

## **Information sharing on Social Networking Sites (SNS): An Empirical study**

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### **Abstract**

**Objective:** The main objective was to study the level of penetration of social networking sites across various demographics, the reasons for using social networking sites and the factors influencing information sharing on SNS.

**Methodology:** A total of 300 questionnaires were distributed among the various users of SNS. Questionnaire consisted of structured close-ended questions. Of the 300 questionnaires, 163 responses were received. This represents an effective response rate of around 54% of the total sample. Chi square test was used to analyze the significance of the results.

**Findings:** Students have been spending more and more time on the internet, they use to surf the internet daily for fun and entertainment and for making new relation on these social networking sites. They are the most frequent users of SNS.

**Managerial Implications:** Companies with application products could understand the behaviour of different users of SNS regarding fun and entertainment and accordingly develop their products. Various new applications could be designed with regard to occupation to which the user belonged to. The study could also be useful for those online advertisers who advertise their products on these SNS and could understand the likes and dislikes, time spent and which part of the day was the time spent so that they could target their products accordingly.

**Conclusion:** Demographics do not affect the time associated with social networking sites. The time spent on social networking sites and its use for fun and entertainment varied by gender but not by age, educational qualification and occupation. The perception that social networking sites are used for making new relation is affected by occupation but not by gender, age, educational qualification. The use of social networking sites for social purposes and marketing was not affected by any demographic factor.

**Key Words:** Entertainment, Information, Social networking sites

**JEL Classification code:** D70, D71

## **Introduction**

### **Meaning of Social Networking Sites:**

Social Networking Sites (SNS) are web sites that provide a basic or constructive community for people to share their daily activities with family and friends, and share their interest on various topics, and increase their circle of acquaintances.

Over these past few years, the popularity of social networking websites has been increasing rapidly. Social networking websites have gained a lot of attention among all classes of people. These websites provide an opportunity to individuals to meet new people all around the world. Majority of the social networking websites are free to use. Social networking websites are built user friendly and hence have attracted a large number of users towards them. They can be used by anyone regardless of age, location etc. The social networking websites are specially designed for adults and children both, with the main aim of creating a friendly environment for everyone where they can interact with each other whole heartedly. No restriction is imposed on anyone to join these websites. Majority of the social networking websites which are popular, are free to use. There are some which come with added options or features which may require the users to pay but there are other several add-ons which the website users can create. Social networking sites (SNS) have provided a wonderful opportunity to the current generation to interact with each other without any barriers or restriction. Users can communicate all around the world sharing their interest and creating long term relationships on these websites.

### **Information sharing**

Social Networking is this century's most ideal communication environment, offering a range of opportunities for sharing personal information and getting in contact with other users (Datcu, 2012). A key point is that social networks allow people to present themselves in a certain way to have fun and entertainment and develop new relations. It also develops social

and professional contacts; the sharing of information and services among people with a common interest. The variables identified to study information sharing or usages were:

- Fun and entertainment
- Making new relation
- Social purpose and marketing

**On the basis of the number of users the most popular social networking sites are as under as on 15 September 2013 (Smith, 2013):**

**Facebook** was launched in 2004 targeting college, students, but when it was opened to everyone, it grew exponentially to become a top social networking site. It is the biggest social networking site in the world. Currently it has 1.5 billion users.

**Twitter** is pared down to short, 140-character messages which can include links to content elsewhere online. It has attracted a host of celebrity users and it has been suggested that the site could be worth \$10 billion. Twitter currently has more than 317million active users.

**LinkedIn** is a business-based social network and was floated on the US stock market in April, when its share price doubled in the first day. It has 238 million users

**MySpace** MySpace once dominated the social networking market, but declined steadily from 2008, and was sold to advertising agency Specific Media and Justin Timberlake for \$35 million. My space currently has 32.6 million users.

