Chapter 3  Research Methodology:

Social media has provided tremendous platform to express our feeling in this world. The advancement of technology and development of internet has also helped to explore the social media effectively. Since the present young generation is highly techno savvy and mobile friendly, undoubtedly the social media is the most popular and very effective media to spread the event into news. The youth adopt, accept, use and is informed by social media at a rapid pace in during last few years.

This entire research is done to understand the influence of social media on the youth of Ahmedabad. The study focuses on the behaviour of the ‘ahmedabadi’ youth who are using social media. The research also aims to understand how different factors of social media influences the youth. The study focuses on predetermined standards of youth which is acceptable all over the world. The mobile usage pattern and mobile usage pattern by the youth has also been considered. Hence the youth’s age group between 15 to 35 is purposefully considered. A recent survey in India suggests that it is the age group that uses the social media in the maximum manner. Social issues, political events, youth movements have been creating hype, building brand of individual and add the flavour in it.

Since Narendra Modi has been elected as the prime minister of our country, the Gujarat model has been very popular all across the globe. Ahmedabad is one of the most popular cities and the financial capital of the Gujarat State. The Gujaratis are known for the customs and socializing and they have adapted to social media very quickly and it has spread like wildfire. This is why it gets very vital to understand how the ‘amavadi youth’ use the social media. The researcher wants to understand the behavioural aspects and different factors which are influencing to youth and what will be the impact on them. Ahmedabad is the heart of Gujarat where from the different places of Gujarat and different state people are coming for education and job purpose. In this research, the researcher came across not only Gujarati youth but covered the youth from the most of the nation who lives in Ahmedabad. Hence appropriate study in Ahmedabad is a reflexion of majority part of India. The researcher has purposefully selected Ahmedabad city as a geographic area of research.
While conducting the research in the city having highest population 70 lakhs, this is most energetic city as approximately 30 to 32 percent of the youth population; hence the researcher has classified the city into 10 different zones. This distribution is made according to their geographic location, total population and representation of the youth. The researcher has conducted the research in ancient Ahmedabad area including areas like raipur, khadia, kalupur and the researcher has also covered the most influential area like paldi, naranpura, nava vadaj, ambavadi, ghatlodia, satellite as well. The researcher was able to find out the response from the newly developed area like nikol, south bopal, shilaj and shela. In each zone, the researcher has have clubbed these areas which are nearby, and has tried to cover entire city and give our best to make research more exhaustive, meaningful and relevant.

To define the youth is very challenging task and includes thoughts whether the researcher should consider biological age or mental age. In this research, apart from biological age, the researcher has also considered the age group who adopt mobile phone quickly and usages of social media. Generally 18 years to 30 years is considered as youth population but the researcher can’t ignore the dominance of age group between 15 to 18 while who are also using social media. This age group people influence the decision of family social process and critical decision. They are in right age to take educational decision that will decide their future. Therefore while deciding their age the factors the researcher have also included the youth whose age lies between 15 to 18. People whose age lies between 31 to 35 are marked and their income also increase, decision maker, influencing and they can play decisive roles in social, religious, educational, health related issues. While conducting the research the researcher has considered the age of people 15 to 35 years. They have been classified into four groups assuming similar mindset, behaviour, usages pattern in each group.

**Occupation:**

Another demographic factor to be studied is occupation of the young people. The researcher has identified 5 different categories of occupation: students, services, entrepreneur, professionals, housewives and unemployed. Considering their age group, each category is also classified in sub groups, for example: students with age group may be school going, undergraduate, post graduate
or may be studying for a higher degree. The researcher also understands the any particular youth may be involved in services with government, semi government, private or in NGOs. Any entrepreneurs can be having either of micro, small, medium or large organization. Similarly the researcher has also decided the category of housewife and unemployed. And also studied they are enjoying the status for how many months or years. The researcher also has emphasised the various categories of professionals like doctors, lawyers, consultants and any other like CS or research associate or free lancer. Therefore the researcher has given sufficient efforts to identify various occupational categories and sub category to understand the differences amongst various category regarding mobile usage pattern, behavioural parts, how they are influenced by various factors like education, social health and marketing aspects.

