

Use Of Online Social Networking Sites By College Students And Its Implications For Marketing: A Case Study In Tripura

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INTRODUCTION

The modern world economy is characterized by fast changing consumerism on one hand, and competition among enterprises to have market opportunities in terms of better performance, on the other hand. The companies are leaving traditional commercial strategies and are looking for unique ways to compete more effectively on a global basis. In this context, the information technology is playing a great role for the marketing of products. The internet, in particular, has created a global market by connecting the sellers and customers. It has been found that out of 20 to 30 million internet subscribers, approximately 50 percent are 25 years of age or younger. This is due to a large educational community using the internet, which constitutes a major portion of the total customers (**Paul, 1996**). This community uses the internet for educational purposes, entertainment, social-networking, etc. There are a number of social-networking sites like Facebook, Bebo and Twitter that are widely used; MySpace and LinkedIn being the most widely used in North America; Nexopia (mostly in Canada); Bebo, Hi5, StudiVZ (mostly in Germany), iWiW (mostly in Hungary), Tuenti (mostly in Spain), Decayenne, Tagged, XING, Badoo and Skyrock in parts of Europe; Orkut and Hi5 in South America and Central America; and Friendster, Mixi, Multiply, Orkut, Wretch, renren and Cyworld in Asia and the Pacific Islands and Orkut, Facebook and Twitter in India(wikipedia).

These are grouped- centered networking sites, which allow users to share ideas, activities, events, and interests within their individual networks. The popular social-networking services are those which contain category places (such as former school-years or classmates), means to connect with friends (usually with self-description pages), and a recommendation system linked to trust. Social networking is an essential part of campus life for college students now - a -days. Therefore, since college students use social-networking sites, these sites are a key audience for online word-of-mouth marketing efforts and thus, online social network services have become one of the best ways of doing marketing of different products.

LITERATURE REVIEW

The **Mc. Kinsay Global Survey-2007** shows that, companies are using digital tools from websites to wikis -most extensively for customer service that are least in pricing, and two thirds are using digital tools for product development, almost as many are advertising online. One of the major vehicles of online advertisements is online social networking sites. In connection to this, **Schumacher& Delucchi (2000)** found that, internet usage is increasing rapidly among the general population, but is even greater among college students. Internet usage among U.S. adults has risen and is reportedly at 56% for predominantly white, well-educated and affluent individuals. So as far as use of SNS by college students is concerned, **Odell et al (2000)** found insignificant difference in internet usage between men and women. Further, **Halligran (2005)** observed that among college students, 79% indicated that the internet has had a positive impact on their college careers. Further, 86% of the college students indicated they have gone online as compared to 50% of the general population. In this case, **Odell et al (2000)** indicated some differences in the purposes of internet usage between the genders. Females tended to use the internet for E-mail and school research, while males had higher usage of sex sites, research, purchases, news, games and music. A study conducted by the **Poll and Futurist (2001)** for Northwestern Mutual indicated that the college class of 2001 had a 100% usage of the internet. Usage among this group nearly doubled from 6 hours a week on first entering college to 11 hours a week while in college. In the recent studies, **Weiskirich & Murphy(2004)**, **Davis et al(1999)** found that students were found to spend 9.6 hours per week on the internet, which is not too different from the Northwestern Mutual's findings. Surprisingly, three-

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fourths of the students in one study felt that usage of the internet brought them closer to people. The socializing potential of the internet is increasing, with the expanding of connectivity and interactivity by students. Internet usage for students at public universities was significantly higher than that of students attending private universities. **Davis et al** found that men at public universities spent more time on the internet than their counterparts at private universities. Internet usage for college students has increased and social networking online has been growing at an accelerating pace. This increasing use of the internet for socialization has major implications for marketers and other social scientists. The potential negative impact on the bottom line of marketers relying on the use of historical media to reach technically-astute markets may be significant.

The study conducted by **Budden et al (2007)** supports the previous research, which indicates time spent using the internet for a variety of purposes is similar for males and females. However, while they may spend similar amounts of time on the internet, their usage patterns differ, especially in regard to YouTube. More females than males use Facebook and MySpace, while males make significantly more use of YouTube than females. Surprisingly, students are still spending significant time with television and radio. Indeed, the use of historical media still exceeds that of the internet media by a large degree. Media usage patterns by participants of the study based on student classification indicated a very little difference among the different media. Upper level classmen spent more time on YouTube than lower level classmen, and graduate students. Upper classmen also spent more time on the internet, listening to the radio and watching TV.

