SATISFACTION LEVEL OF USING SOCIAL MEDIA BY THE UNDERGRADUATE STUDENTS WITH SPECIAL REFERENCE TO TEZPUR, ASSAM

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ABSTRACT

The use of social media is increasing day by day not within national arena but also in global arena. Whatever be the reason social media has almost become an addiction for almost most of the users. Social media is providing them entertainment, killing their monotony, passing their time, make them connected to their friends and distant relatives, sharing of knowledge and so on. But whether are really satisfied using this platform continuously? With such intent in mind a study was carried out amongst the undergraduate students of Tezpur to study their satisfaction level of using social media. The general colleges of Tezpur are considered with a sample size of 383 which is calculated by using the formula $\frac{N}{1+N(e)^2}$. *The data were collected through questionnaire using Nth sampling method. Seven variables are considered along with a five point scale to measure the satisfaction level of using social media. Remarkable facts came to light and based on such facts, certain suggestions are also brought forward so that its implementation can be given a thought.*

Key words: Social Media, Satisfaction level, Sharing of knowledge, General colleges, Platform, Addiction, Knowledge sharing, Entertainment

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1. INTRODUCTION

The use of social media is increasing day by day not within national arena but also in global arena. Whatever be the reason social media has almost become an addiction for almost most of the users. Social media is providing them entertainment, killing their monotony, passing their time, make them connected to their friends and distant relatives, sharing of knowledge and so on. With the world in the midst of a social media revolution, it is more than obvious

that social media like face book, twitter, orkut, skype etc., are used comprehensively for the purpose of communication (Shahjahan & Chisty, 2014).

The term Social media refers to communication/publication platforms which are generated and sustained by the interpersonal interaction of individuals through the specific medium or tool (Neti, 2011). The first two social media sites were Six Degrees and Friendster, both of which are no longer around, despite playing an influential role in starting what has become a social media revolution (Terrell, 2015).

The increase in the use of social media usage globally since January 2018 is 9% (Chaffey, 2019). India has over 260 million active social media users. Facebook is the biggest social network in India, with around 241 million users in 2017 (Translate Media, 2019).

2. LITERATURE REVIEW

Rajpai, Pandey and Shriwa (2012) conducted the study with the objective to Emphasize on the strategies which can take this viral marketing mode beyond the normal social media at present.

Haiji (2013) conducted the research with the objective to answer the following research questions, "Do Social media in social networking sites affect the user's trust?" , "Do perceived usefulness (PU) and trust affect the user's intention to buy?"and " Which factors (PU or trust) are more important in determining the user's intention to buy?".

Badawy and Hashem (2015) conducted the research with the objective to find out whether students academic performance is impacted by social media or not.

Kolan and Dzandza (2018) did an extensive study with the objective to determine the level of exposure of students of University of Ghana to social media sites, to ascertain what students of University of Ghana use social media for and to ascertain how the use of social media has influenced the work of students of University of Ghana.

Shahjahan and Cisty (2014) in their research tried to discuss about the interactive environment of social media, media choice and effects.

Kumari and Varma (2015) conducted the research with the objective to investigate the use of social networking sites by college students, to find out the impact of use of SNS on social relationship among college students and to find out the impacts of social networking sites on adolescent with respect to gender.

Jarrar and Hammud (2018) did the study with the objective to find out the role of social media in developing social responsibility and political awareness in Jonardian Youth.

Alsubagh (2015) did a study with the objective to explore the firms' social media presence on consumer behavior.

Amin, Mansoor, Hussain and Hashmat (2016) carried out a study with the objective to investigate the impact and relationship between social media and performance of student, to resolve the misunderstandings and confusions of people about use of social media and to identify the problems of individuals using social media.

3. RESEARCH GAP

After reviewing several literatures on social media and students, fact came to light that researches have been conducted on social media, impact on consumers, on students' academic performance, health, and recreation update and so on. These researches have been conducted on different countries with different ethnicity. Hence a study is also necessity to be conducted on Tezpur which is situated in Sonitpur district of Assam, India. Tezpur is a small town evident with different attitude, culture, preferences and so on. With this geographical research

gap, the study is conducted on the undergraduate students of the general colleges of Tezpur, Assam**.**

4. OBJECTIVES

The objectives of the study are:

- To find out the kind of social media used by the respondents.
- To measure the satisfaction level of using social media.
- To suggest some measures for the variables which are not able to provide satisfaction to the respondents.

