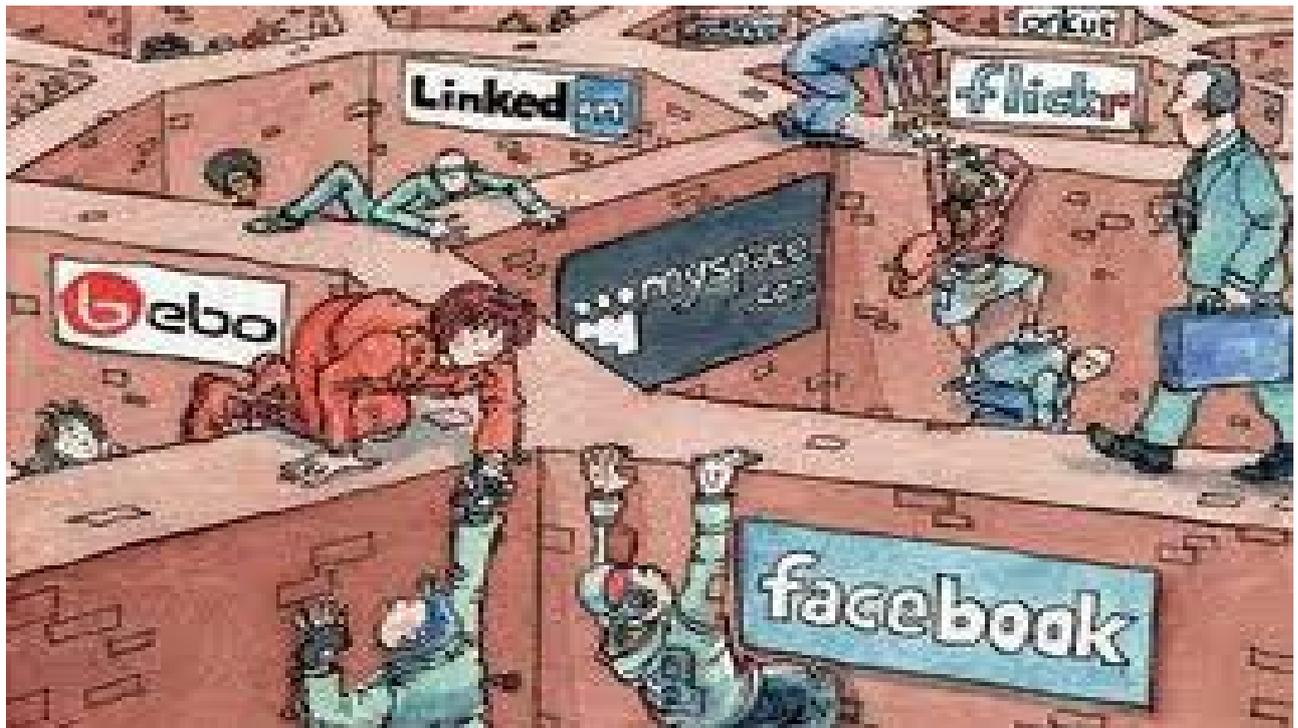
---

\*Sr. Assistant Professor, FIMT, Kapashera, New Delhi, Guru Gobind Singh Inderprastha University, India

**INTRODUCTION:-**

Social networking sites are web-based services which allow individuals to create profiles, articulate and communicate with others. Social network sites are also called 'social networking sites' to emphasize relationship initiation, often among strangers. The social networking websites have evolved as a combination of personalized media experience, within social context of participation. The practices that differentiate social networking sites from other types of computer-mediated communication are uses of profiles, friends and comments or testimonials—profiles are publicly viewed, friends are publicly articulated, and comments are publicly visible (Boyd, 2007).

These Social networking sites are very popular these days. It has been found that social networking sites such as MySpace, Linked in, Flickr, Twitter, Orkut & Face book are being widely used. These Social Networking sites have been popular to remove the Geographical boundaries and provide a common platform all over the world, where people are more likely to use these sites to find old friends, maintain their existing offline relations, pass time and be entertained . From these Social networking sites people not only develop new relationships but also they do share so many things like: their class notes, Assignments, Their thoughts and so many other things. Most of the social networking websites provide various features like networking, uploading photographs, videos and digital content which increase their popularity in the era of Internet. Social networking websites provide rich information about the person and his network, which can be utilized for various business purposes. Through these Social Networking sites People also advertise their business news, their products, their discounts and their interesting deals / offers for customers without spending any penny in that. It is fascinating to see that there are so many different things going on in one place, and even more incredible that they seem to all work in harmony.



“Now it is important to know that Why people use these Social Networking websites. What is the Reason behind that?”