It is not surprising that internet usage among college students has seen a marked increase in recent years. The increasing usage of this medium portends direct, negative impact relative to the use of other media by this important market segment. Marketers are interested in internet usage information in order to determine the best methods for tapping into this potential market. In connection to this, the study conducted by **C. M. Maran (2008)** in Tamil Nadu among college students found that social-networking sites are useful for the youngsters to network beyond geographical boundaries, because it helps them to share their views and ideas among themselves whenever they need to do so.

PURPOSE, NEED, OBJECTIVES, HYPOTHESES AND RESEARCH METHODOLOGY

✿ **Purpose Of The Study** : Since online social networking is gradually becoming more and more popular among college students, they are a key audience for online word-of-mouth marketing efforts. Therefore, the purpose of this study is to explore the relevant factors applicable for online marketing by studying awareness, purpose of use and usage of SNS (Social Networking Sites). This will be helpful for the enterprises to know about their effectiveness and they can take necessary steps before going for online marketing.

✿ **Need Of The Study** : In India, very little research work have been done relating to online social networking by college students. Further, these studies have, basically, focused on the usage and awareness. However, there are many factors and areas which are yet to be addressed. As online SNS are used by the students and they constitute a major portion of the total customer, it is necessary to know how the online advertisement coming on the SNS is effective for students as a whole. What is the usage pattern of students of different classes and different groups like male and female students? This study is an attempt to bridge these gaps.

✿ **Objectives Of The Study** : In this context, this paper is an attempt to study the awareness, purpose of use and most importantly, implications of the online social networking sites for marketing. Therefore, we have set following objectives in this study.

- ✿ Why does social networking remain popular within this group?
- ✿ To find whether there is significant difference in the usage of SNS among UG and PG students or not.
- ✿ To find whether there is significant difference in the usage of SNS among Males and Female students or not.
- ✿ To drive out the implications for marketing.

✿ **Hypotheses** : **The broad hypotheses to be tested in this study are as follows:**

✿ **The mean of female and male students are same in relation to online activities, spending time with different media, use of different networking sites and content creation sites.**

✿ **The mean of undergraduate students and post graduate students are same in relation to online activities and spending time with different media.**

RESEARCH METHODOLOGY

✿ **Method Of Data Collection And Data Type:** The study is based on primary data. Primary data have been collected with the help of a structured questionnaire consisting of close - ended questions to extract the view points of the respondents. Questionnaire was prepared and after debriefing, it was finalized with a slight modification.

✿ **Specification Of Data And Sample Description:** In order to make the study appropriate, it had been ensured that, as a prerequisite for answering the questionnaire, every respondent used the internet. To ensure this, the ICAI University, Tripura has been taken as a case study. The university is having 24-hour internet facility, and a well-equipped computer lab. Apart from this, most of the students are having their own laptops. Besides the university, there are private internet cafés, where students can easily use the internet. Data have been collected according to convenient sampling method. Students of the university served as the respondents, irrespective of their class and sex. Questionnaire was served to around 350 students, and it was collected after their class or from hostels. This study was conducted during the month of January to February 2010. The Response rate of the questionnaire was 90%. In total, 300 questionnaires were taken for final analysis. All questionnaires were served to the students by the researcher himself. In this study, the population of the study are the college-going students of Tripura.

✿ **Questionnaire Design:** The questionnaire was divided in two parts; first part was related to the demographic profile of the respondents, and the second part was related to the customers' opinion. Under the demographic profile part, the factors taken into account were age, gender, educational qualifications, etc. The second part contained questions relating to the use of different online social-networking sites and the attitude and perception of students towards online advertisements and purchasing.

✿ **Methods Of Analyses:** Data analysis has been done using SPSS 10.0. To achieve the objectives of the study, the researcher used simple descriptive statistical analysis and ANOVA test.

DATA ANALYSIS AND INTERPRETATION OF THE RESULTS

✿ **Demographic Profile Of The Respondents :** Out of the total sample of 300 respondents used in the study, 85% were male and 14% were female. It was found that, 88.3% were within the age group of 18-21 years, 9.0% were between 21-24 years of age and only 2.5% were between 24-27 years of age . 86.3% and 13.7% were UG and PG students respectively.