5. SCOPE AND LIMITATIONS

The study is conducted in Tezpur, Assam. The undergraduate students of the general colleges of Tezpur namely Darrang College, Tezpur College and Lokpriya Gopinath Bordoloi Girl's College are considered. Hence study is confined to only the undergraduate students of the general colleges and in Tezpur only.

6. RESEARCH METHODOLOGY

For landing into any conclusion, a proper research is mandatory which assists in giving us reliable information about facts and figures and thus making our decision more valid and reliable.

6.1. Sampling Design

Defining population: The population considered for study is the students of undergraduate students of general colleges in Tezpur. Total population of undergraduate colleges excluding higher secondary students:

Table 1 Showing the total number of undergraduate students in the general colleges of Tezpur

Name of College	Total undergraduate students
Darrang College	5787
Tezpur College	2346
LGB College	875
Total population size	9008

Source: Field survey

Sample size: I am doing the survey with 95% level of significance. Sample size has been calculated using the following formula:

$$n = \frac{N}{1 + N(e)^2}$$ (Taro Yamani Formula)

Where,

N= Total population, e = 0.05, n= sample size

Hence my sample size as per the formula is $\frac{9008}{1 + 9008(0.05)^2} = 383 (\text{approx})$

Sampling Method: From each college sample selection is done through random sampling method from their attendance record. The selection of sample size from the three colleges has been divided based on their student weightage calculated as under:

Table 1 Showing the sample size calculation

Name of College	Total students	% on total population	Sample size
Darrang College	5787	$\frac{5787}{9008} X\ 383$	246
Tezpur College	2346	$\frac{2346}{9008} X\ 383$	100
LGB College	875	$\frac{875}{9008} X\ 383$	37

Source: Field study

Type of data: Both primary data and secondary data are used for the survey. Primary data is collected from field survey and secondary data is collected from journals, websites, books, etc

Source of data: Primary data collected from undergraduate colleges and secondary data collected from published journals, webpages, blogs, books, etc.

Research Instrument: Structured Questionnaire

Type of scale to measure students' satisfaction

The scale considered for measuring customer satisfaction level is a 5 point scale with attributes Very poor(1), Poor(2), Average(3), Good(4) and Excellent(5). The variables considered for study are mentioned underneath in the table:

Table 2 Showing the variables considered along with rating scale

Variables	Very Poor(1)	Poor(2)	Average(3)	Good(4)	Excellent(5)
Convenient					
Trustworthy					
Value to the user					
Privacy concern					
Format					
Global Reach					
Information sharing					

Source: Al-Rahmi and Othman, 2013;Hajli, 2013.

7. RESULTS AND DISCUSSIONS

This section of the paper consists of the demographic profile of the respondents and the technical analysis followed by the findings of the study.

Table 3 Demographic profile of respondents

Name of College	No. of respondents		% of respondents out of total	
Darrang College	Male: 128	Female: 118	33.4%	30.8%
Tezpur College	Male: 25	Female: 75	6.5%	19.6%
LGB Girls College	Male: 0	Female: 37	0%	9.6%

Source: Field study

From the above table we can have a clear data of the demographic profile of the respondents. From Darrang College, number of male respondents is 128 and female

respondents are 118. From Tezpur College, number of male respondents is 25 and female respondents are 75 and since L.G.B Girls College is purely a girl's college, hence the entire respondents are girls.