**Income group:**

Income of the youth is another important demographic sample characteristics. While deciding the income category, the researcher has to consider the different types of occupations. Therefore, the researcher has identified five categories of family income per annum which lies between less than 2 lakhs, 2.1 to 5 lakhs, 5.1 to 10, 10.1 to 20 lakhs and more than 20 lakhs. Those young people who have recently joined services or started business having low income and those who are matured, established and directly associated with father’s business may earn more. Income of the people directly is associated with status and lifestyle of the person. How particular person is associated with his/her peer groups, his working pattern, mindset, thought process reflects his mobile usage pattern and behaviour while using social media. While conducting the research the researcher has decided to have around 40 percent female population as this should not be ignored. People are talking and discussing about gender discrimination, women’s empowerment, male dominated society, ‘beti bachao and beti padhao’, rapes victim stories (nirbhaya kand), women’s leadership. In this situation, the participation of woman respondent is equally crucial. Similarly social responsibility, accountability and status of married people is more than unmarried ones. Perception of married and unmarried can be different; there are parameters and facts of influencing which is also different. Therefore while collecting the data, the researcher has deliberately attempted tried to get almost one third samples from married people.
Selection of social media:

Social media is the most popular media in the world; different communities are coming up with their social media. The researcher came across nearly 200 different types of social media. Selection of popular social media was very challenging. Apart from foreign literate, the researcher has focused on Indian research papers and articles published in renowned magazines. Considering other demographic patterns like age, occupation, income, the researcher has selected four major social media: facebook, twitter, linkedin and google+. The researcher has studied the factors influencing the youth. Most of the people in this age group are using facebook for general purpose while for the corporate relations, achievement, status, looking for better opportunities, they are using linked. Twitter is the game of professionals who have achieved the heights in their careers. In the recent past, google+ has also become popular since the youth of Ahmedabad have started using it meaningfully and smartly. The researcher did not restrict our studied with the most preferred social media. It is equally vital to understand the frequency of using major selective social media. Hence the researcher has applied five point scales which social media is using respondent always/often/sometimes/hardly and never. These scales have helped us to understand how different people have been using the various social media.

Usage pattern:

To understand the overall impact and the influence of social media one needs to understand the usage pattern of social media. The researcher has also need to derive the behaviour of youth while using social media. It is very vital for the researcher to identify how long the respondent has been using the social network sites. Whether duration is less than 6 months or more than 6 months? The research has not entertained those young people who have been using social network sites for less than 6 months.

‘Which of the following electronic devices are used while using social network site is important aspect?’ It helps the researcher to predict the free time and tendency of young people to use social media. In this research, it is attempted to understand that how many hours in the weekday young people are using social network sites and how many hours do they use during the
weekends, it also helped the researcher to understand the habit of various people in different occupations and income group are using social networking sites in the weekdays and weekends. The researcher also wants to study whether there is any significant different between gender and marital status with reference to using social media.

Popularity of young people can be identified with using maximum social media and number of friends having in various social media. The researcher also wants to understand that how regularly young people change profile picture. It is assumed that the people who are attention seekers usually change the profile picture frequently. The researcher wants to understand and analyse the purpose and intensity of using social networking sites.

The researcher wants to understand the pattern/stages young executives are using social media, how many hours a day do they get occupied with social media during the weekdays as well as weekends. Simpler factors can be tested for students, housewives and entrepreneurs for this. The researcher wants to understand the association amongst the various categorical variables like age group, age group, income group and usage pattern of social media. Which particular age group is familiar with desktop, mobile phone, laptop or tablet etc. Professionals use which of the social media from twitter, linkedin, facebook or google plus? The researcher wants to understand the association of income group in terms of which kind of technological device/equipment do they use for accessing social media, with whom do they associate more on the platform of social media. The social media that people access more in general terms and how many friends/followers/contacts they have with different social media is also a major area of research. The modern youth is highly techno savvy and the upgradation in the mobile phone technology makes the youth addicted to the social media. Additionally, the availability of bandwidth (internet connectivity), high resolution camera, heavy storage facility of the modern mobile phones (smartphones), motivates the users to click far often than earlier times and create memories. The modern youth is ‘selfie’ lover, we hardly find popular public places, restaurants, monuments events, social functions etc where the youth are not taking photographs with the front and back camera of their mobile phones. This madness and craziness of ‘selfie’ is motivated and supported by their habit of changing display pictures and uploading their photographs on the social media. The researcher also wants to understand how frequently people with different gender, marital status, students, entrepreneurs, housewives etc
change their display pictures. Usually the relatively young generations are considered to be changing their profile pictures relatively more often while the professionals and the entrepreneurs are found to be showcasing their achievements on their social media pages.