✿ **Descriptive Statistics:** The survey reported that, out of the total number of the respondents, 69% were belonging to B.Tech. Program, 15% were from BCA course, 12% were from MBA course, 1.3% were from B.Sc. course, 1.3% were from BHTM course and 0.7% belonged to MCA course. Most of the students, i.e 90.3% spent time online and only 9.7% did not spend time online. Those who spent time online, 49% spent more than one hour, 37.3% spent 2 to 3 hrs, 7.3% spent 3-4 hrs and 6.3% spent more than 4 hrs.

✿ **Social Network Membership And Reason Behind Use :** It is reported that, 69.7% respondents were members of SNS and 30.3% were not members of any of these sites. 18% were having membership of one site, 19.7% respondents were members of two sites and 32% were members of more than two sites. The reason behind the use of SNS can be for different purposes such as Personal development, making new friends, sharing new ideas, getting up to date information, etc. According to the survey, 21.7% of the respondents were using SNS for personal development, 27% of the respondents were using SNS for making friends, 32.3% the respondents were using SNS for sharing new ideas, and 13.3% of the respondents were using SNS for getting up to date information and 5.7% of the respondents were using SNS for purposes other than what have already been mentioned above.

✿ **Best Method Of Networking, Most Contacted People And Frequency Of Visit :** There are different methods of networking like conference call, message sharing, email and online news. In this study, email was found to be the best method of social networking. 37.7% of the respondents opined that emailing is the best method of social networking. Similarly, 36% of the respondents opined that message sharing is the best method. Only 16.3% of the respondents opined for online news and only 10% said that conference call is the best method. Most contacted people were college

friends. 51.7% of the respondents opined that they mostly contacted their friends with the help of SNS, 34.7% of the respondents contacted their school friends, 10.7% contacted their relatives and only 3% did not contact anybody. 31% of the respondents opined that they visited SNS once in a week, 26% of the respondents visited SNS daily and 18.7% of the respondents visited SNS several times in a day.

✿ **Use Of Different Popular Networking Sites, Reasons Of Visit And Number Of Close Friends In Contact :** Out of the total sample size, most of the respondents (77.7%) never visited Twitter, 18.7% visited My space occasionally, 10.0% visited Facebook monthly, 28.7% visited Orkut weekly and again, 43.7% of the respondents visited Orkut daily. So, it was found that the most demanding social network site for the respondents was Orkut. The reason behind using these sites are Keeping in touch with friends, planning events, making new friends, dating, local events information and passing time. It was found that 69% of the respondents use these sites because they want to be in touch with friends, 11% of the respondents visited these sites to make new friends, 9.3% used SNS to plan new events, 4.3% used SNS to share information regarding local events, 3.7% used SNS for time pass and only 2.7% used these sites for dating purposes. 39.3% of the respondents were having contact with 1-4 close friends, 31.7% of the respondents were having contact with 5-10 close friends, and 29% of the respondents were having contact with more than 10 close friends by using SNS.

There are different content creation sites that were being used by the college students. From the study, it can be inferred that the percentage of respondents who never used content creation sites were more in number. However, on exceptional basis, the use of YouTube (40%) was found to be the highest in demand, then came Photo sharing sites (38%), Wikipedia (33.3%) and then Flickr (12.6%). Similarly, on a regular basis, Wikipedia was found to be most demanded (12.3%), then photo sharing sites (8.6%), YouTube (5.33%) and Flickr (2.33%).

✿ **Role of Different Sources In Making Online Purchase Decisions :** 50.7%, 16.3%, 16% and 17% of the respondents accepted the suggestions and recommendations of their friends, relatives, media and others respectively, but in the context of making purchase decisions, according to the survey, it was found that the role of word to mouth does not play a major role. It was found that, 62.3% of the respondents opined that word to mouth does not play any role in making a purchase decision. So far, as online advertisements are concerned, 52.3% of the respondents reported that they viewed online advertisements and 47.7% did not view such advertisements. Out of the total population, 42% said that friends' opinion was the useful source of information, similarly, 39.3% said reviews by the experts, and 18.7% said advertisement of the company were significant in making an online purchase decision.