For a more clear view a column diagram is used to represent the demographic profile of the respondents. Accordingly the following can be viewed:
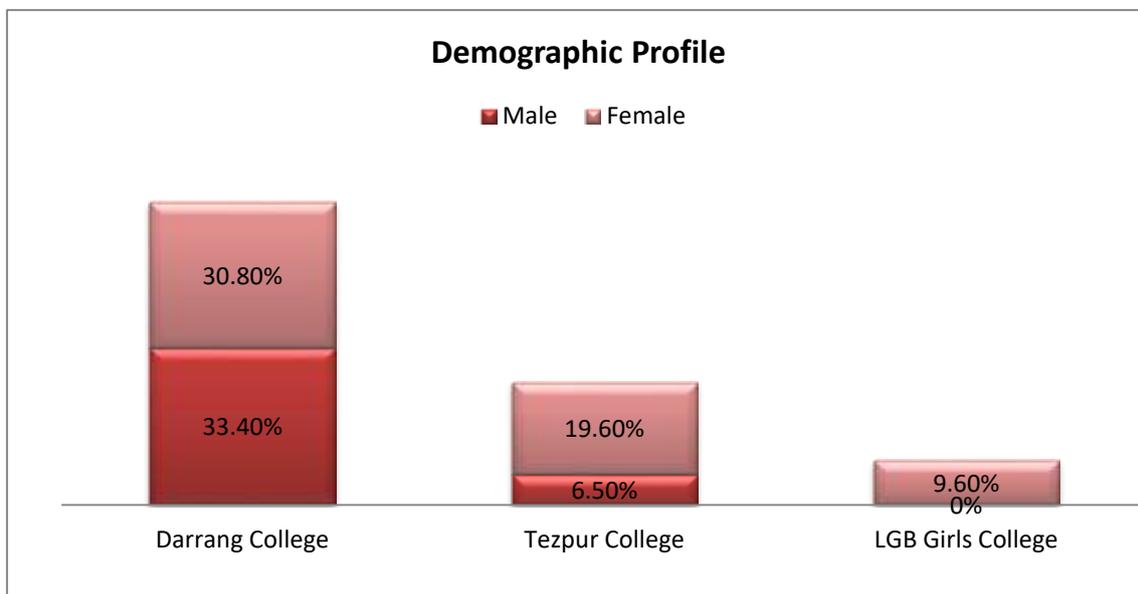

Demographic Profile

■ Male ■ Female

Darrang College	Tezpur College	LGB Girls College
30.80%	19.60%	9.60%
33.40%	6.50%	0%

Figure 1 Diagram showing the gender of the respondents

Source: Field survey

The above column diagram represents the demographic profile of the respondents taken from the three colleges' viz., Darrang College, Tezpur College and L.G.B.Girl's College.

Almost most of the respondents are using social media. But to have a clear view of the reality as to how many of them use social media, a graphical presentation is given:

7.1. Technical Analysis

For the Technical analysis the statistics used are Bar diagram, Pie-Charts, Percentage (%) method of tabulating data are considered.

Table 4 Showing the different kinds of social media used by the respondents

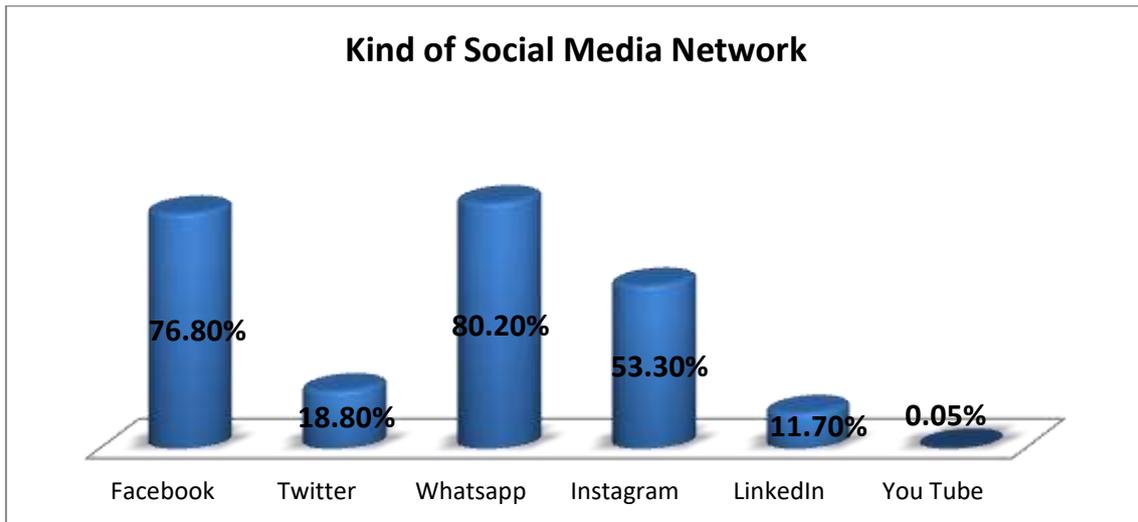| Kind of social media network	No. of Respondents	% of respondents
Facebook	294	76.8%
Twitter	72	1.8%
Whatsapp	307	80.2%
Instagram	204	53.3%
LinkedIn	45	11.7%
You Tube	2	0.05%