## **Review of literature**

**A brief review of literature was conducted before the commencement of the study.**

(**Acquisti, 2005**) in his study revealed that participation in social networking sites has dramatically increased in recent years. Services such as Friendster, Tribe, or Facebook allow millions of individuals to create online profiles and share personal information with vast networks of friends - and, often, unknown numbers of strangers. The study showed patterns of information revelation in online social networks and their privacy implications. It analyzed the online behaviour of more than 4,000 Carnegie Mellon University students who joined a

popular social networking site catered to colleges. The study highlighted potential attacks on various aspects of their privacy, and showed that only a minimal percentage of users change the highly permeable privacy preferences. **(Hargittai, 2007)** studied the predictors of Social networking sites (SNS), usage with particular focus on Facebook, MySpace, Xanga, and Friendster. The findings suggested that the use of such sites was not randomly distributed across a group of highly wired users. A person's gender, race and ethnicity, and parental educational background were associated with use, and in most cases only when the aggregate concept of social network sites was disaggregated by service. Additionally, people with more experience and autonomy of use were more likely to be users of such sites. Unequal participation based on user background suggested that differential adoption of such services could be contributing to digital inequality. **(Kathryn Wilson, 2010)** sought to predict young adults' use of SNS and their addictive tendency towards it from their personality characteristics and levels of self-esteem. University students aged 17 to 24 years, reported their use of SNS and completed the NEO Five-Factor Personality Inventory<sup>1</sup> and the Coppersmith Self-Esteem Inventory. Multiple regression analyses revealed that, as a group, the personality and self-esteem factors significantly predicted both level of SNS use and addictive tendency but did not explain a large amount of variance in either outcome measure. His findings indicated that extroverted and unconscientious individuals reported higher levels of both SNS use and addictive tendencies. **(Kuan-Yu Lin, 2011)** in his study used an online questionnaire to conduct empirical research, and collected and analyzed data of 402 samples by structural equation modeling (SEM) approach. He showed that enjoyment was the most influential factor in people's continued use of SNS, followed by number of peers, and usefulness. The number of peers and perceived complementarity had stronger influence than the number of members on perceived benefits His work also ran clustering analysis by gender, which found notable difference in both number of peers and number of members between men and women. The number of peers was an important factor affecting the continued intention to use for women but not for men; the number of members had no significant effect on enjoyment for men. His findings also suggested that gender differences also produced different influences. **(Namsu Park, 2009)** revealed four primary needs for participating in groups within Facebook: socializing, entertainment, self-status seeking, and information. These gratifications vary depending on user demographics such as gender,

hometown, and year in school. His analysis of the relationship between users' needs and civic and political participation indicated that, as predicted, informational uses were more correlated to civic and political action than to recreational uses. **(Shin, 2010)** in his study examined security, trust, and privacy concerns with regard to social networking websites among consumers using both reliable scales and measures. He proposed a SNS acceptance model by integrating cognitive as well as affective attitudes as primary influencing factors, which were driven by underlying beliefs, perceived security, perceived privacy, trust, attitude, and intention. The model showed excellent measurement properties and establishes perceived privacy and perceived security of SNS as distinct constructs. His finding also revealed that perceived security moderated the effect of perceived privacy on trust. Based on the results of the study, practical implications for marketing strategies in SNS markets and theoretical implications were recommended accordingly. **(Ohbyung Kwon, 2010)** in his study emphasised two things. First, he empirically examined how individual characteristics affect actual user acceptance of social network services. To examine these individual characteristics, he applied a Technology Acceptance Model (TAM) to construct an amended model that focuses on three individual differences: social identity, altruism and one perceived construct: the perceived encouragement, imported from psychology-based research. Next, he examined if the users' perception to see a target social network service as human relationship-oriented service or as a task-oriented service could be a moderator between perceived constructs and actual use. As a result, he discovered that the perceived encouragement and perceived orientation were significant constructs that affect the actual use of social network services. **(Christy M.K. Cheunga, 2010)** conceptualised the decision to use an online social network conceptualized as intentional social action and the relative impact of the three modes of social influence processes (compliance, internalization, and identification) on intentional social action to use (collective intention). It was found that collective intention to use a social networking site was determined by both subjective norm and social identity. Further, social identity was found to be a second-order latent construct comprised of cognitive, evaluative, and affective (first-order) components. **(Quan-hasse, 2009)** examined surveys and interviews that influenced university students to disclose personal information on Facebook. Moreover, he studied the strategies students had developed to protect themselves against privacy threats. He found that personal network size