**Purpose:**

One of the most crucial aspects of social media is the purpose for usage of social media. As a matter of fact, many social media users have found their old friends and old classmates with lost contacts on social media. Keeping in touch with friends and relatives is the most common purpose for using social media. It is also taken to plan events, the personal chatting and the group chatting help people to discuss, debate, argue, suggest their views on any common topic. People promote and highlight specific events to catch attention of target audiences. They from different groups, communities, create followers groups, offer community news etc. How gender, age group, occupation, and income describe usage purpose of social media is the major area of the research. Hence the researcher has established association of various categories which has preference of purpose using the social media platform. In is also interesting to understand various human personalities since the attention seekers usually are a large part of active users of the social media, as they get on social media on a relatively much frequent rate, update various things, and keep interacting with other social media users in the virtual world.

It is equally important to understand with whom people use social media, to understand the intensity, the researcher has applied five point scaling: always, often, sometimes, hardly and never. An exhaustive list has also been prepared of prospective persons with whom the young social media users interact. Youth generally interacts with friends, co-workers, family, spouse, people living far away, teachers/students, professionals and consultants and even sometimes they even talk to strangers.

**The influential factors**

The research work would not be competed with only the influencing factors; hence identification of true factors remains very challenging task. The research tries to understand the youth, their usage pattern and their mindsets of using social media. The research has derived four major areas: Social, education, health and marketing (business purpose). These four
Factors directly influence the routine life of youth as well as the long term growth plan. All these factors have potentially both, positive and negative impact on the young generations. The different aspects of each categories have been considered and applied the altitude five point likert scale which shows the intensity of youth: 5: Strongly agree, 4: Somewhat agree, 3: Neutral, 2: Somewhat disagree, 1: Strongly disagree.

**Each factor: Positive and Negative**

The entire research has focus to understand and analyse how the various factors influences the youth. This is one of the challenging tasks for any researcher to identify the factors which are influencing to the youth. The researcher has studied many number of literature, articles and on the basis of the study has identified four major factors which are influencing the youth i.e. social, educational, health and marketing related factors. After interactions with the experts and analysing the various posts online, it is found that these four factors are the tools. Since every coin has two sides, similarly these tools have dual impact. One is positive and, the other one negative. Hence, various statements have been raised related to the positive and negative influences.

**Social factors**

The core component of a social media site is that it offers a platform for the users to showcase their life and keep in touch with their friends and relatives virtually. They can get the news, share pictures and videos; talk with individuals or in groups, share opinion on various issues and matters. Follow others and be followed by others including the common man or celebrities. Being ‘Social’ is one of the most vital elements that the social media offers. The positive influences could be that it helps youth to get in touch with friends, family, classmates, and social peers, aluminise, famous personalities with whom they wish to be connected with. The youth firmly believe that this is the platform to raise the voice, give or take advices and this is the platform of upgradation of knowledge. The young people use this media for the expansions of their network and of course for enhancing knowledge, to change the mindsets and thought process could be additional treats. The researcher has inculcated these points while framing the
various statements while framing the questionnaires to take the opinion of pre-determined respondent category.

As we are aware, this can be dangerous if this tool is not used appropriately. Undoubtedly, this is the media which takes lots of time and energy of the next generations. Sometimes, over sharing of personal things create lots of issues. The people are showing lots of hierocracies and that has resulted into jealousy, has created inferiority complex, and showmanship business unnecessarily. Sometimes, not using this platform, youth feel uncomfortable, and in awkward positions if not using social media.

**Educational factors**

Social media has been a boon as well as a bane for the young users of social media. It is an effective platform for checking updates related to the academic organizations where a user is studying. Most of the organizations use social media as an informal, yet vital platform as most of the students are connected to this very effective platform. Even the academicians from various faculties are present on the social media and many of them are very active and keep sharing various academic as well as non-academic information. Various academic/non-academic/motivational content are also available on various social media. Even various discussion forums act as a source of information on multiple aspects.

On the flip side, there have been many questions raised on the authenticity and the credibility on the information offered by the social media. There have been incidents of partial and misleading information on various web pages and this can be easily shared and followed by other users, which spreads this even further. Critics for the educational use of social media mostly ask questions on the authenticity part. This platform is also not the right medium to get information as there are different websites/WebPages specially catering to this particular need. Additionally there are ample amount of distractions available so as to divert the users on the attractive areas from the academic/knowledge related areas.

**Marketing Factors**

For last few years in this decade, social media has evolved as an effective tool for businesses communities as well. Not only the business houses, almost all the types of organizations are
using social media be it multinational corporation, non-government organizations, hospitals, army, governments, political parties, movie houses, radio jockeys etc all have been using social media as a very vital element for their marketing activities. Various organizations have been followed by social media users and there have been unannounced competitions between them in terms of fetching maximum users and getting maximum likes/shares/follows/responses online. Organizations use this for particular events like new product launch, launch of promotional schemes etc on an increasing rate. Organizations also focus on the opinion leaders of various product categories to get more highlights and want them to share the pages online with a win-win approach: they can show-off themselves being well updated and companies can gross out of effective marketing at a very low cost.