Source: Field study

Figure 2 Different kinds of social media used by the respondents

Source: Field study

From the above analysis it is clear that Whatsapp is the mostly used by the undergraduate students along with Facebook. Instagram has also occupied third position followed by Twitter, LinkedIn and YouTube.
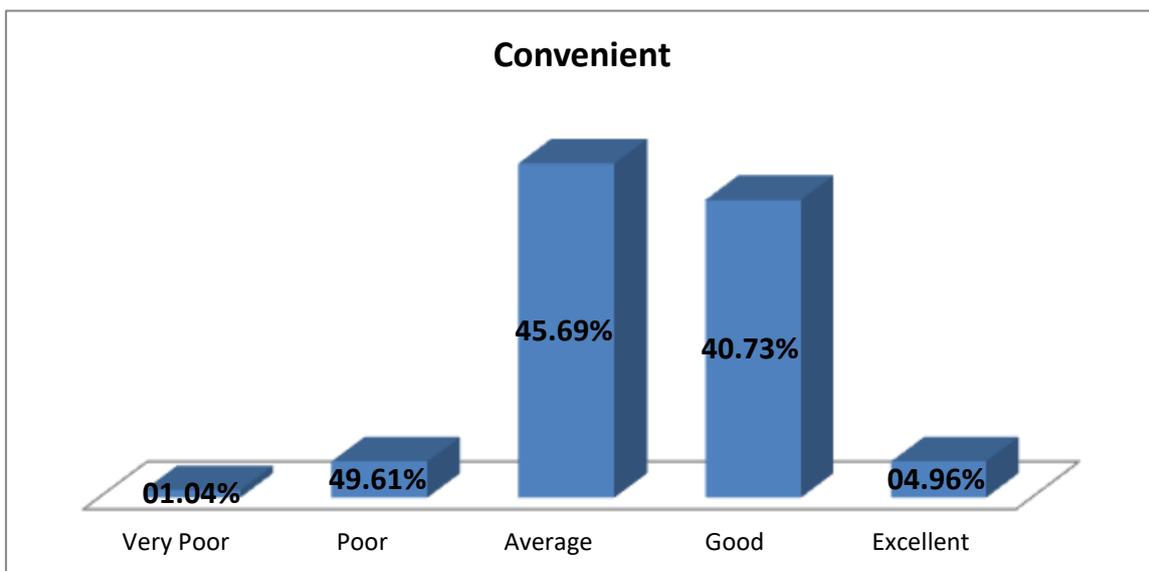

Figure 3 Diagram showing the satisfaction level of the variable 'Convenient'

Source: Field Study

From the above diagram we can see that most of the respondents have considered convenient variable to be average for using social media. Also many of them has also considered convenient variable to be good. Some of them have also considered it to be excellent and very few of them have considered this variable to be very poor. For a more detailed analysis, the following table has been given as under:

Table 5 Showing the satisfaction level of the variable 'Convenient'

Ratings	No. of Respondents	% of respondents
Very Poor	4	1.04%
Poor	19	4.96%
Average	175	45.69%
Good	156	40.73%
Excellent	19	4.96%

Source: Field Study

The second variable under study was 'Trustworthy' and accordingly the following diagram depicts the findings**:**
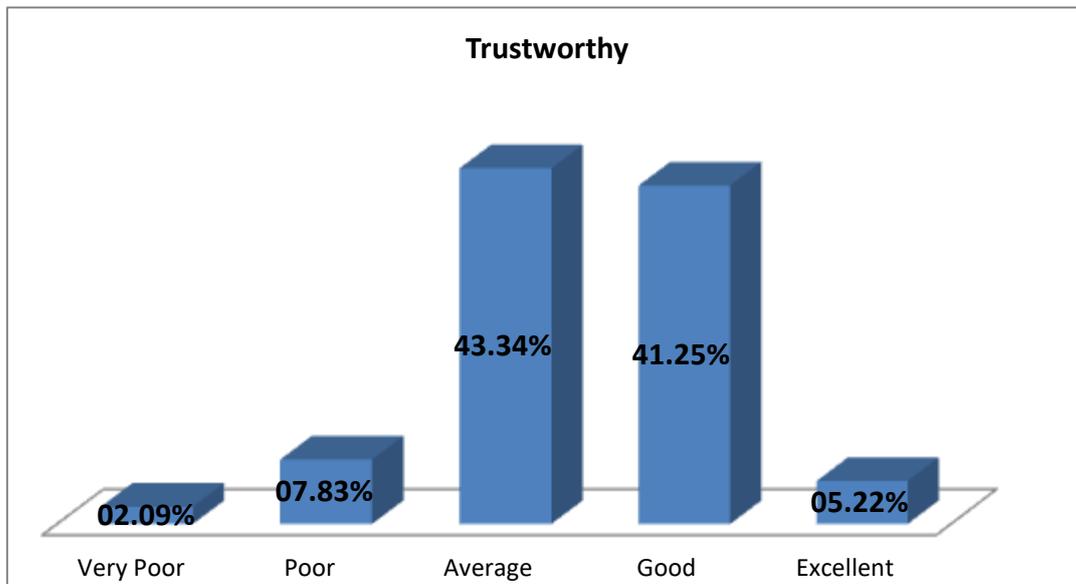