was positively associated with information revelation, and no association was found between concern about unwanted audiences and information revelation and finally, student's internet privacy concerns and information revelation were negatively associated. The privacy protection strategies employed most often were the exclusion of personal information, the use of private email messages, and altering the default privacy settings. Based on his findings, he proposed a model of information revelation and drew conclusions for theories of identity expression. **(Marlow, 2009)** in his study revealed that social networking sites (SNS) were only as good as the content their users share. Therefore, designers of SNS should seek to improve the overall user experience by encouraging members to contribute more content. However, user motivations for contribution in SNS were not well understood. This was particularly true for the newcomers, who may not recognize the value of the contribution. Using server log data from approximately 140,000 newcomers in Facebook, he predicted long-term sharing based on the experiences the newcomers had in their first two weeks. He tested four mechanisms: social learning, singling out, feedback, and distribution. **(Hinds, 2008)** investigated a particular subset of virtual communities - open source software project communities and four hypotheses were asserted which related social network structure to community success. The hypotheses, which were based on social network theory and related research, suggested that success was supported by high levels of affiliation with other communities, moderate levels of density within the network of community conversations, moderate levels of density in the communications between peripheral members and core members, and low levels of density in the communications between administrators and the rest of the community. **(Feng Fua, 2007)** investigated two paradigms for studying the evolution of cooperation—Prisoner's Dilemma and Snowdrift game in an online friendship network, obtained from a social networking site. He revealed that the empirical social network had small-world and scale-free properties. Besides, it exhibited assortative mixing pattern. Studied the evolutionary version of the two types of games on it. It was found that cooperation was substantially promoted with small values of game matrix parameters in both games. Whereas the competent cooperators induced by the underlying network of contacts dramatically inhibited with increasing values of the game parameters. **(Dhiraj Jain, 2012)** found a strong correlation between the creation of fake accounts and embarrassment created due to wrong information posted by others. People are also afraid about those who have

created fake accounts and get embarrassed due to wrong information posted by others on their profile. They found that higher the level of trust an individual had on SNS, the more likely the individual was to find the combined usability and satisfaction from SNS. (Magnani, 2010) in his study found support for social learning: newcomers who see their friends contributing go on to share more content themselves. It was found that one of the most interesting and still not completely understood phenomena happening Social Network Sites is their ability to spread (or not) units of information which may aggregate to form large distributed conversations. (Zheng Xiang, 2010) employed a research design that simulated traveller's use of a search engine for travel planning by using a set of pre-defined keywords in combination with nine U.S. tourist destination names. The analysis showed that social media constitute a substantial part of the search results, indicating that search engines likely direct travellers to social media sites. This study confirmed the growing importance of social media in the online tourism domain. It also provided evidence for challenges faced by traditional providers of travel-related information. (Jan vom Brocke, 2009) identified different motives for the usage and non-usage of SNSs and determined the potential contextual factors. (Hanna Krasnova, 2010) integrated focus group results into a theoretical privacy calculus framework and developed and empirically tested a Structural Equation Model of self-disclosure with 259 subjects. It was found that users were primarily motivated to disclose information because of the convenience of maintaining and developing relationships and platform enjoyment. Countervailing these benefits, privacy risks represent a critical barrier to information disclosure. However, users' perception of risk could be mitigated by their trust in the network provider and availability of control options. Based on these findings, it offered recommendations for network providers. (Jain & Sadriwala, 2013) concluded that social networking sites could be entertaining and exiting and were dependent on the age. The perception that social networking site help in developing new relations, keeping in touch with friends and making the user feel good was not affected by the demographic determinants selected and was independent of them. (Aberer, Buchegger, & Datta, 2009) studied a new application of threshold-based secret sharing in a distributed online social network (DOSN), where users needed a means to back up and recover their private keys in a network of untrusted servers. They proposed a trust-based delegate selection which performed very well in highly vulnerable environments where the adversary controlled