Social media at the same time can give unnecessary hype to any product/person/organization/idea/concept and can impact not truly positively. It at the same time can promote any unethical activity the users can’t always check for the credibility of the information available. It can also fetch attentions of the potential users of various products and can result in creating compulsive buying disorder for the shopaholic people on social media. At the same time it creates irritation for a normal users while constantly showing various promotional direct as well as indirect advertisements online, which at times might not be so decent as well.

**Heath related Factors**

This is another area which is being catered by the social media, offering various tips and tricks related to better physical health. Various advices shared by doctors, pharmacists, health experts play certain parts in the health of a user. Social media users do get the opportunity to interact with the doctors/dieticians/pharmacists via this platform and can benefit to their health. In terms of mental health as well, this plays decent role in terms of creating a stress buster tool for many of the social media users and offering them relaxed time spend in their favourite part: communicating (chatting/talking/sharing) feelings with others. Regular use of social media can keep a user updated on multiple areas of life.

At the same time where social media is so much beneficial with reference to different physical as well as psychological life of a user, it has certain demerits too! Constant usage of social media...
can turn into obsessive compulsive disorder for a user, which can form such a strong habit of social media that being not able to access this can make the user uncomfortable to an extend that he/she can lose concentration and repetition of such behaviours can make him/her needing a therapy of a psychologist.

Considering the above aspects, it is evitable that these four factors directly influence the youth so far as using of social media is concerned. While conducting the research, the researcher has purposefully identified these factors as independent factors that generate the influence part, these factors sometimes create direct influence and sometimes these create combined influence on the youth. In this situations, how these factors create influence and how changes are taken place is crucial. Hence because of these factors, changes occur in youth behavior, action, physical health, scores/grades, changes in the personality, their peers’ behavior and actions, understanding of the concepts, dealing with internal as well as external issues, introversion or extroversion, personal meetings and gatherings, feeling glad or frustrated, complexities in the nature, their success and failures in the personal relationships, is considered as changes in the youth and in the research, the researcher has treated as dependent variables. As usual the impact is also classified into two parts, positive and negative.

**Research design**

A research design is all about converting a research into a testing project. It is regarded as the DNA of the overall research and it serves as the basic structure like a blue print. In any research design, these 6 ‘W’s (What, Why, When, Where, Who, by Whom) are analysed.

**What** The research revolves around understanding and analysing the role of social media in the life of a young individual in the present day in Ahmedabad city. This has been a very vital tool to share personal information and offer a handy way of communication for the youngsters today. The research is about understanding the positive and negative roles played by social media. The research focus four major factors which are influencing the youth life in terms of changes like social behavior, understanding and buying products or services, their personal and group fitness in concerned and their educational goals and achievements or an outcome.

**Why** In the recent times, the developing countries like India, the mobile users have increased significantly. Simultaneously, the e-infrastructures, connectivity, and bandwidth also has
spanned significantly. The youth of our country i.e. the next hope as India is considered rich because of this population, their behavior, various activities of spending time, involvement with the gadgets, social dynamics and ability to understand and positioning of products and services is very crucial. With this research, the researcher wants to understand how this youth will contribute in different area. How this youth will be influenced by the various factors? This research document will create clear understanding regarding youth usages of the social media and the various factors who create individual as well as the combined influence in th youth.

**When** The research is rightly studied in the duration when the product life cycle of the discussed social media sites are observing a decent growth rate. Even the industry life cycle as a whole has seen excellent growth rate, having newer customer being added to the industry every day and having newer social media sites entering on a frequent interval. Social media is not only seeing a huge growth in terms of individual users but at the same time lots of corporate are equally getting involved and getting active on this platform. Social media has been adopted for various organizations including the companies to hospitals to political parties and even NGOs to defence organization.

**Where** Gujarat is a majorly contributing state to the Indian and the world economy since a long time. Gujarat leads into many industries including pharmaceuticals, cement, textiles, diamond, chemicals, and ceramics. Nearly one third investments in India come to Gujarat. Ahmedabad, the city of research, is a financial capital of the state, and largest city as well as the former capital of the Gujarat State; which is also one of the fastest growing cities of the nation. It is also the headquarter of administration of Ahmedabad district. The city comprises of the population of more than 7 million considering the extended boundaries. Located on the banks of the Sabarmati River, the city has had a remarkable contribution in the fight of freedom as well. As per the Census of India 2011 conducted by the Ministry of Home Affairs, Govt of India, this is the sixth largest city of India. It is the youth of this city who will continue the growth story and hence it becomes very interesting to understand how this use behaves in terms of social media which has transformed the world dynamics altogether in the present era.

