Study on the Facebook habits of Indian Consumers.

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Abstract - Logging into Facebook and other social network social networks is the first thing a lot of people do every day, and it will only get more important as it attract more users, more friend and more data on the social graph individual users. It is very important for any firm these days to understand how consumers use Facebook, why they use Facebook before deciding their Facebook marketing content. “Think about what people are doing on Facebook today. They're keeping up with their friends and family, but they're also building an image and identity for themselves, which in a sense is their brand. They're connecting with the audience that they want to connect to. It's almost a disadvantage if you're not on it now” Mark Zuckerberg. To understand the Facebook usage habits data was collected from primary source and analyzed using statistical test such as t-test, p-test.

Key words: Facebook Marketing, Facebook users

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Introduction: Facebook (formerly [thefacebook]) is an online social networking service headquartered in Menlo Park, California. Its name comes from a colloquialism for the directory given to students at some American universities. Facebook was founded on February 4, 2004, by Mark Zuckerberg with his college roommates and fellow Harvard University students Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. According to Nielsen online, people spent 13.9 Billion minutes on Facebook in April 2009, up from 1.7 billion in April 2008 for a stunning annual growth rate of 699 percent. In terms of usage, this makes social networking the third an estimated 29.9 percent of the global internet user community it has clearly become a mainstream phenomenon and the number are sure to get bigger from here. Hence it is important to understand Facebook usage habits.
**Research objective:**
Primary objective: Quantum of usage
-Most popular features
-Reasons for popularity
-Social vs. business usage

**Literature Review:** Whether one is a big corporate or a small business adopting Facebook as one of the digital marketing tool will be a smart move as there is no doubt that Facebook has become an incredibly popular service with an ever increasing number of users. As far as Facebook’s impact on Business is concerned there is still much to be learned, but many feel tremendous amount of pressure to learn about it quickly. Facebook is the Largest Social Media site with over 700 million members. If you are looking for a place to go where the “eyeballs” are, then it just makes sense to have a presence on Facebook. Facebook is Far and away the largest most engaging social network with loyal Facebookers coming back again and again to see what is happening in their Networks. The best way to look at it is: Your customers are already there, but who is talking to them?. Facebook has more than 50% of the social network usage with YouTube, Twitter and the rest of the pack far behind. According to the 2013 Social Rich Media Benchmark Report (Shop Igniter), promoting your Facebook posts with a paid ad increases organic and viral reach significantly. Facebook creates a social hub for your brand and help effective brand communications.- Socialmedia.com

**Research Methodology:**

Study was conducted in two parts which is Exploratory and Descriptive. Data was collected from primary data sources. Primary data was collected with the help of questionnaire. A non-probabilistic convenience sampling technique was used. Our sample size was of 43 and sampling unit is general population in the city of Mumbai. Data collected from primary source was analyzed using statistical test such as t-test, p-test.

**Facebook relevance in the marketing mix –the 4th P-promotion**

Digital media is a modern way of brands interacting with consumers as it releases news, information and advertising from the technological limits of print and broadcast infrastructures. Mass communication has led to modern marketing strategies to continue focusing on brand awareness, large distributions and heavy promotions. The fast-paced environment of digital media presents new methods for promotion to utilize new tools now available through technology. With over 800 million users, Facebook is at the forefront of social media websites. Many businesses now include Facebook as an integral part of their Internet marketing strategy. Facebook created ads, business Fan pages and has allowed thousands of applications to help businesses promote on their site. Along with personal and fan pages, Facebook groups are a
way that people can connect and form a small organization with people who have the same interests. In 2011, Facebook changed the appearance and rules of Facebook groups so that they wouldn't be used for contests or mass promotion; however, there are still a number of ways that you can use a group for promotion.

**Major findings:** 78% of people access Facebook on their cellphones. Maximum access was at home and colleges. Facebook is at the center of a sizable shift to mobile. Researchers predict that this number will grow in future.
**Hypothesis:** The access to Facebook in urban areas is increasing day by day, therefore it has become important for marketers to know the consumer Facebook habits before designing their digital marketing strategy.

**P test**
Ho: More than 45% of people access Facebook once a day;  
Ho: \( \mu > 45\% \)

Ha: Less than 45% of people access Facebook once a day;  
Ha: \( \mu \leq 45\% \)

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Z observed lies in the acceptance region. Hence, accept the null. Therefore, more than 45% of people access Facebook once a day. This means that there are many active Facebook users every day that marketers can target to offer their products or services.
**T test**

On an average people access Facebook at least 2 hours a day.
Ho: \( \mu \geq 2 \) hours

On an average people access Facebook less than 2 hours a day.
Ha: \( \mu < 2 \) hours

\[
\begin{array}{l}
n &= 42 \\
x' &= 1.67 \\
s^2 &= 0.96 \\
s &= 0.98 \\
\mu &= 2 \\
\end{array}
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T-observed lies in the acceptance region hence, accept the null. Hence it is clear that people access Facebook at least two hours per day. This means the consumers do spend a good amount of time browsing Facebook.
P TEST

Ho: More than 30% of females access Facebook to check updates of friends
Ho: p > 30%
Ha: Less than 30% of females access Facebook to check updates of friends
Ha: p < ≠ 30%

<table>
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<tr>
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N
Ho: p > 30%
A
Ha: p < 30%
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one tail
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Zo = (p'-p)
= 0.93
sqrt((p*q)/n)

Zo lies in the acceptance region. Hence, accept the null hypothesis. Therefore, More than 30% of females access Facebook to check updates of friends, their photos check-ins etc.
CONCLUSION

- More than 45% of people access Facebook once a day.
- On an average people access Facebook at least 2 hours a day.
- More than 30% of females access Facebook to check updates of friends.
- Facebook access is independent of gender.
- Graduates access Facebook more than the Postgraduates that is multiple times a day.
- Only a small proportion of the sample access Facebook once in a day. This shows that Facebook is an addictive means of social networking.
- 9 out of 42 people access Facebook only through their desktops. This indicates that majority of the respondents access Facebook either through their cell phones, Tablets etc.
- Hence wireless devices like these influence people to easily access Facebook from anywhere around the world.
- The usage of Facebook differs with the age too. Like people falling in the age group of 15-25 mostly use Facebook to connect with old friends, make new friends, check others updates etc. Whereas people falling in the age group of 36-55 access Facebook to connect with their old mates or update their events and achievements they have made.
- Facebook has various purposes not only for connecting with others around the world but also sending out messages through sharing news, updates etc., which helps us in updating ourselves about the happenings around the world.

RECOMMENDATION:

Since we know Facebook’s future is Facebook Connect. It is a series of interfaces for programmers or brands to be able to access anything in the Facebook environment from their websites or applications. The interface provides at a higher level HTML and Java Script based widgets that brands can copy into their websites to share things like a “Become a fan” button or the ability to share content from their websites onto Facebook. Various brands are utilising the power of Facebook connect and it is proving to be one of the most widely used tool of social media. For example Holiday IQ is an online travel agency that connects very well with customers on Facebook through various contests gift customers free stay and travel offers. Another big brand Nike also has a fantastic Facebook page they have established and continue maintaining a strong brand image, they have incorporated their famous slogan in their cover photos and photos shared and through branded hashtag. Nike’s Facebook page is a good balance of new products, science, charitable initiatives and achievements. They emphasise on their core competencies like the great amount of research and development done for each of their design and hence customers have a perception of Nike offering the best quality shoes. Hence Facebook marketing can also be recommended as an efficient digital medium as it is low cost and target reach is high. Further the videos and blogs that brand upload for their page can be integrated with other mediums like YouTube and others.
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