Figure 4 Diagram showing the satisfaction level of the variable 'Trustworthy'

Source: Field Study

From the above diagram we can see that most of the respondents have considered trustworthy variable to be average for using social media. Also many of them has also considered trustworthy variable to be good. Some of them have also considered it to be excellent and very few of them have considered this variable to be very poor. For a more detailed analysis, the following table has been given as under:

Table 6 Satisfaction level of the variable 'Trustworthy'

Ratings	No. of Respondents	% of respondents
Very Poor	8	2.09%
Poor	30	7.83%
Average	166	43.34%
Good	158	41.25%
Excellent	20	5.22%

Source: Field Study

The third variable under study was 'Value to the user' and accordingly the following diagram depicts the findings**:**
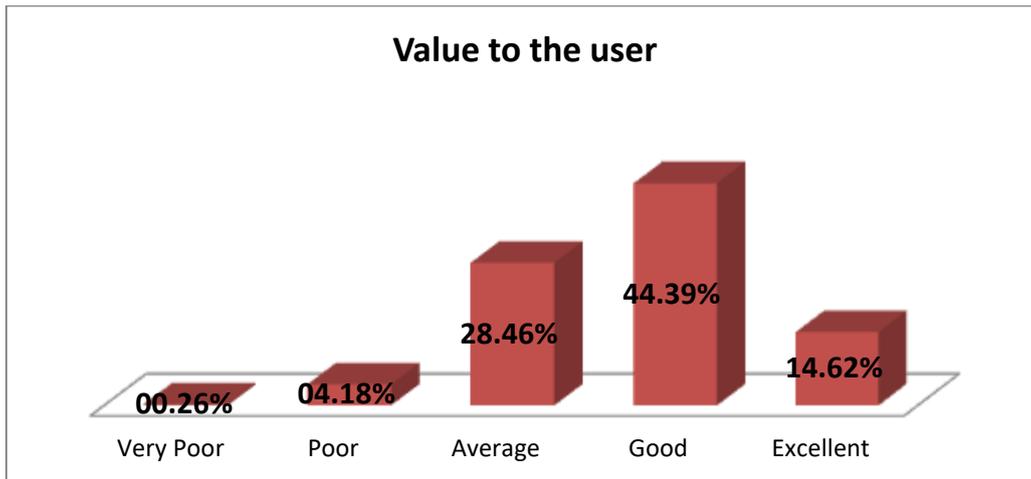
Figure 5 Diagram showing the satisfaction level of the variable Value to the User

Source: Field Study

From the above diagram we can see that most of the respondents have considered value to the user variable good for using social media. Also many of them have given value to the user variable average rating. Some of them have also considered it to be excellent and only one of the respondents have considered this variable to be very poor. For a more detailed analysis, the following table has been given as under:

Table 7 Showing the satisfaction level of the variable 'Value to the User'

Ratings	No. of Respondents	% of respondents
Very Poor	1	0.02%
Poor	16	4.17%
Average	109	28.46%
Good	170	44.39%
Excellent	56	14.62%

Source: Field Study

The fourth variable under study was 'Privacy' and accordingly the following diagram depicts the findings**:**
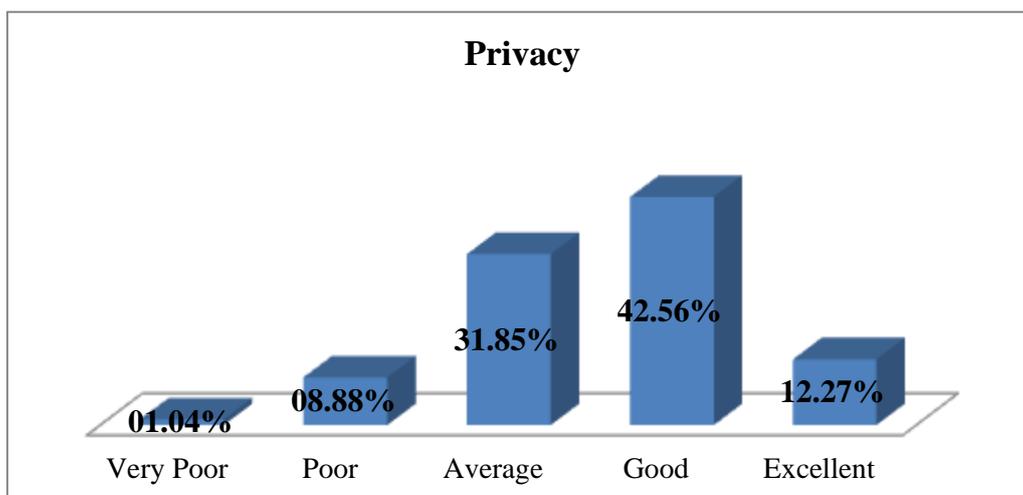

