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## *An Analysis of social media preferences of professionals for Interpersonal Interaction in North Maharashtra region*

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**Abstract:** Social media is not a new phenomenon today, majority of people interact using social media, the professionals interact with each other using various methods of communication, and social media is one of such method. The article analyses the priorities of the professionals and the ways through which they interact with each other. There is also a wide range of electronic devices used for social media, the purpose of this research is to find the device preferences of selected professionals in order to use social media.

**Keywords:** Interpersonal Interaction, Social Media, Professionals, Business, Service.

### I. INTRODUCTION

### II. REVIEW OF LITERATURE

**Professionals:** A Professionals is a person having special skills or qualification in performing a specific activity, the professionals know the art of properly doing a work in their respective fields, various professionals hold special skills in completing a task that requires knowledge and experience. Professionals can be categorized into two types,

#### 1. Service Professionals

Professional services are occupations in the particular sector of the economy that requires special kind of training and skills. In case of some professional services like auditors, architects, doctors, engineers and lawyers, the professionals must hold professional licenses. Some professional services include providing specialist business or trading support to businesses in various sectors; for example income tax advice or providing support to a company with financial matters, providing management advice or Information Technology services. Some of the Service professionals are as below,

- Automobile Repairer
- Accountant
- Architect
- Computer Trainer
- Doctor
- Engineer
- Evaluator
- Financial Planner

- Investment manager
- IT consultant
- Legal Adviser
- Management consultant
- Pharmacist
- Physician
- Surgeon
- Training and development

## 2. Business Professionals

Business professionals are usually those professionals who are involved in trading of goods or commodities, the business professionals usually do selling or purchasing type of business. The Business professionals have an outlet or a store where they sell or buy goods or commodities. Such professionals usually maintain their sales and purchase account on daily basis and they may trade goods as small as a ball pen to as big as an airplane parts. Following are some examples of business professionals. The business professionals are skilled in selling or buying activities.

- Book Retailer
- Restaurant owner
- Car manufacturers
- Cloth Merchant
- Medical Store owner
- Grocery Store owner
- Computer Sales and suppliers

## III. LITERATURE SURVEY

**Kipp Bodnar (2011)**, “The B2B Social Media Book: Become a Marketing Superstar”, Wiley Publication, Proposed social media's application towards Business to Business(B2B) companies and how it can be leveraged to initiate leads and revenue. B2B Marketers are underrated and not encouraged in many companies. Social media and Internet based marketing provide the right mix of rich data and reduces in marketing expenses to help a marketer becoming a superstar. The Book B2B advises marketers on leveraging blogging, Twitter, Facebook, LinkedIn and many more, combined with key strategic moves for effective B2B social media strategies.

- Defines a methodology for producing leads using social media
- Particulars about how to generate content offers that rise conversion rates and initiate leads from social media.
- The book proposes advice usage of mobile strategies into the marketing mix
- Provides a step-by-step guidelines for measuring the ROI (Return on Investment) of B2B social media strategies

**Dan Zarrella (2011)**, “The Social Media Marketing Book”, O'Reilly Publication, Concluded how to take advantage of social media for a business or organization. The book contains easy-to-understand introductions to blogging, forums and review sites, and social media including LinkedIn, Twitter and Facebook, The author has described how to choose the best and avoid

the worst social media by identifying unique marketing opportunities. Author guides through the maze of communities, platforms, and social media tools which makes it easier to decide which ones to use, and how to make most from it effectively. The author also shows you how one can plan and implement campaigns wisely, and then measure results and track ROI i.e. return on investment. The book is for a seasoned pro or amateur to the social web, it takes beyond to the jargon to social media marketing mastery. With the help of graphs, screenshots and visual explanations the social media concepts are very well explained including features and functionality including methods one need to trigger marketing successes. Also the author focuses on choosing the technologies and marketing tactics most relevant to campaign goals of an organization. The book helps learning how to set specific goals for marketing campaigns and evaluate them according to key performance indicators.

**Guy Kawasaki (2014)**, “The Art of Social Media: Power Tips for Power Users”, Concluded that Social media is essential for either promoting business, product or a person itself social media is one of the main reasons of success or failure, however there are many experts who can advise about social media but the way Kawasaki who is a well-known former chief evangelist for Apple and also the expert of blogging, twitting, face booking. The author has introduced hundreds of practical tips, tricks, and insights, the authors present a ground-up strategy to result a focused, detailed, thorough presence on various popular social-media platforms, the authors also guide you through various steps of building foundation, amassing the digital assets and optimizing user profile for attracting more followers, and effective use of social media and blogging.

#### IV. RESEARCH METHODOLOGY

The research is based on primary data collected from Nandurbar, Dhule and Jalgaon district areas of North Maharashtra region. A sample of 90 professionals selected using Random sampling method for the research. The research data collected using the structured questionnaires.

The steps used for research methodology are problem identification, collection of primary data, analysis of data using graphical technique and comparative analysis using Mean and Correlation statistical analysis techniques.