**Who** Youth, the future today and tomorrow are the forces that will define the world in near future. India is said to have shining future because of its young population which is a huge source of an edge over other countries. The term youth is defined by citing various definitions
and available references from different literature available. Youth is considered and used in various senses; generally does not have an exact definition and much depends of an individual’s social circumstances and not on chronological numerical figure representing total time spent on earth. As per the National Youth Policy, the youth are defined as an individual between the age group of 15 to 29. This comprises of nearly 28 percent of national population today. As per the census 2011, nearly 57 crore young individuals comprises the age group of 10 to 35. Looking at size of youth in Indian population, it becomes very vital to understand their behavior and response.[34]

Which questions are to be studied, what the relevant data should be, what should be the data to be collected, and how the results will be analyzed. The response of the youth is the main input of this research and hence is mainly a primary data which is involved. Descriptive Research design has been used; and classification, calculations, analysis, interpretation, and recommendation and suggestions have been offered whenever and wherever needed in the research.

A good research should have a perfect blend of the theory and the practical learning. Research design is a blueprint of any research project. All the four research issues are under the umbrella of research design. While framing a research design work, the researcher needs to understand various issues of the research of influence of social media on the young generations of Ahmedabad.

The research revolves around the influence that social media has created on the young generations of Ahmedabad city. The entire research focuses on different types of youth with varied age groups from 15 to 36, having different family income, having educational qualifications, from versatile occupation, from variety of suburb from the same city, across the marital statuses and of course from both the genders! In this research, it is studied how these groups use social media, their pattern of usages, what social medias do they join, how they use, with whom they spend time on social media, their habit of using social media on weekdays and weekends, how they keep social media profiles updated.

The crux of the research is the four major factors like Social, Marketing, Education and Health, how these brings the changes in the youth so far as social media is concerned. Therefore, the researcher has deliberately selected descriptive research design. This design is mainly applied
where things are already existing and researcher wants to derive findings on the basis of fresh, new evidences and with different respondents, new geographic locations, and different purposes with the current perspective. In this reference, the descriptive research design has been used.

There exists many existing research available on this particular topic. Many of the existing literature have been cited in this research. There are numerous blogs and webpages available on the internet and many of the research magazines and websites offer huge data and content on the said topic. There are a few researches on the influence of social of youth available as well! Where this research is different than all this is it talks about the youth of a different place: Ahmedabad and it has deliberately chosen independent factors which are found to be influencing the behavior of youth. The youth is defined after considering many literature as well as various definitions of youth across the nations and various researched. This research is unique in the sense of catering to the influence of social media for a growing city of a developing nation. In this research the researcher has tried to understand and evaluate various relationships and also measured whether the relationship is significant or not. This cannot be exploratory as there is enough research available on the content in different parts of the world. Even though this research is not a case of causal research because apart from establishing the relationships and impact factors, the researcher has also focused the inferential statistics and descriptive statistics in this research. Therefore, descriptive research design is the most suitable in the research. Hence the researcher has purposefully applied descriptive research design in this analytical study of the influence of social media on the youth of Ahmedabad.

Research Objectives

Primary Objectives

Main focus of the research work is to understand the social media behavior of youth and analyse how major factors like social, educational, marketing and health create influence on the youth. The major objective of this research is to understand how the social media influences the youth of Ahmedabad city. Social media has seen a fast paced penetration into our lifestyle within recent times and possess a vital part of most of the young generations in India. Talking about ‘youngsters’, this includes a vast variety of people, quite heterogeneous, with different
backgrounds, different education, differences in geographical area, marital statuses, different family backgrounds, differences in earning capacity and family income, and even different age group; is all part of the meaning of the word. As the research title rightly suggests, the core objective of the research is to understand what influence, positive or negative, does the social media has in the life of these young people of the Ahmedabad city.

Additional to the core objective, the research also attempts to identify and understand various other areas which relate to the social media and young people in Ahmedabad. The following are some additional research objectives that have been attempted to study here.

To further achieve the primary objectives, these are the secondary objectives.