✿ **Online Information Sharing :** Receipt of suggestions, recommendations and advice from online friends for purchase decision and giving information to friends about satisfaction and dissatisfaction for a product are other activities that the respondents indulged in while visiting SNS. 59% responded that they receive such information. Further, it was found that, 46.3% shared information regularly, 51.3% shared information sometimes and 2.3% never shared any information about a product when it was satisfactory. Similarly, they responded that 50% shared information regularly, 39% shared sometimes and 11% never shared any information with friends when a product was not satisfactory.

GENDER GROUPS AND USAGE OF EMAIL, INSTANT MESSAGING AND PLAYING GAMES

✿ **Email :** From the survey, it was reported that both male and female respondents felt that emailing is very important. Out of the total number of male respondents, 91% felt that emails are very important for communication; 93% of the respondents felt that they were important, 55% of the respondents felt that they were quite important; 12% of the respondents said they can't live without it; and only 5% of the respondents said that it was not important at all. Similarly, out of the total number of female respondents, 43.2% said that emails were very important, 31.8% said that they were important, 22.7% said emailing was quite important, 2.3% could not live without it. Out of the total number of respondents, including both male and female, 36% said emails were very important, for 35.7%, it was important, for 21.7% respondents, emails were quite important, and only 1.7% said that it was not important at all.

✿ **Instant Messaging :** In case of instant messaging, majority of the male and female respondents said that, instant messaging is important. However, among male and female respondents, male respondents gave more importance to instant messaging than female respondents. Out of the total number of male respondents, 39.1% said that IM was

ANOVA RESULTS

Table 1: ANOVA Result For The Online Activities And Gender Classification

Activities	Gender Groups	Sum of Squares	df	Mean Square	F	Sig.
Email	Between Groups	0.11	1	0.11	0.143	0.706
	Within Groups	234.48	298	0.79		
	Total	234.60	299			
Instant messaging	Between Groups	1.58	1	1.58	1.532	0.217
	Within Groups	307.65	298	1.03		
	Total	309.24	299			
Getting news	Between Groups	0.43	1	0.43	0.562	0.454
	Within Groups	225.82	298	0.76		
	Total	226.25	299			
playing games	Between Groups	1.57	1	1.57	0.956	0.329
	Within Groups	489.91	298	1.64		
	Total	491.48	299			
Shopping	Between Groups	0.27	1	0.27	0.208	0.648
	Within Groups	389.98	298	1.31		
	Total	390.25	299			
Keeping in touch with others	Between Groups	0.00	1	0.00	0.000	0.982
	Within Groups	236.88	298	0.79		
	Total	236.88	299			
Online communities	Between Groups	0.14	1	0.14	0.108	0.742
	Within Groups	394.59	298	1.32		
	Total	394.73	299			
Study/Research	Between Groups	2.41	1	2.41	4.867	0.028
	Within Groups	147.38	298	0.49		
	Total	149.79	299			

Table 2: ANOVA Results For Spending Time On Media And Gender Classification

Medium	Gender Groups	Sum of Squares	Df	Mean Square	F	Sig.
News paper	Between Groups	1.35	1	1.35	1.824	0.178
	Within Groups	220.53	298	0.74		
	Total	221.88	299			
Television	Between Groups	4.04	1	4.04	4.805	0.029
	Within Groups	250.69	298	0.84		
	Total	254.73	299			
Radio	Between Groups	0.08	1	0.08	0.123	0.726
	Within Groups	199.44	298	0.67		
	Total	199.52	299			
Internet	Between Groups	0.21	1	0.21	0.445	0.505
	Within Groups	142.57	298	0.48		
	Total	142.79	299			
Mobile phone	Between Groups	0.35	1	0.35	0.629	0.429
	Within Groups	163.65	298	0.55		
	Total	164.00	299			

Table 3: ANOVA Results For Social Networking Sites And Gender Classification

Social Networking Sites	Gender Groups	Sum of Squares	Df	Mean Square	F	Sig.
Orkut	Between Groups	0.83	1	0.83	0.480	0.489
	Within Groups	513.61	298	1.72		
	Total	514.44	299			
MySpace	Between Groups	4.13	1	4.13	3.689	0.056
	Within Groups	333.67	298	1.12		
	Total	337.80	299			
Facebook	Between Groups	0.49	1	0.49	0.206	0.650
	Within Groups	715.09	298	2.40		
	Total	715.59	299			
Yahoo groups	Between Groups	5.96	1	5.96	2.536	0.112
	Within Groups	700.36	298	2.35		
	Total	706.32	299			
Google groups	Between Groups	10.63	1	10.63	4.029	0.046
	Within Groups	785.96	298	2.64		
	Total	796.59	299			
Twitter	Between Groups	1.29	1	1.29	1.000	0.318
	Within Groups	383.06	298	1.29		
	Total	384.35	299			