#### V. INTERPERSONAL INTERACTIONS OF THE PROFESSIONALS

Interacting with people is a common practice in any profession, during work hours professional interact with many people like clients, colleagues, superiors, subordinates and sometimes with the other professionals in either same or different fields, the reason of interaction may be different depending on the need and situations of the interaction, some of the common reasons of interactions other than general discussions which involves professionals are,

1. Interacting with clients/customers for
  - a. Understanding the requirements
  - b. Knowing the complaints or problems
  - c. Explanation of services
  - d. Professional bargaining
  - e. Marketing purpose
  - f. Feedback of services or products
2. Interaction with Colleagues for
  - a. Discussion about providing service to client/customer
  - b. Solving work related difficulties
  - c. Exchange of advices and ideas

3. Interaction with Superiors
  - a. Receiving instructions or guidelines or training
  - b. Reporting about the job/work done or being done
  - c. Discussion about strategies and policies
4. Interaction with Subordinates
  - a. Giving Instructions or orders
  - b. Providing work guidelines or training
5. Interaction with other professional within or outside the organization
  - a. Learning or training purpose
  - b. Exchanging ideas
  - c. Exchanging professional information

From the above examples it can be understood that a professional goes through interacting with various situations and peoples during his/her work hours. Many times this interaction is direct and verbal, however due to the rapidly growing technology this interaction may not be always direct, because of technologies like e-mail professionals prefer to use the other ways to interact.

## VI. ANALYSIS OF DATA

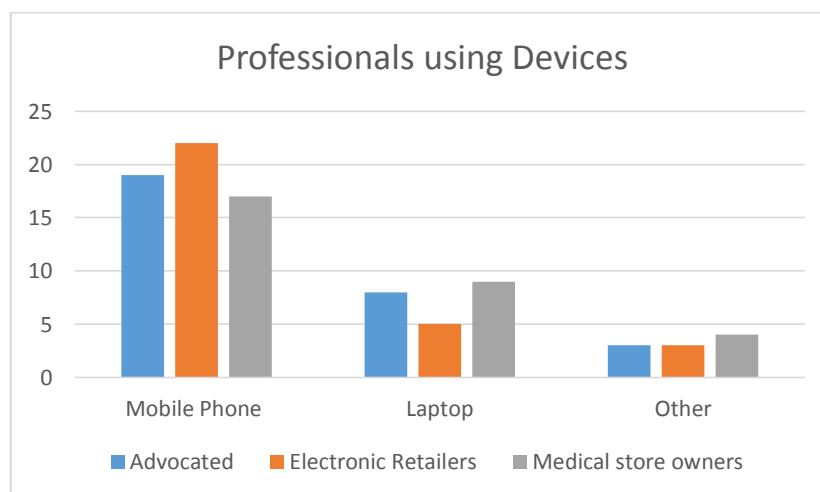
A sample of 90 professionals from North Maharashtra region has been selected by the researcher for the analysis, questions were based on Likert type questions collected from professionals like Advocate, Electronics Retailers and Medical store owners asking them priorities of devices they prefer while interacting using social media.

Following table shows the collected responses from various professionals.

TABLE 1.1

| Sr. No. | Professional         | Mobile Phone | Laptop | Other | Total |
|---------|----------------------|--------------|--------|-------|-------|
| 1.      | Advocated            | 19           | 8      | 3     | 30    |
| 2.      | Electronic Retailers | 22           | 5      | 3     | 30    |
| 3.      | Medical store owners | 17           | 9      | 4     | 30    |
| TOTAL   |                      | 58           | 22     | 10    | 90    |

(Table Showing Electronic device priorities for using social media)



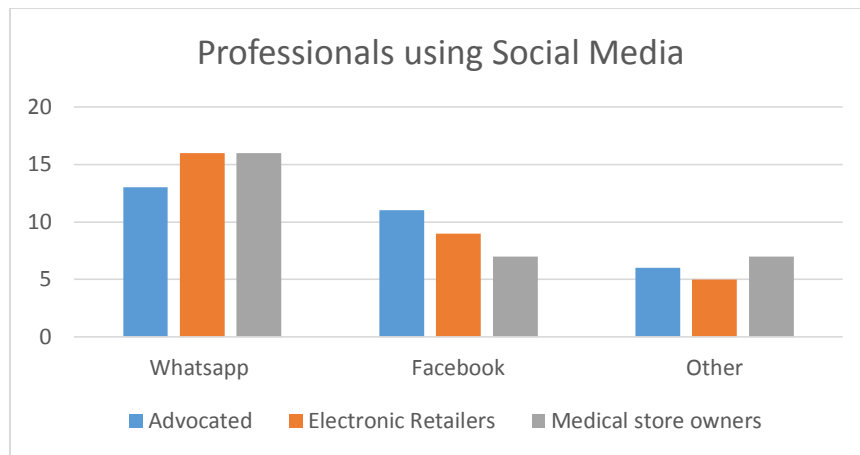
(Fig 1.1 Graphical analysis of device priorities for using social media)

It can be seen from above information that the professionals prefer mobile phones more than other devices like laptops, desktops or tablets.

TABLE 1.2

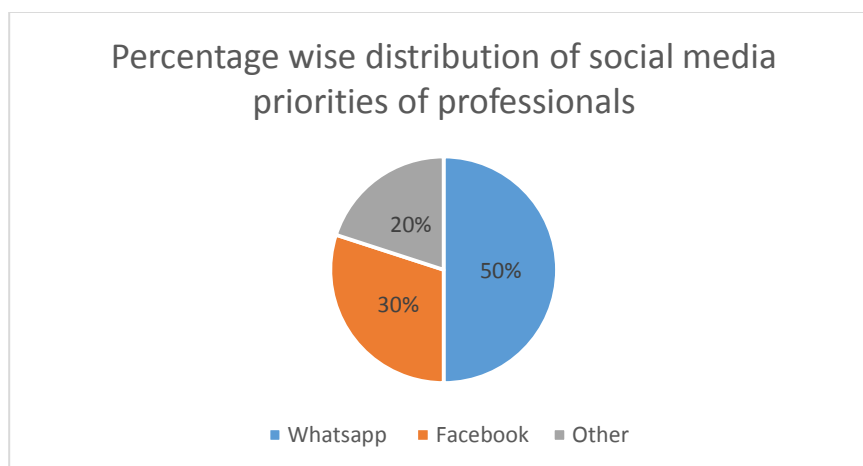
| Sr. No. | Professional         | Whatsapp | Facebook | Other | Total |
|---------|----------------------|----------|----------|-------|-------|
| 1.      | Advocated            | 13       | 11       | 6     | 30    |
| 2.      | Electronic Retailers | 16       | 9        | 5     | 30    |
| 3.      | Medical store owners | 16       | 7        | 7     | 30    |
| TOTAL   |                      | 45       | 27       | 18    | 90    |

(Table Showing preferred social media)



(Fig 1.2 showing Graphical analysis of preferred social media)

From the above information it can be seen that majority of the professionals like to use whatsapp as the social media for their regular interaction with other professionals.



(Fig 1.3 Percentage wise distributions of preferred social media)

Half of the professionals prefer whatsapp over Facebook, Twitter and Google+ while almost 1/3 professionals use facebook on regular basis, it is quite interesting to see that Facebook and Whatsapp user has 80% users out of the total social media users.

TABLE 1.3

| Professionals               | Advocates | Electronic Retailers | Medical Store owners |
|-----------------------------|-----------|----------------------|----------------------|
| Using Smartphone            | 19        | 22                   | 17                   |
| Using Whatsapp and Facebook | 24        | 25                   | 23                   |

Based on the above data in tables 1.2 and 1.3 a correlation analysis is applied to find out the relationship between the smartphone users and their preference of using Whatsapp and Facebook.

Applying the Pearson's Correlation Coefficient

Formula,

$$r_{xy} = \frac{\sum(X - \bar{X})(Y - \bar{Y})}{\sqrt{\sum(X - \bar{X})^2(Y - \bar{Y})^2}}$$

Assume,

X = Number of Smartphone users

Y = Number of Professionals using either whatsapp or Facebook

TABLE 1.4

| Types | X        | Y        | $dx = X - \bar{X}$ | $dy = Y - \bar{Y}$ | $dx^2$      | $dy^2$      | $dx dy$      |
|-------|----------|----------|--------------------|--------------------|-------------|-------------|--------------|
| 1     | 19       | 24       | -0.33              | 0                  | 0.11        | 0           | 0.00         |
| 2     | 22       | 25       | 2.67               | 1                  | 7.11        | 1           | 2.67         |
| 3     | 17       | 23       | -2.33              | -1                 | 5.44        | 1           | 2.33         |
|       | $\sum X$ | $\sum Y$ |                    |                    | $\sum dx^2$ | $\sum dy^2$ | $\sum dx dy$ |
|       | 58       | 72       |                    |                    | 12.67       | 2           | 5.00         |

$$\bar{X} = \frac{\sum X}{N} \text{ ie. } \frac{58}{3} = 19.33$$

$$\bar{Y} = \frac{\sum Y}{N} \text{ ie. } \frac{72}{3} = 24$$

Applying the pearsonian coefficient of correlation, we have,

$$r_{xy} = \frac{\sum dx dy}{\sqrt{\sum dx^2 \sum dy^2}}$$

$$r_{xy} = \frac{5}{\sqrt{12.67 * 2}}$$

$$r_{xy} = 0.993$$

From the above result, it can be seen that the result is a highly positive correlation which indicates that there is a strong relation between the smartphone users and the users who use Whatsapp or social media.

## VII. CONCLUSION

Social media is one of the prime tool of Interpersonal Interaction, Professionals use social media for various purpose, many professionals spend a large part of the work hours in discussing and making strategies about business, hence it won't be wrong to say that the availability to other professionals is the necessity for the professionals. Facebook and Whatsapp has been one of the most popular social media in recent times and since the smartphone becoming part of day-to-day life the social media has become the need of every individual, hence it will not be incorrect to mention that various professionals prefer smartphones for using social media for interpersonal interaction.

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