CHAPTER - 6
CONCLUSION
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Results from the analysis indicate that social media is a very important tool for networking among youngsters. Youth are increasingly using these websites to stay connected with their friends and family. These websites also help in building professional contacts and provide the user with various networking applications that make them hooked on to these social media websites. Unique features of social media websites like Facebook, Twitter etc have created huge impetus on the communication platform. Social media is also used as a marketing tool in creating brand awareness and brand preference among the consumers. Social media is the cheapest medium for seeking information. Hence it is widely used by majority of customers for evaluations of brands and products. There is an increasing trend among youngsters to buy products online through these websites. Marketers have realized the importance of social media website as an essential component of integrated marketing communications. Every company aims to have their presence felt on these websites for the sheer reach to the target customers. Companies with their promotional strategies advertise their brands on social media websites so as to influence the brand preference among the youth. It also encourages constant interaction with the customers, gaining an insight on their likes and preferences and problems associated with the product. This helps the companies to take corrective measures in a timely manner and modify their products as per the customer needs. It can be used as a growing platform for launching new products. This ultimately can lead to higher sales and helps in increasing the market share of the product.

Further analysis of the paper indicates that SNS are mostly use for making and maintaining relationship and people are least concerned with purchasing online and if the companies using SNS to advertise their products they must take more steps like they must make their brand more popular because the main reason why people click an ad on social media is because the recognize company or brand name. It must also be kept in mind that while the ad is being made it must be informative and compact but with all relevant details because only these kind of ad people are interested to look at otherwise they may feel irritated or not convincing and never look at that ad. When people look online for product or services they look for the No. of like for it, so the companies must keep regular check that how much their product is being liked by the people and what steps must be further taken to
rove it. People like to shop online because online shopping is open 24x7. But companies selling online must take care that their product or service should also be available 24x7 and the cost of access must be negligible because people don’t like to visit websites where they have faced these kind of problems. All this must be taken care by companies. But there are many other things that should be taken into consideration by consumers while they purchase products from SNS. They must know their merchant perly, protect their privacy, get all the relevant details, use a credit card and safe guard their passport and keep the good records of their transactions.

The social networking offers people great convenience for social networking. It allows people to keep in touch with friends, reconnect with old friends or acquaintances, meet new people, and even conduct business with the click of a few buttons. You can find people with similar interests as you and get to know them better, even if they are in a different entry without having to worry about an enormous phone bill or going over the restricted limits on a phone card. Social media website is a revolutionary idea with a very bright future with further scope for advancements. The opportunities provided from this medium are immense and many organizations are making use of this medium to better their creatures. Organizations are no longer at the mercy of the media to advertise or convey a message. With the help of social networking they can advertise or communicate in an efficient way. For example, Starbucks have started a very successful program in which a person from any part of the world can login to a website to write comments and cuss issues. Similarly people don’t have to rely on newspapers or TV to get their daily news; it can all be obtained from a social networking site. People can follow or get information from any part of the world. For example Twitter allows a user to follow anything from airline timing to the next breaking news from China. It is even used by politicians to get their message across.

Online communities and Blogs are becoming very popular and moreover since the advancement of embedded systems people can use them “on the go” with the help of handheld devices like cell phones or palmtops. They can get information which is more interactive in nature with the help of embedd photo and video. Iphone is an example of a handheld device through which people can share information. People can also take part in the social network by using many tools available to them. Users can tag particular pages of
interest in an interactive manner or can just bookmark them for further interaction. The
kind of interaction a user wants from these social networks depends on the type of
information the user is interested in. Wikis can be used for academic purpose, it can greatly
enhance the way people learn. People can watch videos to understand a topic better or look
at photos which might help them to visualize a concept, after all “a picture speaks a
thousand words”.

The world is getting closer everyday and everyone wants to be connected. Static blogs and
websites are losing popularity. World is moving more towards "information streams". The
information comes to users rather than users have to make effort to get the information.
The social networks can be extended to other media, for example Television now integrates
Twitter feeds. In terms of personal relationships too the social networking is connecting
people. Dating sites have become very popular to find partners and to be connected with
each other. Social networking can also be very crucial in medical help. Illness support
communities can be created from which people can get information about common
diseases and also first aid tips.

After all the advantages, the problem that arises is of information overload and security.
Social networks, unlike the common media, do not have a pattern as to how much
information has to be conveyed and where to draw the line. Too much of information may
confuse users. Security might be another area of concern where people can get illegal
access to a user’s information. The future of social networking looks very promising but
still it has to deal with the problems associated with it.