Figure 6 Diagram showing the satisfaction level of the variable 'Privacy'

Source: Field study

From the above diagram we can see that most of the respondents have considered privacy policy of social media good and average. Some of them have also considered it to be excellent and some of them have also considered this variable as poor. For a more detailed analysis, the following table has been given as under:

Table 8 Showing the satisfaction level of the variable 'Privacy'

Ratings	No. of Respondents	% of respondents
Very Poor	1	0.02%
Poor	16	4.17%
Average	109	28.46%
Good	170	44.39%
Excellent	56	14.62%

Source: Field Study

The fifth variable under study was 'Format' and accordingly the following diagram depicts the findings:

Format

01.57% 04.70% 39.43% 38.64% 12.53%

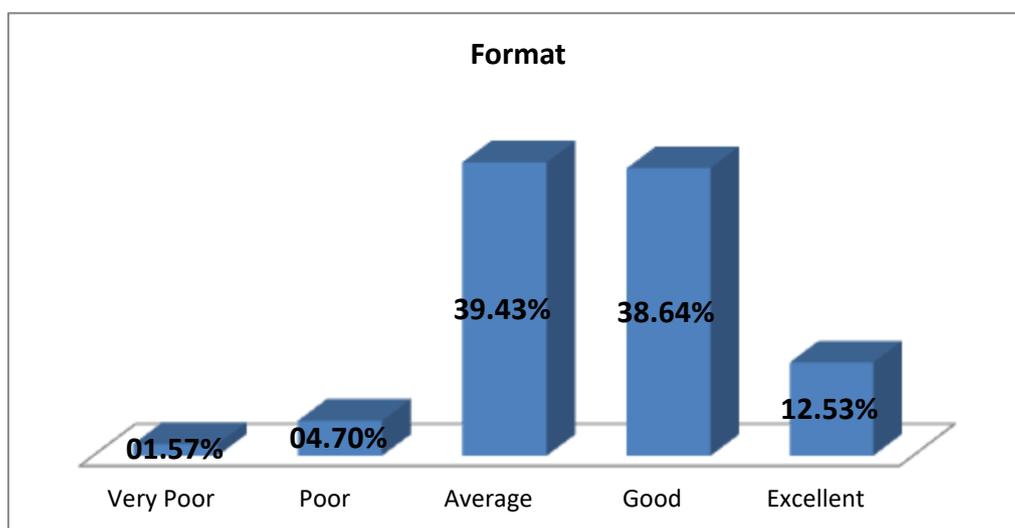Very Poor   Poor   Average   Good   Excellent

Figure 7 Diagram showing the satisfaction level of the variable 'Format'

Source: Field Study

From the above diagram we can see that most of the respondents have considered the variable Format to be Good and almost same number of respondents says that the format is average for using social media. Also many of them have given the variable format an excellent rating. Some of them have also considered it to be poor and very few of them have considered it to be very poor.

Table 9 Showing the satisfaction level of the variable 'Format'

Ratings	No. of Respondents	% of respondents
Very Poor	6	1.57%
Poor	18	4.70%
Average	151	39.43%
Good	148	38.64%
Excellent	48	12.53%

Source: Field study

The sixth variable under study was 'Global Reach' and accordingly the following diagram depicts the findings:

Global Reach

01.31% Very Poor
01.57% Poor
25.33% Average
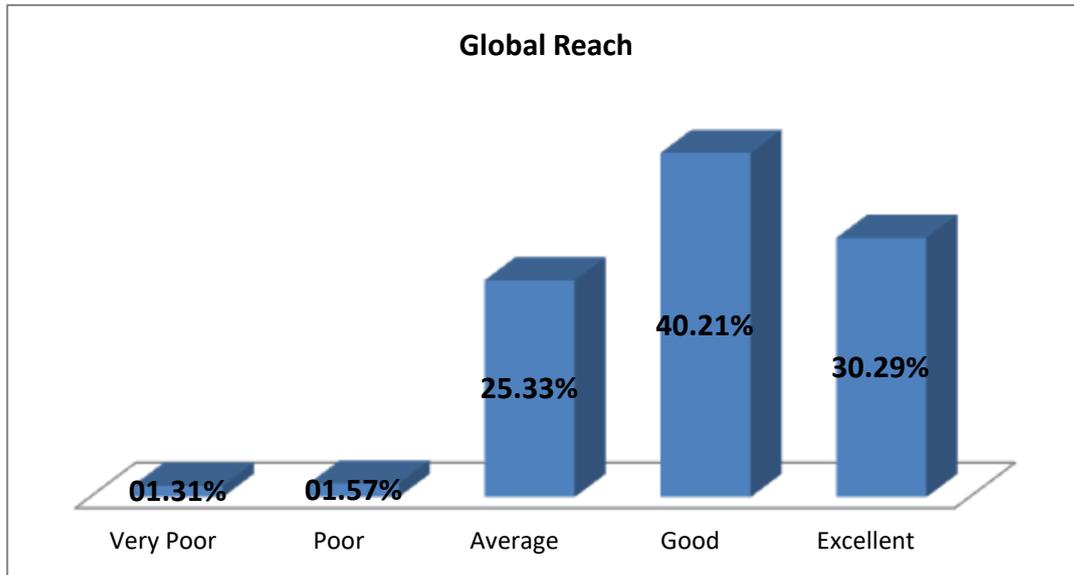40.21% Good
30.29% Excellent

Figure 8 Diagram showing the satisfaction level of the variable 'Global Reach'

Source: Field Study

From the above diagram we can see that most of the respondents have considered Global Reach variable good for using social media. Also many of them have given Global Reach variable average rating. Many of the respondents have also considered the variable 'Global Reach' to be excellent and very few of the respondents have considered this variable to be very poor and poor. For a more detailed analysis, the following table has been given as under:

Table 10 Showing the satisfaction level of the variable 'Global Reach'

Ratings	No. of Respondents	% of respondents
Very Poor	1	0.02%
Poor	16	4.17%
Average	109	28.46%
Good	170	44.39%
Excellent	56	14.62%

Source: Field Study

The seventh variable under study was 'Format' and accordingly the following diagram depicts the findings:
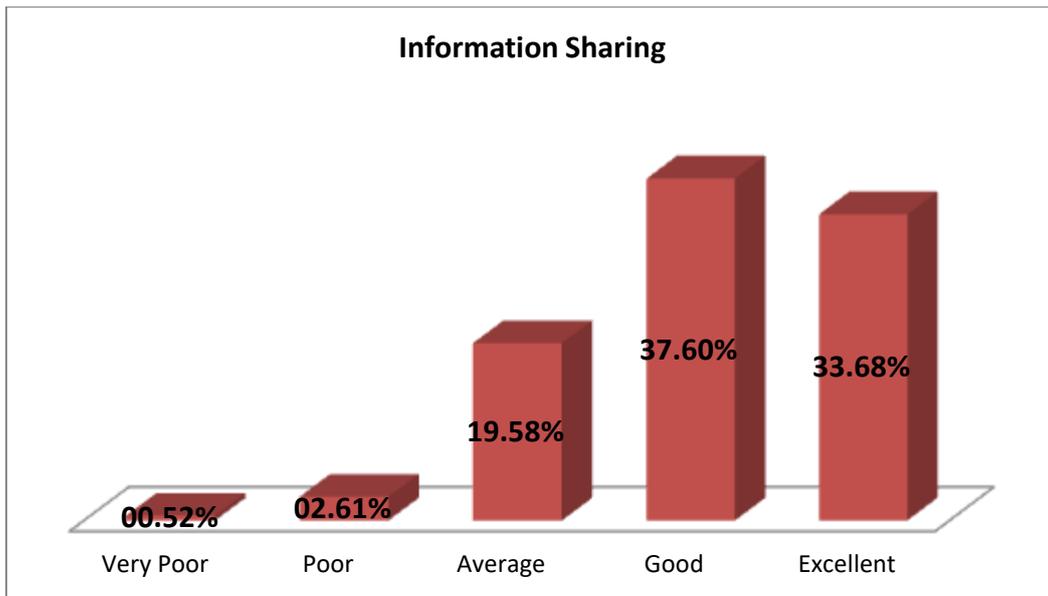
Figure 2 Diagram showing the satisfaction level of the variable 'Information Sharing'