many nodes with different distributions and even with spreading of infections in the network. In fact, the number of keys lost were very low under extremely pessimistic assumptions of the adversary model. (Harbes, 2010) found that professional relationships and a sense of community were important for career mobility and satisfaction, and was important to foster and support these relationships early. They presented SNAG, (Social Networking and Games), a suite of mobile and Internet games to facilitate social networking within a professional community. They presented Snag'em, a game that helped conference attendees meet one another and track their new contacts. (Dong-Hee Shin, 2010) conducted an online survey of SNS users and validated the proposed theoretical model's ability to explain and predict user acceptance of SNS very well. The results illustrate the importance of both extrinsic and intrinsic motivation and also showed that different sets of motivations provide useful implications for theory and practice.

### Research gap

While the key trends were being reviewed from the literature, it was observed that though there was a vast literature on social networking sites none of them have tried to study the behavioural pattern of information sharing or the reasons of using social networking sites and the factors which influence users for sharing information on SNS. The study was initiated with this objective in mind. This study tries to explore the factors influencing information sharing on SNS.

### Objective of the study

1. To study the perception towards information sharing across various demographics in Rajasthan.
2. To study the reasons for using social networking sites and the factors influencing information sharing on SNS.

### Hypothesis framed for the study

$H_{01}$	There is no significant difference in the length of association with SNS across the
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	demographics selected for the study.
H <sub>02</sub>	There is no significant difference in the time spent on SNS across the demographics selected for the study.
H <sub>03</sub>	There is no significant difference between the fact that the use of SNS provide fun and entertainment across the demographics selected for the study.
H <sub>04</sub>	There is no significant difference between the fact that the use of SNS helps in making new relations across the demographics selected for the study.
H <sub>05</sub>	There is no significant difference in perception that SNS are used for social purpose and marketing across the demographics selected for the study.
H <sub>06</sub>	There is no significant difference in the perception that SNS are used for purposes other than those stated above across the demographics selected for the study..

### Research Methodology

The study is exploratory in nature. The respondents were frequent users of SNS who had at least one account on SNS. The study has a total sample of 163 from 200 questionnaires issued, across various occupations. The samples were randomly selected from out of the regular users of social networking sites. The advantage of a random sampling method is that the results can be analyzed occupation wise, drawing certain conclusions from each category of respondents. Both qualitative and quantitative data were collected. The instrument for data collection consisted of structured closed ended questions. The questionnaire was administered to a sample of occupation to collect data on their perceptions of using social networking sites.

### Questionnaire

The study used the survey method to approach the respondents through questionnaire as an instrument for data collection. The framework was developed using the variables identified during extensive review of literature. It consisted of structured closed ended questions. The questionnaire consists of two parts such as namely (1) respondent's demographic features, (2) and the variables related to information sharing and usage of social networking sites among

various occupations. All the closed ended questions were designed to be responded on a five point Likert scale to measure.

### Data Collection, Analysis, and Findings

A total of 300 questionnaires was distributed among the various occupation in the five major cities of Rajasthan (Jaipur, Jodhpur, Udaipur, Kota and Ajmer) Questionnaire consisted of structured close-ended questions. From 300 questionnaires, 163 responses were completed in all respect and were hence considered for the study. This represents an effective response rate of around 54% of the total sample. Chi square test is used to test the significance of the results.