Table 4: ANOVA Results Of Content Creation Sites And Gender Classification

Content creation Sites	Gender groups	Sum of Squares	df	Mean Square	F	Sig.
Youtube	Between Groups	0.00	1	0.00	0.006	0.936
	Within Groups	106.98	298	0.36		
	Total	106.99	299			
Flickr	Between Groups	0.77	1	0.77	4.076	0.044
	Within Groups	56.22	298	0.19		
	Total	56.99	299			
Wikipedia	Between Groups	1.92	1	1.92	3.932	0.048
	Within Groups	145.16	298	0.49		
	Total	147.08	299			
Photo/video sharing sites	Between Groups	0.19	1	0.19	0.444	0.506
	Within Groups	125.96	298	0.42		
	Total	126.15	299			

important; 27.7% said it was quite important, 17.6% said it was very important, 4.7% said they could not live without it and only 11.3% said that it is was not at all important for them. Out of the total number of respondents, including both male and female, 37.3% said that instant messaging was important, 29.3% said it was quite important, 17.7% said it was very important, 4.3% said they can't live without it ; and only 11.3% said it was not at all important for them.

✿ **Playing Games** : Playing online games was found to be not important by a majority of the respondents. Both male and female respondents gave less importance to playing games online. Out of the total number of male respondents, 36.3% said that playing online games was not at all important for them, 26.6% said that it was quite important, 21.5% said it was important, and 8.6 % said that they cannot live without playing online games. Similarly, out of the total number of female respondents, 56.8% said playing online games was not at all important for them, 11.4% said it was quite important, 6.8% said it was very important, 13.6% said it was important, and 11.4% said that they cannot live without playing online games. Out of the total number of respondents, 39.3% said playing online games was not at all

important for them, 24.3% said it was quite important, 20.3% said it was important, 7.0% said it was very important, and 9.0% said they could not live without playing online games.

Table 5: ANOVA Results Of The Online Activities And Graduation Level

Activities	Gender Groups	Sum of Squares	Df	Mean Square	F	Sig.
Email	Between Groups	0.05	1	0.05	0.064	0.800
	Within Groups	234.55	298	0.79		
	Total	234.60	299			
Instant messaging	Between Groups	3.10	1	3.10	3.018	0.083
	Within Groups	306.14	298	1.03		
	Total	309.24	299			
Getting news	Between Groups	0.14	1	0.14	0.188	0.664
	Within Groups	226.11	298	0.76		
	Total	226.25	299			
playing games	Between Groups	17.69	1	17.69	11.123	0.001
	Within Groups	473.79	298	1.59		
	Total	491.48	299			
Shopping	Between Groups	0.26	1	0.26	0.201	0.654
	Within Groups	389.99	298	1.31		
	Total	390.25	299			
Keeping in touch with others	Between Groups	3.22	1	3.22	4.110	0.044
	Within Groups	233.66	298	0.78		
	Total	236.88	299			
Online communities	Between Groups	4.23	1	4.23	3.225	0.074
	Within Groups	390.50	298	1.31		
	Total	394.73	299			
Study/Research	Between Groups	3.69	1	3.69	7.524	0.006
	Within Groups	146.10	298	0.49		
	Total	149.79	299			

Table 6: ANOVA Result Of Spending Time On Media And Graduation Level

Medium	Gender Groups	Sum of Squares	Df	Mean Square	F	Sig.
Newspapers	Between Groups	0.22	1	0.22	0.302	0.583
	Within Groups	221.66	298	0.74		
	Total	221.88	299			
Television	Between Groups	2.41	1	2.41	2.842	0.093
	Within Groups	252.32	298	0.85		
	Total	254.73	299			
Radio	Between Groups	0.08	1	0.08	0.114	0.736
	Within Groups	199.44	298	0.67		
	Total	199.52	299			
Internet	Between Groups	0.83	1	0.83	1.734	0.189
	Within Groups	141.96	298	0.48		
	Total	142.79	299			
Mobile phone	Between Groups	0.00	1	0.00	0.008	0.928
	Within Groups	164.00	298	0.55		
	Total	164.00	299			

INFERENCE FROM ANOVA RESULTS

✿ It can easily be observed from the **Table 1** that the null hypothesis (H_0 = the mean of male and female students are the same) of the ANOVA test has been rejected for variable “*only study /research*” and hence, there is a significant difference in study/research between genders. All other activities, data do not provide evidence to reject the null hypothesis and hence, there is no significant difference in other online activities between genders.