**Secondary objectives**

- To study the various demographic aspects of the youth and usage pattern of social media.
- To understand various social media and identify major social media used by the youth.
- To evaluate the various factors those are influencing the youth behavior and personal life.
- To measure the impact of each factor of social media that brings the positive and negative changes in the youth.
- To know how various usage patterns of youth can create the difference amongst various demographic factors like gender, age, occupation, income, marital status.
- To establish the intensity of the relationships amongst various factors of social media.
- To analyse the various activities of youth which are directly related with major factors like Social, Educational, Marketing and Health.

**Research Methodology:**

**Data Collection**

**Secondary Data Collection**

Mainly there are two kinds of data, primary and secondary. Some of the data are already exists primarily these data are collected earlier and used for similar or some different research. Such data are available on different resources is called Secondary data. So far as this research is concerned, the researcher has to collect the secondary data in the area of infrastructures of
internet bandwidth, penetrations of mobile phone and Smartphone, various types of social media and their users, their usages patterns, the evolution pattern of social media, growth of social media, the demographic pattern of social media users, number of users of social media, Indian population using social media, and some of the recent cases from media where social media is used/applied effectively in the public forum. Since the research revolves around the young users, the articles/cases/news with references to the combination of youth and social media have been considered and analysed.

**Sources of the secondary data**

In this research, the researcher has explored all the possible resources of secondary data collection. Recent newspapers, research journals, media websites, books, magazines, published research papers in the national and international journals have been referred for the secondary data. Recent cases involving use of social media have been taken from various English and Gujarati newspapers and online papers. Even some articles from the supplements of a newspaper have been discussed. Websites of media channels like Times of India, NDTV and Mint have been cited when content has been taken and various online dictionaries like Oxford and Cambridge have been referred to, to get the theoretical content and various definitions for many terms. Various pictorial presentations and charts have been offered for a better understanding with the courtesy provided. Some websites dedicated to social media have also been referred and referenced as and when needed.

**Primary Data Collection**

Primary data is the original data, collected for the particular given purpose and received through first hand only, and is basically tailored to the exact needs of the researcher. When conducting the research, researcher can ask the questions that collect the exact data needed for the research. Primary data lets the researcher be more definite about the results over the secondary data as it is specifically collected for the given purpose.

1. **Observation methods**
Since the research revolves around the influence of social media for the young generation, this method could not serve the purpose as it is almost not feasible to observe the youngsters while using social media.

2. **Questionnaires**

   a. **Personal Interview:** Looking at the length and depth of the questionnaire, this method of data collection seems to be the prompt method as it serves the required purpose of the research. The questionnaire is in depth and the face to face connection seems to be necessary to clear any miscommunication and offer required response from the respondent. Additional to the response, the researcher gets to observe the non verbal behavior at an individual level.

**Pilot Testing**

To test the questionnaire in the initial phase, and to identify and eliminate any minor errors in the questionnaire, a pilot testing has been done in the initial phase of the data collection. The researcher had collected nearly fifty samples from the city and tried to understand the flow and smoothness of the questionnaire. Convenience sampling method had been used for this pilot testing. Queries, confusions, doubtful questions, have been eliminated and reintroduced in a refined manner. Termination questions have been added after the pilot testing project.

**How Primary data is collected**

To understand and analyse the influence of social media on youth of Ahmedabad, a structured questionnaire is formed involving various questions focusing on the research objectives and involving questions from various possible factors i.e. social influence, educational influence, marketing related influence and health related influence. Since there are many areas which need to be explored, a structured questionnaire was prepared involving various general and specific questions, totally 15 main questions with multiple sub questions focusing the research objectives and attempting to know the subject in the maximum possible manner. Termination questions are put in the questionnaire to avoid wasting time and resources on the not eligible social media
users. Some of which are age criteria (respondent has to be at least 15 years old and not more than 35 years old); obviously needs to be using social media and he/she needs to be using social media at least for more than 6 months (to be able to respond on the effects of social media in his/her life).

**Probability or Non-probability Sampling?**

Mainly the sampling techniques can be categorised into two aspects. This category is decided on the basis of selection process, nature of population i.e. whether it is finite or infinite, and types of research. For this can be utilised. One is the probability sampling and the other is non-probability sampling. Probability is random sampling and the non probability is on-random sampling.

**Probability Sampling:**

When the population is clearly defined and the researcher is fully aware about each unit of the population, then probability sampling produce ideal results. This method is known probability sampling because while selecting a sample from the population, the researcher applies principles of the probability, try to give equal importance and with an unbiased way select the samples. Mainly there are four popular probability samplings; 1 simple random sampling, 2 stratified random sampling, 3 cluster random sampling and 4 systematic random sampling. The research is studying how various factors like social, marketing, education and health create influence on the youth while using social media, since it is a new topic youth population is frequently changed and social media is newly introduced in developing country like India and fastest developing state like Gujarat. Hence our target population changes on the regular basis and it has substantially increased every month every year. Therefore, deciding the pre determined factor is possible but the numbers of overall targeting population is almost impossible to achieve. Therefore purposefully the researcher has not applied any one of the above mentioned probability sampling in this research.

