MOTIVATIONS FOR USING SOCIAL MEDIA: AN EXPLORATORY STUDY

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ABSTRACT
Social media has emerged as a new medium of communication and is part of daily life for majority of the people. This study aimed to identify key motivating factors behind use of social media among Indian users. Data were collected through self-administered questionnaire and conclusion were drawn with the help of factor analysis. Analysis reveals feedback and personal utility, entertainment and socializing, content sharing and networking as key motives for using social media.

Key words: Motivations, Social Media, Factor Analysis, Reasons, Motives

http://www.iaeme.com/ijm/issues.asp?JType=IJM&VType=7&IType=4

INTRODUCTION
Social media is a platform to facilitate online conversation between people with common interest. There are two kinds of social media: expressive social media (Facebook, LinkedIn, Instagram, etc.) and collaborative social media (Lee and Kwak, 2011). Over last decade, Social media have emerged as a new medium of communication and was used by more than two billion users worldwide. Digitization and easy internet access are key drivers behind exponential growth and usage of social media. Social media have shaped contemporary culture and is part of daily life of majority of young people. In current study attempt has been made to find key motivating factors or reasons behind use of social media.

Uses and gratification (U & G) approach to media studies provide an initial impetus to carry out research to know the reasons and motivations of people to use a particular media. Ruggiero (2000) emphasized that uses and gratification approach
A comparative study on change of scale of online population, mobile internet users and social media users in India.
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ABSTRACT

In last decade technology has played a vital role in growth story on India. PC literacy, number of internet users both in rural and urban India, mobile subscriptions, usage of internet through smartphones and social media are key drivers in evolution of new age mass media. In the current paper an attempt has been made to identify the trends of growth of above mentioned variables over the years and comparative study have been carried out to have clear picture on its penetration level and growth rates.

SUMMARY

Comparative study of growth of online population, mobile users, mobile internet users and social media users

Keywords: Online population, internet users, PC literates, social media users, mobile internet users, social media population

INTRODUCTION

Over a past decade, we observed a wave of rapid change in Indian market. Digitization and easy internet access are the key drivers behind this fast paced advancement of Indian growth story. Further the use of mobile has intensified the access of internet both in rural and urban India. The pace of change will continues as digital channels are constantly growing both in size and numbers. According to latest report by IMRB International and the Internet & Mobile Association of India (IAMAI) which states that online population has rose to 243 billion in India as on March 2014 (/). The number of people with access to internet continues to rise, but it is still 20 % of the country (/). Moreover in last five years social media has evolved from