### Data Analysis & interpretation

**Table 1**

Demographic Profile of the respondents		Frequency	Percent
Gender	Male	105	64.4
	Female	58	35.6
	<b>Total</b>	<b>163</b>	<b>100.0</b>
Age	< 15 years	2	1.2
	16-25 years	112	68.7
	26-35 years	34	20.9
	36-50 years	12	7.4
	> 50 years	3	1.8
	<b>Total</b>	<b>163</b>	<b>100.0</b>
Education Qualification	High School	33	20.2
	Intermediate	4	2.5
	Graduation	69	42.3
	Post- graduation & above	50	30.7
	Others	7	4.3
	<b>Total</b>	<b>163</b>	<b>100.0</b>

Occupation	Student	94	57.7
	Government Sector Job	7	4.3
	Private sector job	28	17.2
	Professional	16	9.8
	Self Employed	15	9.2
	Others	3	1.8
	<b>Total</b>	<b>163</b>	<b>100.0</b>
Length of association with Social Networking sites	< 1 year	26	16.0
	1-3 years	67	41.1
	3-5 years	49	30.1
	> 5 years	21	12.9
	<b>Total</b>	<b>163</b>	<b>100.0</b>
Time spent on Social Networking sites	Constantly online	14	8.6
	Several times a day	39	23.9
	Daily	70	42.9
	Weekly	30	18.4
	Monthly	10	6.1
	<b>Total</b>	<b>163</b>	<b>100.0</b>

### Interpretation

Most of the respondents were male (64.4%) , within the age group of 16-25 years (68.7%), majority of them were pursuing graduation (42.3%) or post- graduation (30.7%) , majority of the social networking sites users were students (57.7%) followed by employees of private sector (17.2%). Majority of them (41.1%) have been associated with the social networking sites for a period of 1-3 years and (43%) of the users surf the net daily.

**Association between the demographic determinants and the time that the respondents have been associated with social networking sites.**

Table 2(a)

		Time of association with Social Networking sites				Total
		< 1 year	1-3 years	3-5 years	> 5 years	
Gender	Male	8	43	39	15	105
	Female	18	24	10	6	58
Total		26	67	49	21	163
Age	< 15 years	1	1	0	0	2
	16-25 years	19	50	33	10	112
	26-35 years	1	10	12	11	34
	36-50 years	3	5	4	0	12
	> 50 years	2	1	0	0	3
Total		26	67	49	21	163
Education Qualification	High School	12	12	8	1	33
	Intermediate	0	2	1	1	4
	Graduation	9	33	19	8	69
	Post- graduation & above	4	19	20	7	50
	Others	1	1	1	4	7
Total		26	67	49	21	163
Occupation	Student	19	40	30	5	94
	Government Sector Job	1	4	2	0	7
	Private sector job	4	12	5	7	28
	Professional	0	6	7	3	16
	Self Employed	1	5	5	4	15
	Others	1	0	0	2	3
Total		26	67	49	21	163

H<sub>01</sub>: There is no significant difference in the length of association with SNS across the demographics selected for the study.

**Table 2 (b)**

	<b>Gender</b>	<b>Age</b>	<b>Education Qualification</b>	<b>Occupation</b>
<b>Tabulated value</b>	7.81	21	21	25
<b>Calculated Value</b>	18.217	27.565	30.474	28.168
<b>Df</b>	3	12	12	15
<b>Accept/Reject</b>	Rejected	Rejected	Rejected	Rejected

**Interpretation:** As the null hypothesis has been rejected in all the cases, we conclude that there is a significant difference in the time of association with SNS across the demographics selected for the study.

**Association between the demographic determinants and the time spent on social networking sites.**

**Table 3 (a)**

		Time spent on Social Networking sites					<b>Total</b>
		Constantly online	Several times a day	Daily	Weekly	Monthly	
<b>Gender</b>	Male	13	28	41	20	3	<b>105</b>
	Female	1	11	29	10	7	<b>58</b>
<b>Total</b>		<b>14</b>	<b>39</b>	<b>70</b>	<b>30</b>	<b>10</b>	<b>163</b>
<b>Age</b>	< 15 years	0	0	1	1	0	<b>2</b>
	16-25	12	34	46	14	6	<b>112</b>
	26-35	2	4	18	8	2	<b>34</b>
	36-50	0	1	5	5	1	<b>12</b>
	> 50 years	0	0	0	2	1	<b>3</b>

