

# Factors Affecting Adoption of Social Media Platforms

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## INTRODUCTION

The introduction of social media creates new informational channels through mass interactions among users. This form of digital interactions helps information spread at a very high speed and effectively. In business, social media has a significant impact on marketing and in maintaining good relations with the customers and helps to give information about sellers, products, and service. In this new era of social media and social networking sites have achieved a dominant breakthrough over its customers. Billions of people are now attached with one or the other social media sites and are expanded platform that affects the way of thinking of its user social media can be defined as a profile-based podium which allows its users to visit, view and interact with the viewpoints and opinions between user and the other users. Through Social Media Platforms people can share their social media can be defined as a profile-based podium which allows its users to visit, view and interact with the viewpoints and opinions between user and the other users. Through Social Media Platforms people can share their emotions and point of views to others instantly and at the same time social phenomenon can also be discovered. Many people are now using the latest social media technology. Social Media Platforms are fulfilling social as well as psychological needs of their users. The use of these platforms is now not limited to only sending and receiving messages but is extended to educational and informational transfer purposes. This form of social interaction and communication has now become the part of our daily lives. It has become a new culture and trend for the people to use Social Media Platforms and update their status, upload, or download new photos and videos. The advancement on the internet in some recent years have made new systems available to its customers and users. Social Media Platforms such as online communications being a good example. The general availability of the internet has given individual an

opportunity to use social media from email to Twitter and Facebook and has created an environment where we can interact with others or our loved ones without physical meetings. Online communities and social networking sites are an effective web technology for social interactions and sharing information.

## OBJECTIVE OF THE STUDY

This Study determines the main relationship between the ease of use and the usefulness of social media to its adoption. Moreover, it shows that whether the perceived society of different Social Media Platforms relates to its adoption in the learning environment of the college students. It also helps us to know that how these social media Platforms are affecting our lives. This research paper provides a better understanding and a detailed review of the current state of Social Media Platforms. In this research we have conducted a systematic, review approach to collect, analyze, and synthesize data regarding the views on social media Platforms.

The purpose of this paper is to focus on how corporations should effectively utilize the social media Platforms as a marketing channel. The key to any successful communication strategy is matching the message to the target audiences through the use of these social media Platforms. As organisations are increasing their investment in Social Media Platforms, evaluation of such techniques that are useful that helps to adopt a correct social media PLATFORM is increasingly important. The main focus and purpose of this Research paper is to contribute to knowledge regarding various Social Media Platforms.

## LITERATURE REVIEW

In addition to it a research was conducted by Abdul Momen (2015) it was found that each month there are around 50 to 70 million active users are attaching with these Social Media Sites An interesting fact is that an

average individual user spends around 20 to 40 minutes daily on Social Media Platforms such as Facebook and Twitter, where two third of its users at least open their accounts once in a day. In the year 2017 Facebook crosses the record of all other Social Media Platforms by having 25 million members and 1.6 billion pages views every day. In 2018 Facebook has become the fastest growing Social Media Platform. With the advances on the internet and the emergence of Social Media Platform the interconnectivity between individuals has expanded on the internet. The development enables customers and businesses to collaborate on internet. This new development has seen online communities and an electronic network of individuals emerges on Social Media Sites where members share information globally and quickly. With the rise in Social Media Platform a new era of content creation has emerged where individuals can easily share their experiences and information with other users.

Moreover, on those Platforms where consumers have social interactions can became familiar with one another, providing a possible source of trust. At the end it can be said that Social Media Sites has become very convenient and well-known Platform in the last few years which give us an opportunity to interact and connect with the world and also express our views to the works through these Social Media platforms. Despite the recent increase in the adoption and use of Social Media Platforms and tools to support a firm's operations, very little imperial research focusing on small and medium sized enterprises has been conducted to date. In particular we assess the impact of organizational manager and environmental characteristics on SME utilization of the Facebook, etc.

#### RESEACH METHODOLOGY

The main Area of our study is to know that how different social media Platforms have affected the lives of people. The research also helps us to know that what are the benefits of choosing a correct Social Media Platforms? It also helps us to know that in today's era how Social Media Platforms have affected the life of people and its importance in this changing environment. It also helps us to know the factors which are important to be kept in mind before choosing a Social Media Platform.

**Sample Size:** The Sample is taken from t more than 50 college students who are active on different Social Media Platforms and questions are asked from those students based on the questionnaire. The main focus of our study was on students and people who are active on different Social Media Platforms.

**Sampling Methodology:** The Sampling Methodology used in our research is Simple Random Sampling. In which we have selected almost 50 college students randomly and each student have to give their own views based on the questions asked from the questionnaire. Each student is given a fair chance in sampling process.

**Data Analysis:** The Data that we collected during the survey time shows an honest response of the respondents. The Questionnaire that we prepared consist of overall 16 important questions that gave us an actual assessment of 50 Plus Respondents about their views.

**Data Collection Process:** The Data has been collected from the questions that are mentioned in the questionnaire from the students and based on their answers the result has been concluded. The respond of questionnaire was 100 percent from the students that are selected for the sampling.

**Type of Data:** The data collected from the questionnaire was primary data which is collected for the first time from a sample size of 100 college students that are active on different Social Media Platforms.

#### CONCLUSION

We have conducted our research on almost 57 students in our Research we get 67.3% reviews of male students whereas 32.7% female students gave their response according to gender. According to our research we found that most of the youths are more active on the Social Media Platforms i.e. 28.1%.

From our Survey and the Questions that are asked from the students we have come to know that almost 42.1% people agree that Social Media Platforms have revolutionized the life of the people. Almost 50.95% people agree that today's world cannot be imagine without the Social Media Platforms. Almost 49.1% people think that Social Media Platforms are going to

create job opportunities in coming future. 54.4% people says that Social Media Platforms can be misused for spreading rumors, etc. Almost 91.2% people thinks that Government should make laws to control Social Media Platforms.

This research concludes that people are very much interested in Social Media Platforms, and they cannot imagine the world without Social Media Platforms. Our questionnaire suggests that Social Media Platforms create various job opportunities and people highly agree that Government should make laws to control Social Media Platforms. From our research we can conclude that in Social Media Platforms 'Twitter' is the much better than Facebook and Instagram. As we have conducted our survey on social media Platforms, we came to know that these platforms are getting their popularity amongst youth day by day. Also, it was found that many people are highly agreed on the fact that Social Media Platforms

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