Source: Field Study

From the above diagram we can see that most of the respondents have considered the variable 'Information Sharing' good for using social media. Also many of them have given Information sharing variable excellent rating. Some of them have also considered it to be average and only two of the respondents have considered this variable to be very poor. For a more detailed analysis, the following table has been given as under:

Table 11 Showing the satisfaction level of the variable 'Information sharing'

Ratings	No. of Respondents	% of respondents
Very Poor	2	0.05%
Poor	10	2.61%
Average	75	19.58%
Good	144	37.60%
Excellent	129	33.68%

Source: Field Study

8. SUGGESTIONS

- As per findings it is derived that Whatsapp is the mostly used social media amongst the undergraduate students in Tezpur. Facebook follows the next. In this case it is suggested to the owners of social media platforms like Twitter, Instagram, YouTube, due to the conveniency of whatspp in using, it has become very popular and is mostly used. Other platforms are not so used because of its complicacy or not so popular amongst their friends. Strategies should be adopted by the social media owners to improve the popularity of their social media platforms.

- Some of the respondents are not finding the format good or excellent. This may be due to its complicacy to use in the beginning. If some provisions can be made by such social media owners to make the format more easier so that such audiences who are facing little bit difficulty in using may find it easier.

- There are also respondents who are not finding the privacy or security issues proper. This may be due to the crime scenes recorded by use of social media. Hence it is suggested to devise more strict regulations to prevent such crimes.

- More over this paper makes an attempt to study the satisfaction level of the undergraduate students in using social media. Hence it is necessary for such students to know both the pros and cons of using social media. If they get exposed to the brighter side of social media, it can be considered as a blessing to the students where they can share knowledge, update themselves with latest news, do collective study, organize study related competitions and so on.

- Social media platforms can also implement a platform in their website where focus becomes completely towards learning. This account will be used solely for students who are interested in studying. They can connect with job websites where can also provide a online placement cell to the deserving students.

9. CONCLUSION

Social media has entered into different fields and are used extensively by large group of audiences for a variety of purposes. Students of the colleges are into social media engaged with different types of activities. But still some of the students are not so satisfied with some of the dimensions of social media. The study revealed many facts about the satisfaction level as well as the mostly used social media platform. Social media owners should pay heed to such limitations that came to light and work on it for improvement. Along with that it is also the responsibility of the social media owners to be responsible and create a separate learning forum exclusively for students that can lead to their career building.

DECLARATIONS

The authors declare that the work is original and has not been published anywhere else.

Availability of Data and Material

The data used in this article are both primary and secondary. The secondary data are collected from journals and websites. The citations of each author are mentioned in the article. The details of journals and authors are given in the reference section below. The primary data are collected from respondents through questionnaire. The questionnaire is attached after the reference section.

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QUESTIONNAIRE

Dear Respondent, I seek your kind co-operation in conducting a survey on "Satisfaction Level of using Social media by the Undergraduate Students of Tezpur, Assam". Your response will be of immense help for completing my research.

The questionnaire consists of close ended questions with options. You are required to tick mark the correct option as per your observation (If required more than one option can be selected)

1. Do you use Social Media?

    (a) Yes   (b) No

Satisfaction Level of Using Social Media by the Undergraduate Students with Special Reference to Tezpur, Assam

2. What kind of Social Media network do you use?

   (a) Facebook

   (b) Twitter

   (c) Whatsapp

   (d) LinkedIn

   (e) Others (Please specify)_____

3. For what purpose do you use?

   (a) To see updates and give updates

   (b) To check advertisement pages

   (c) To exchange information and news

   (d) To do chatting

   (e) Others (Please specify)_____

4. Please do rate your satisfaction level (of different attributes) of using social media

Variables	Very Poor	Poor	Average	Good	Excellent
Convenient					
Trustworthy					
Value to the user					
Privacy concern					
Format					
Global Reach					
Information sharing					

5. Any suggestions for improvement:

_____

_____

_____

Thank you for your co-operation and devoting your valuable time in filling up the questionnaire.

Details of Respondent:

Name:
Gender: (Tick the appropriate)
1. Male
2. Female
College: (Tick the appropriate)
1. Darrang College
2. Tezpur College
3. LGB Girls College