<b>Total</b>		<b>14</b>	<b>39</b>	<b>70</b>	<b>30</b>	<b>10</b>	<b>163</b>
<b>Education Qualification</b>	High School	3	12	9	7	2	<b>33</b>
	Intermediate	0	2	2	0	0	<b>4</b>
	Graduation	9	18	31	8	3	<b>69</b>
	Post-graduation & above	2	7	24	12	5	<b>50</b>
	Others	0	0	4	3	0	<b>7</b>
<b>Total</b>		<b>14</b>	<b>39</b>	<b>70</b>	<b>30</b>	<b>10</b>	<b>163</b>
<b>Occupation</b>	Student	10	31	38	10	5	<b>94</b>
	Government Sector Job	0	1	3	2	1	<b>7</b>
	Private sector job	3	3	12	8	2	<b>28</b>
	Professional	0	3	8	4	1	<b>16</b>
	Self Employed	1	1	7	5	1	<b>15</b>
	Others	0	0	2	1	0	<b>3</b>
	<b>Total</b>		<b>14</b>	<b>39</b>	<b>70</b>	<b>30</b>	<b>10</b>

H<sub>02</sub>: There is no significant difference in the time spent on SNS across the demographics selected for the study.

**Table 3 (b)**

	<b>Gender</b>	<b>Age</b>	<b>Education Qualification</b>	<b>Occupation</b>
<b>Tabulated value</b>	9.49	26.3	26.3	31.4
<b>Calculated Value</b>	12.144	25.956	21.529	20.671
<b>Df</b>	4	16	16	20
<b>Accept/Reject</b>	Rejected	Accepted	Accepted	Accepted

**Interpretation:** As the null hypothesis has been rejected in case of gender, we can conclude that there is a significant difference in the time spent by the respondents on social networking sites when studied across gender. But in case of all other demographics the null hypothesis was accepted indicating that there is no significant difference in the time spent by the respondents on social networking sites across the demographics selected for the study.

**Association between demographic determinants and the fact that social networking sites are used for Fun and Entertainment.**

**Table 4(a)**

		You use Social Networking sites for ( Fun & Entertainment)		Total
		No	Yes	
Gender	Male	41	64	<b>105</b>
	Female	24	34	<b>58</b>
<b>Total</b>		<b>65</b>	<b>98</b>	<b>163</b>
Age	< 15 years	0	2	<b>2</b>
	16-25	33	79	<b>112</b>
	26-35	20	14	<b>34</b>
	36-50	9	3	<b>12</b>
	> 50 years	3	0	<b>3</b>
<b>Total</b>		<b>65</b>	<b>98</b>	<b>163</b>
Education Qualification	High School	5	28	<b>33</b>
	Intermediate	0	4	<b>4</b>
	Graduation	34	35	<b>69</b>
	Post-graduation & above	21	29	<b>50</b>
	Others	5	2	<b>7</b>

<b>Total</b>		<b>65</b>	<b>98</b>	<b>163</b>
<b>Occupation</b>	Student	28	66	<b>94</b>
	Government Sector Job	5	2	<b>7</b>
	Private sector job	14	14	<b>28</b>
	Professional	6	10	<b>16</b>
	Self Employed	11	4	<b>15</b>
	Others	1	2	<b>3</b>
	<b>Total</b>	<b>65</b>	<b>98</b>	<b>163</b>

H<sub>03</sub>: There is no significant difference between the fact that the use of SNS provide fun and entertainment across the demographics selected for the study.

**Table 4(b)**

	<b>Gender</b>	<b>Age</b>	<b>Education Qualification</b>	<b>Occupation</b>
<b>Tabulated value</b>	3.84	9.49	9.49	11.1
<b>Calculated Value</b>	.085	22.180	16.610	15.189
<b>Df</b>	1	4	4	5
<b>Accept/Reject</b>	Accepted	Rejected	Rejected	Rejected

**Interpretation:** As the null hypothesis has been accepted in case of gender. We can conclude that there is no significant difference in the fact that the uses of SNS provide fun and entertainment when studied across gender. But in case of all other demographics the null hypothesis was rejected indicating that there is a significant difference in the fact that the uses of SNS provide fun and entertainment across demographics selected for the study.