**Non probability sampling**

When the target population is infinite or sometimes not defined properly or target population changes every now and then, instead of using theory of the probability, apply practical parameters, convenience of the research, various estimated quota of different pre determined
demographic factors, pre-defined skill sets, referral method, opinion of the experts or vast experience in the field knowledge is utilised, such methods are known to be the non-probability/non random samplings. Mainly there are four popular non random sampling. 1. Convenient sampling, 2 judgemental sampling, 3 quota sampling and 4 snowball random sampling. So far as convenient random sampling is concerned, its applied by beginners of the research, the researcher has used this methods for pilot testing of this research, but considering the limitations of this method, it cannot be applied for any exhaustive research. This research also does not permit to apply judgemental sampling method because the youth is one of the vital elements of the society, which can be traced easily. Social media is highly growing communication tool for this modern and techno savvy youth. In such research, while selecting the sample, the researcher does not need any special expertise while collecting a sample. Hence this research is not suitable to apply the judgemental sampling method. Snowball random sampling is applied for the research whose population is pre-defined but difficult to find and most of the samples are collected on the basis of referral method. This is also not suitable for this research hence the researcher hasn’t opted this method.

**Quota Sampling**

So far as the research is concerned, the researcher are measuring the impact of various factors which are influencing the usage pattern of youth while using various social media. The youth is defined by the predetermined factors like gender, age groups, status of their career, their marital status, level of income, usage pattern of social media, their geographical locations in the Ahmedabad city etc; these are such heterogeneous factors which cannot be pre-defined with the specific sampling techniques. Since the researcher is using non-probability sampling, and considering the heterogeneous nature of the population, the quota sampling is a deliberate choice. In this method, predefined quotas are decided for the different demographic variables like gender, age, marital status, income, occupation, geographic locations of Ahmedabad.

**Procedure of Data Collections**

The city is also a vital contributor in the economic and industrial development of the country. The city also holds strong growth of the tertiary services such as e-commerce and digital communications. As per the last census, the average literacy of the city has found to be more
than 85 percent which is a relatively decent figure which also advocates for the fact that the population is upgrading itself with time. To divide further, the male literacy was more than 90 percent and the female literacy was around 80 percent.

Since the research is about analysing the influence of social media on the young generation of the Ahmedabad city, the researcher has considered getting responses from youngsters from varying background across the gender, age, marital status, occupation, family income as well as residential area. The quotas are set considering most of the vital parameters and the researcher has considered providing them the required importance.

As discussed earlier, the researcher has deliberately predefined the required quota for the mentioned variables. The researcher has chosen to get the feedbacks from both the genders in a 60:40 ratio; which is almost similarly received considering nearly 60 percent respondents are male, and nearly 40 percent of the total respondents are females. Considering the age group of the target population to be 15 to 35, it is generally known fact that most of the respondents would possibly not be married. Hence the quotas were set in the ration of 2:1, where 2 represent the unmarried and 1 represent the married segment. The researcher has matched the required quota and received responses from around 64 percent unmarried users and nearly 36 percent are married users in the given age group. Whether the occupation of an individual does play a role in defining his or her behavior in terms of using social media or not? To get an answer of this question, it is necessary to observe and analyse the social media usage behavior of youngsters across the various occupations. Hence the researcher has also set the quota for the occupations for this; one third of the total populations should be students, as this is the biggest part of the total market. Another major potential target audience to receive the response should be service people as they are in the initial careers and they are potentially bigger users of social media. The researcher has set one third quota for working individuals for this reason. Hence in total, two third of the respondents should be representing either student or service as an occupation. The rest of the respondents should be comprised of rest of the occupation i.e. entrepreneurs, professionals, housewives, and unemployed individuals. Education is another vital parameter that should ideally affect the way an individual behaves and hence how an individual uses social media and its influence on him, cannot be avoided for this research. Considering the age group and the young population, a huge target audience should be comprising of the graduate college
and the post graduate students, and hence the researcher has set the quotas for both of them in a larger proportions. The researcher has also considered the school going students in their early teenage and the service class people who have completed their education but are young and are using social media. The researcher has also considered both these categories to be given almost equal importance in the research.

