Chapter 6 Conclusion and Recommendation

It is very vital to conclude the research work in the appropriate manner. The concluding remark is lesson for those who are applying, for those media who wants to improve and grow in the right direction and this is the crux of the research work where actually it can be applied. So far as this research is concerned, the study is “An analytical study on the influence of social media on the youth of Ahmedabad”, therefore the recommendation and the concluding remarks is classified into four major areas:

General:

- In terms of talking to strangers on this platform, it is found that people usually are not much comfortable. Social media can develop some system of identifying and authorising profiles on the basis of credit rating, where people can authenticate each other, give rating to each other and users with high ratings can be seemed to be genuine and can be approached by total stranger ones. As such social media has been used by many to check the profiles for the matrimonial as well as recruitment related services. This way social media like Facebook can closely and directly compete with many websites like matrimonial ones.

- It is also found that most of the social media have quite more number of users than the regular and active users. Also there are many regular users who don’t really update their profiles on a regular basis. An active users, who is regularly communicating and regularly working on his/her profile is the most valuable users for the social media as this kind of users are keeping the platform alive. Such users should be appreciated by an internally developed rating system, and other non-active/silent users should be motivated to be active. Various point systems can be created offering and rewarding the active users as ultimately, social media is making money due to the active users.
• Social media is strongly competing with the traditional media of communication and advertisement. The gender specific products/brands would be more effective on this platform as both the genders are found to be having different influences form the marketing done on social media platforms. Although both the genders are similarly affected on the negative aspects form the same, marketers with gender specific products can leverage this opportunity and tap on the dedicated segments on virtual platform.

• Social media can also come with a ‘mandatory break’ or can be called as ‘offline hours’ where the website can close for the given time and wants the users to be away from the digital life for given break period. This time can be utilised for the website maintenance for the social media developers as well!

Facebook

• Facebook holds a huge market in the young social media users of the Ahmedabad city. It is more used for the unofficial and leisure purposes and this creates a huge scope as a platform to pitch products and use it as an excellent advertisement platform.

• Additionally it can leverage its strong brand presence and go for brand extension into other segments and can compete with other categories of social media like LinkedIn and Twitter has.

Twitter

• Twitter can expand the market by attracting the young social media users by leveraging on its key success factors. As there are many social media users who are regularly using Facebook, Twitter can try to bring these audiences on their platform too. They need to leverage on the authenticity and the crux, to the point, short and sweet messages as opposed to Facebook, where there are always issues with unnecessarily long posts and its authenticity.
LinkedIn

- LinkedIn is recommended platform for the networking purposes as most of the corporate and mature audience is found to be available here. This is a social media for selective people who basically want to develop their natural contacts and click on some business/job related opportunity.

Google+

- Google+ has well maintained share of users in this market but it needs to focus more on getting more active numbers of users.

Various factors and its relevance with the demographic parameters with the youth

Social

- Using social media can give a user better social presence and it also helps in many other ways by keeping him/her updated about many social, educational, health related and marketing related matters.

- Social media should work on the mental health problem causing to the users due to long hours spend on the platform. Although at a low amount, still the research has found various physical and mental health related problems. Social media should plan a model where they can identify the mental patients probably on the basis of their usage statistics and work upon their problem by using the artificial intelligence available these days. Post being identified, such users can be diverted to health related pages, or their situations can be passed on to their close relatives or close friends on social media or even such cases can be highlighted with the local psychiatrists!

Marketing

- Tremendously huge scope for Marketing related applications: This has evolved as a strong platform where huge audience across the globe is present. The marketers can have the exact required segment tapped upon as they can
filter the audience as per their needs, given the fact that they have most of the
data about each single user at their finger tips.

• Social media has found to be equally used by the residents of the various parts
of the city, making it a prospective platform to advertise a product placed at
the most of the areas of the city.

• Age group of 21-25 and 26-30 can be combined in terms of targeting as they
have found to be having strong similarities on social media and hence these
both the group can be targeted together. 31-35 is the most different age group
from all other age groups hence has to be treated differently in terms of
marketing.

• Marketers who consider ‘level of education’ as demographic criteria can
divide the market into 3 segments: School going, Graduation students and
Higher Studies students.

• Governments and various NGOs targeting specific audiences stand a great
chance to get powerful results on social media as it is found that ‘Marketing’
related influence has strong relationship with overall changes in the users.

• Excessive use of social media should be avoided as it can make an individual
unnecessarily exposed o many products and this might end-up in un due
influence from various marketing and this can possible lead to ‘compulsive
buying’. The term ‘buying’ here is not necessarily used in terms of buying a
good or a service, but it can mean a creation positive image in the mind of a
potential customer and the term product varies from ideas to personal
marketing as well. To elaborate further, aggressive marketing on social media
can create positive or negative image about any product, brand, person, idea,
organization etc., which is why it is recommended to use social media in a
wise manner.

• It is also strongly recommend to the social media users to apply their logic and
research before ‘buying’ and product i.e. good, service, event, experience,
person, information, or even an idea. Social media is a platform and it does not
guarantee the neither it provide its filter for the various information shared by
users on their pages. Hence the users should apply his/her filter and logic
before accepting and ‘buying’ any ‘product’ available on social media.

Health
• It is recommended to avoid excessive usage of social media as it can create health related problems. Although most of the age group of the research is into their early ages, it is found that physical as well as psychological health related problems can occur to the users who are affected from the negative influences of social media.

• The users should not spend long hours in front of screen on social media to save eyes, neck and back from potential damages.

Education

• For the students, to have sound academic performance, it is strongly recommended to use the social media only in the acceptable manner. Excessive usage of social media can prove not only harmful in the social terms, health related terms and marketing related influences, but is can also damage academic performance.

Married:

The married users should be attentive towards the health related content on the social media platforms. They can follow various health related pages and posts online.