**Association between demographic determinants and the fact that social networking sites are used to make new relation.**

**Table 5(a)**

		<b>You use Social Networking sites for ( Making new relations )</b>		
		<b>No</b>	<b>Yes</b>	<b>Total</b>
<b>Gender</b>	Male	69	36	<b>105</b>
	Female	38	20	<b>58</b>
<b>Total</b>		<b>107</b>	<b>56</b>	<b>163</b>
<b>Age</b>	< 15 years	1	1	<b>2</b>
	16-25	73	39	<b>112</b>
	26-35	21	13	<b>34</b>
	36-50	9	3	<b>12</b>
	> 50 years	3	0	<b>3</b>
<b>Total</b>		<b>107</b>	<b>56</b>	<b>163</b>
<b>Education Qualification</b>	High School	24	9	<b>33</b>
	Intermediate	3	1	<b>4</b>
	Graduation	40	29	<b>69</b>
	Post-graduation & above	35	15	<b>50</b>
	Others	5	2	<b>7</b>
<b>Total</b>		<b>107</b>	<b>56</b>	<b>163</b>
<b>Occupation</b>	Student	61	33	<b>94</b>
	Government Sector Job	2	5	<b>7</b>
	Private sector job	15	13	<b>28</b>
	Professional	14	2	<b>16</b>
	Self Employed	13	2	<b>15</b>
	Others	2	1	<b>3</b>
<b>Total</b>		<b>107</b>	<b>56</b>	<b>163</b>

H<sub>04</sub>: There is no significant difference between the fact that the use of SNS helps in making new relations across the demographics selected for the study.

**Table 5 (b)**

	<b>Gender</b>	<b>Age</b>	<b>Education Qualification</b>	<b>Occupation</b>
<b>Tabulated value</b>	3.84	9.49	9.49	11.1
<b>Calculated Value</b>	.001	2.491	3.215	12.429
<b>Df</b>	1	4	4	5
<b>Accept/Reject</b>	Accepted	Accepted	Accepted	Rejected

**Interpretation:** As the null hypothesis has been rejected in case of occupation, we can conclude that there is a significant difference in the fact that the use of SNS helps in making new relations when studied across occupation. But in case of all other demographics the null hypothesis was accepted indicating that there is no significant difference in the fact that the use of SNS helps in making new relations across the demographics selected for the study.

**Association between demographic determinants and the fact that social networking sites are used for social purpose and marketing.**

**Table 6 (a)**

		<b>Social Networking sites are used for ( Social purpose &amp; marketing )</b>		
		<b>No</b>	<b>Yes</b>	<b>Total</b>
<b>Gender</b>	Male	51	54	<b>105</b>
	Female	34	24	<b>58</b>
<b>Total</b>		<b>85</b>	<b>78</b>	<b>163</b>
<b>Age</b>	< 15 years	2	0	
	16-25	59	53	<b>112</b>

	26-35	20	14	<b>34</b>
	36-50	4	8	<b>12</b>
	> 50 years	0	3	<b>3</b>
<b>Total</b>		<b>85</b>	<b>78</b>	<b>163</b>
<b>Education Qualification</b>	High School	20	13	<b>33</b>
	Intermediate	3	1	<b>4</b>
	Graduation	33	36	<b>69</b>
	Post-graduation & above	26	24	<b>50</b>
	Others	3	4	<b>7</b>
<b>Total</b>		<b>85</b>	<b>78</b>	<b>163</b>
<b>Occupation</b>	Student	49	45	<b>94</b>
	Government Sector Job	6	1	<b>7</b>
	Private sector job	16	12	<b>28</b>
	Professional	5	11	<b>16</b>
	Self Employed	7	8	<b>15</b>
	Others	2	1	<b>3</b>
<b>Total</b>		<b>85</b>	<b>78</b>	<b>163</b>

H<sub>05</sub>: There is no significant difference in perception that SNS are used for social purpose and marketing across the demographics selected for the study.