#### **FOR ENTERTAINMENT:-**

The most common use of Social Networking site is For “Entertainment”. Now a days majority of People using Face book, Orkut, Twitter or MySpace only for the “Social’ label. They are using these sites for Entertainment, to make new friends, or to keep in touch with their old friends. Some people wants to upgrade their status like they got married or not or they are in relationship with someone, or they are in searching mode ☺ to connect to people they’ve met, a potential girlfriend/boyfriend perhaps, or from someone who shares the same interests. So that everyone should know about them. Most interesting part of the Face book is that, Lot of People is connected through this one source only and they all are keeping in touch with the other peoples who are living miles away with in a second. . This lets us have a small conversation with people that we would not normally bother having if it meant a long phone call. In the past it would have been nigh on impossible to keep in touch, much less keep up to date with what they are doing, that was not a cup of tea for everyone. But now a day it wouldn’t be so hard. Anyone can meet with anyone within a second from all these Social Networking Sites.

#### **FOR BUSINESS – CONNECTING WITH CUSTOMERS**

With the Rise of Internet Era, this Social media is being embraced by businesses .They endorse lot of items to their customers directly. Companies are seeing that the best way to

conduct themselves online is to speak to their customers directly using these social networking sites, Twitter being especially useful for this. It increases the reputation of the company, gets them positive reviews and shows that they really care about the customer. It also gives a human face to the large corporation, meaning that customers or potential customers will feel much more comfortable coming back. There are some great examples of this strategy online, with a company called Virgin Trains being one of the most successful. They have a small team of dedicated and named staff who run the Twitter feed as part of their overall PR role. Whenever a customer has a question or a complaint about the trains, for example – the train is late or something has gone wrong with their ticket, they post it on the Twitter feed and usually get a pretty quick response. The response is sometimes a simple apology about a train being late, but it gives a human element to the company and this simple gesture could stop them losing a customer for the future. They can also act as a sort of customer service line, say somebody loses the code to pick up their ticket from the fast ticket machine they will post on Twitter, and get a response with the information they need. There is also the opportunity for business types to network and expand their business on the social networking platform. We can expand our business through old contacts as well as new, but it doesn't mean that this will be the factor that leads to our success, it completely depends on we people that how pleasantly we can grab our customers. We have one more site and that is our popular "**LinkedIn**". That's basically exist for this purpose; LinkedIn is for people to network within a business environment. It does for businesses what Face book does for students and teenagers, it lets people connect. It could find you a new business deal or could even find you a new job!

## **MARKETING**

In today's competition the most important thing is Publicity and one of the big source of Publicity is Internet Marketing strategy. As we have seen that P&G Life Improvement have started some kind of strategy to attract their customers for their products by giving them free samples of their Products.

Once customer will get those samples and after using that samples customer again wanted to get those products from the Market. So, this is one of the Strategy of the company to greet or to0 grab their customers for their product. During Festival seasons companies try to compete from others by making some different different strategies like by giving some extra gifts along with the products, or by giving some attractive discounts. Social Media Marketing is a

trial and error business, so it would be advisable to put into place experiments and do a lot of research before putting all of your eggs into the Twitter basket!

## **SOCIAL NETWORK GROUPS**

Many social networks offer groups. Group means when many people having the same interest as well as facing same problem then they become a group. They all joined the group because they all had something in common. There can be groups on anything. Maybe you have a child with autism and you want to talk to other people who have children with autism, join a group. Then you can talk to other people and also get news and alerts about autism. If there isn't already a group on the network, create one.

Maybe you have some advice to offer to someone else. Join a social network on that topic and answer questions. Talk to other people who are going through the same thing you're going through, or already went through.

## **CONCLUSION:**

This is the study about the Benefits of the Social networking sites and this provides a general structure of motives behind the use of social networking sites. The following aspects in social networking sites can be considered for future studies:

- Influence of social networking sites on individual behavior.
- User satisfaction of social networking services
- Relationship study of user demographics and social networking sites

## **REFERENCES:-**

- [1]. Boyd Danah and Ellison Nicole (2007), 'Social Network Sites: Definition, History and Scholarship', *Journal of Computer-Mediated Communication*,
- [2]. Boyd Danah (2007), *Why Youth (Heart) "Social Network Sites: The Role of Networked Publics in Teenage Social Life*, MacArthur Foundation Series on Digital Learning-Youth, Identity and Digital Media Volume, David Buckingham (Ed.), MIT Press, Cambridge, MA
- [3]. Donath J and D Boyd (2004), 'Public Displays of Connection', *BT Technology Journal*.
- [4]. [www.aae.wisc.edu/luschechter/network\\_motives.pdf](http://www.aae.wisc.edu/luschechter/network_motives.pdf)
- [5]. [www.wikipedia.com](http://www.wikipedia.com)