✿ **Table 2** shows that the data does not support to reject the null hypothesis of significant difference between genders in case of newspapers, Radio, the Internet, mobile phones, except in the case of Television, where the null hypothesis has got rejected and hence, there is a significant difference in spending time with television between the genders.

✿ From the **Table 3**, it is evident that the null hypothesis of equality of means between genders has been rejected for Google group and MySpace, which implies that there is a significant difference between mean scores of genders and for all other cases, data does not provide any evidence to reject the null hypothesis.

✿ From **Table 4**, it can be observed that, Flickr and Wikipedia rejects the null hypothesis (Null Hypothesis H_0 =the mean of male and female students are same) and hence, we have a significant difference between the genders, but for YouTube and photo-sharing sites, this is not the case.

✿ The **Table 5** shows that, in keeping in touch with others, Online communities, Instant messaging, study/ research and playing games rejects the null hypothesis (i.e, the mean of male and female students are same) and hence, has a significant difference between genders, but for all other online activities, data do not provide evidence to reject the null hypothesis.

✿ In the **Table 6**, only for Television, the data does provide evidence to reject the null hypothesis, but in all cases, data does not support to reject the null hypothesis.

FINDINGS

✿ The highest duration of spending time online by majority of students was 1hr to 3hrs. Most of the students were having membership of more than two SNS. With the help of these sites, mostly, they contact their college and school friends. Basically, they share new ideas, make new friends, share messages and think that it is helpful for personal development. The frequency of visit to SNS is several times in a single day by around 20% of the students, but most of the students were found to visit these sites once in a day or once in a week. Among all the respondents, emailing is considered to be the best method of networking among friends and Orkut is found to be the most popular SNS among students; then My Space and Twitter. In the case of content creation sites, You Tube is the most popular.

✿ For the respondents, their friends were found to be the most important source of information for making purchase decisions. The role of Word of mouth was found to be less important. More than 50% of the students viewed the online advertisements. Around 60% of the students got suggestions, recommendations from their online friends for making purchases. Around 50% of the respondents exchanged their views relating to satisfaction and dissatisfaction on advertised product online.

✿ Female respondents gave more importance to E-mails than their male counterparts. Male respondents gave more importance to instant messaging than female respondents. As compared to female respondents, male respondents gave more importance to playing games online.

✿ There is a significant difference between gender and use of TV, but there is no significant difference between gender groups and use of other media like internet, newspapers, mobile phones and radio. Except Google groups, there was no significant difference between Orkut, MySpace, Facebook, Yahoo groups, Twitter, and gender. Wikipedia has a significant difference with gender groups, but others like YouTube, Flickr and photo/Video sharing sites don't have any difference. There was significant difference between graduation level and use of SNS for study and research only. But there was no significant difference between graduation level and use of SNS for activities like E-mail, instant messaging, getting news, playing games, shopping, keeping in touch with others and membership of online communities. There was a significant difference between graduation level and the usage of television, but there was not much significant difference with other media like newspapers, radio, Internet and mobile phones.

SUGGESTIONS AND RECOMMENDATIONS

Marketers need to concentrate more on the online social networking sites rather than traditional Medias like television and newspapers. Marketers should ensure that the product quality is good before placing online advertisements otherwise, it may backfire. Since, low internet speed was the major problem faced by the students, the advertisers, should upload content that can be viewed easily. Since Orkut is mostly used by the students', marketers can concentrate more on Orkut whenever college students become the target customers.

CONCLUSION AND LIMITATIONS OF THE STUDY

It is clearly observed from the above analysis that the college students are well aware about different Social Networking Sites (SNS) . Further, their use and popularity is increasing. Social networking sites are serving as a very good medium to connect students. Students view advertisements online. Therefore, marketing with the help of these sites can play an important role for online marketing. However, since the user groups are educated and their size and mutual participation is increasing day by day, it is necessary to ensure product quality.

The analysis has been done taking into consideration the college students in Tripura only, thus, it may not reveal the same conclusion universally.

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