**Table 6 (b)**

	<b>Gender</b>	<b>Age</b>	<b>Education Qualification</b>	<b>Occupation</b>
<b>Tabulated value</b>	3.84	9.49	9.49	11.1
<b>Calculated Value</b>	1.512	7.427	2.542	6.675
<b>Df</b>	1	4	4	5
<b>Accept/Reject</b>	Accepted	Accepted	Accepted	Accepted

**Interpretation:** As the null hypothesis has been accepted in all the cases, we conclude that there is no significant difference in perception that SNS are used for social purpose and marketing across the demographics selected for the study.

**Association between demographic determinants and the fact that social networking sites are used for purposes other than those stated above.**

**Table 7(a)**

		<b>You use Social Networking sites (Others)</b>		
		<b>No</b>	<b>Yes</b>	<b>Total</b>
<b>Gender</b>	Male	67	38	<b>105</b>
	Female	48	10	<b>58</b>
<b>Total</b>		<b>115</b>	<b>48</b>	<b>163</b>
<b>Age</b>	< 15 years	2	0	<b>2</b>
	16-25	69	43	<b>112</b>
	26-35	31	3	<b>34</b>
	36-50	10	2	<b>12</b>
	> 50 years	3	0	<b>3</b>
<b>Total</b>		<b>115</b>	<b>48</b>	<b>163</b>
<b>Education Qualification</b>	High School	25	8	<b>33</b>
	Intermediate	1	3	<b>4</b>
	Graduation	44	25	<b>69</b>
	Post-graduation & above	38	12	<b>50</b>
	Others	7	0	<b>7</b>
<b>Total</b>		<b>115</b>	<b>48</b>	<b>163</b>
<b>Occupation</b>	Student	60	34	<b>94</b>
	Government Sector Job	5	2	<b>7</b>
	Private sector job	19	9	<b>28</b>
	Professional	15	1	<b>16</b>

	Self Employed	13	2	<b>15</b>
	Others	3	0	<b>3</b>
<b>Total</b>		<b>115</b>	<b>48</b>	<b>163</b>

H<sub>06</sub>: There is no significant difference in the perception that SNS are used for purposes other than those stated above across the demographics selected for the study.

**Table 7 (b)**

	<b>Gender</b>	<b>Age</b>	<b>Education Qualification</b>	<b>Occupation</b>
<b>Tabulated value</b>	3.84	9.49	9.49	11.1
<b>Calculated Value</b>	6.457	14.305	9.590	9.416
<b>Df</b>	1	4	4	5
<b>Accept/Reject</b>	Rejected	Rejected	Rejected	Accepted

**Interpretation:** As the null hypothesis has been accepted in case of occupation, we can conclude that there is no significant difference in the perception that SNS are used for purposes other than those stated above across occupation. But in case of all other demographics the null hypothesis was rejected indicating that there is a significant difference in the perception that SNS are used for purposes other than those stated above across the demographics selected for the study.

### **Conclusion**

Demographic profiles of the users do not affect the time they are associated with Social networking sites. The time spent on social networking sites by users and its use for fun and entertainment varies by gender but not by age, educational qualification and occupation. The perception that social networking sites are used for making new relation is affected by occupation but not by gender, age, educational qualification. The use of social networking sites for social purposes and marketing is not affected by any demographic factor.

### **Managerial implication**

Companies with application products could understand the behaviour of different users of SNS regarding fun and entertainment and accordingly develop their products. Various new applications could be designed with regard to occupation to which the user belonged to. The study could also be useful for those online advertisers who advertise their products on these SNS and could understand the likes and dislikes, time spent and which part of the day was the time spent so that they could target their products accordingly.

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