Can the location within the city be criteria in terms of usage of social media by youngsters as it represents multiple variables that can directly or indirectly should influence? To consider this objective, the researcher has deliberately set the location as a quota in this research. The researcher has considered receiving a total of 15 percent of responses from the crowded areas of Ahmedabad and at least 5 percent responses from the rest of the major areas. Some of the outskirts of the city are also included in this research but not set a minimum level quota for them.

Family income should definitely a vital variable that should be influencing the usage behaviour of youngsters hence the researcher has considered to set quotas to get almost equal amount of responses from the income group of less than 2 lac, between 2.1 to 5 lac and 5.1 to 10 lac per annum family income. For the rest two groups i.e. 10 lac to 20 lac; and more than 20 lac, any quotas for minimum respondents have not been set. [1] [2]

**Sampling frame:**

The research is all about the usage behavior and the influence of social media on the young generation of Ahmedabad city. With reference to the selected four major factors, quotas for minimum respondents is analysing how the social media is changing lives of people across multiple given variables. Hence any individual, male or female, falling in the age group of 15 to 35, resident of Ahmedabad city and using social media for at least 6 month does fall under the sampling frame.

**Sample size:** 1133 samples have been taken from the various area of the Ahmedabad city.

Sample size calculation:

Different sample size have been selected in different research study since the size of sample in any given research is totally dependent on the various characteristics of target population. When deciding the sample size, one of the most common tactic which is applied by the researcher is to
check the present research in the given area. After studying the various existing research and after understanding the population of the research, the researcher has also applied the following theoretical concept to support the size of the sample taken for the research.

Dr. Uma Sekaran in the Fourth Edition of her book titled “Research Methods for Business – A Skill building approach” has emphasized the calculation of sample size based on the population size shown as below:[3]

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This reference justifies our sample population of 844 SMEs from the State of Gujarat from the four select sectors.

**Limitations of the Research**

Research is an activity that happens on a regular basis, actively/passively, formally/informally, in an organised or unorganised way, the researcher keeps doing research most of the time into various matters that may catch interest. Any research work is possibly liable to more or less limitation.

Although there are numerous social media present in the world today and even new ones are getting added every month, the research revolves around the four major social media carefully chosen after studying various aspects from the literature review as well as researcher’s own instincts. Additionally the selected social medias are relatively older and enjoying decent chunk of active users as well as they are used and endorsed by the either large users or corporate or media organizations or corporate/HR communities in Ahmedabad. Still exclusion of other smaller, more specific and newer social media should definitely be a limitation of the research.

Ahmedabad is one of the fastest growing cities of the country with a decent amount of population of nearly 70 lakhs which consists of people with vast backgrounds in terms of age, education, profession, religious, financial aspects. Although a majority of this population is having a common mother tongue which certainly is a limitation compared to a research with multi linguistic population since language would certainly do play a definite role in the
upbringing and hence behavior of an individual. Hence, the limited region of the research would be a probable limitation of the same.

A total of 1133 eligible samples have been surveyed and studied with the use of questionnaire in the research. However looking at the total population of the city which is more than 70 lakhs, the sample size seems too small to represent the exact characteristics of the population. Although with the use of quota sampling, an attempt is made to justify to all the possible segments of the city and equal opportunity has been presented to them to be a part of the research, yet this sample size of 1133 can be a considered a probable limitation of the research.

Total time taken for the study as well as the tenure during which the study is made is relatively small period to understand the changing behavior of the various segments of the society. Particularly the youth of today is very dynamic and the market moves rapidly fast with various new products coming in the market very fast and getting obsolete at the same pace. The time selected and taken for any research is another critical aspect to bring the real facts out of it. Hence this research is equally liable for the relatively small duration and small tenure for this particular study.

Another obvious and huge limitation with most of the individual researcher is Resource restriction. Resource restrictions affect both: the research as well the results. It affects the scale of the research too. Compared to the large scale researches, this research falls short in terms of manpower and money involved as well as the tools of analysis are relatively less. About the research tools, SPSS (Statistical Package for Social Sciences) and Microsoft Excel have been primarily used for the data analysis in this research. Hence resource restrictions can be considered as other vital probable limitation of this research. [4]

The city is also a vital contributor in the economic and industrial development of the country. The city also holds strong growth of the tertiary services such as e-commerce and digital communications. As per the last census, the average literacy of the city has found to be more than 85 percent which is a relatively decent figure which also advocates for the fact that the population is upgrading itself with time. To divide further, the male literacy was more than 90 percent and the female literacy was around 80 percent.

References:

