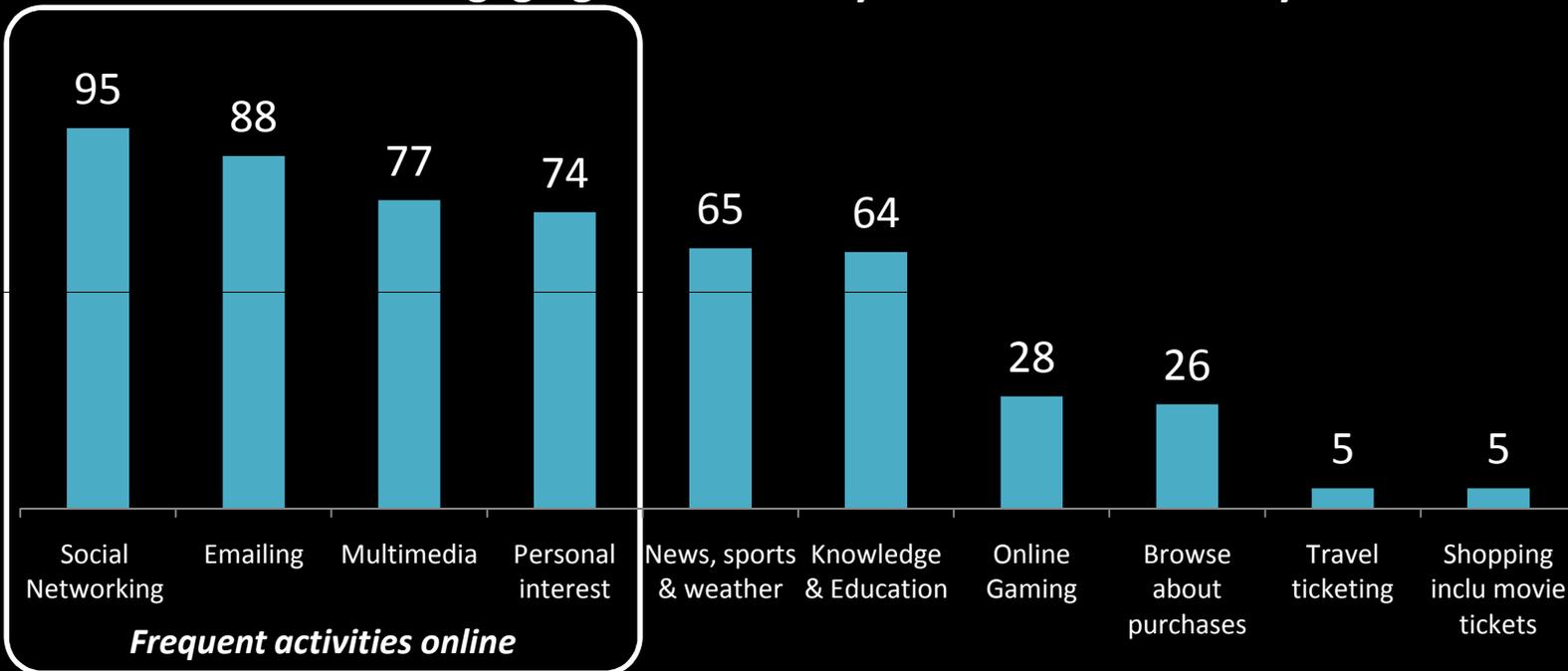


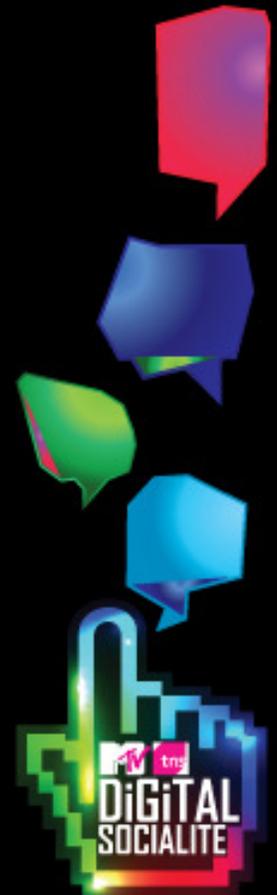
SOCIAL MEDIA BEHAVIOUR

Hanging out on Social Media is the most frequented daily online activity; followed by email, video and surfing for own interest

% of Youth engaging in the activity at least once in a day

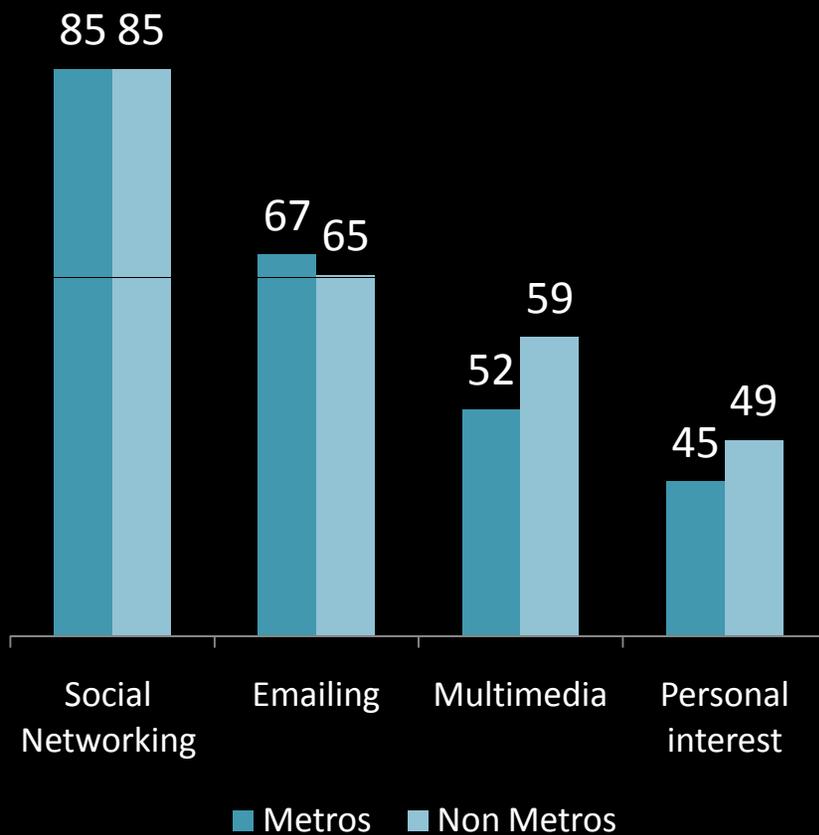


Q : How frequently do you connect to ____?



Social media is a favorite pass time for both larger and smaller cities, but the latter show higher interest in multimedia entertainment

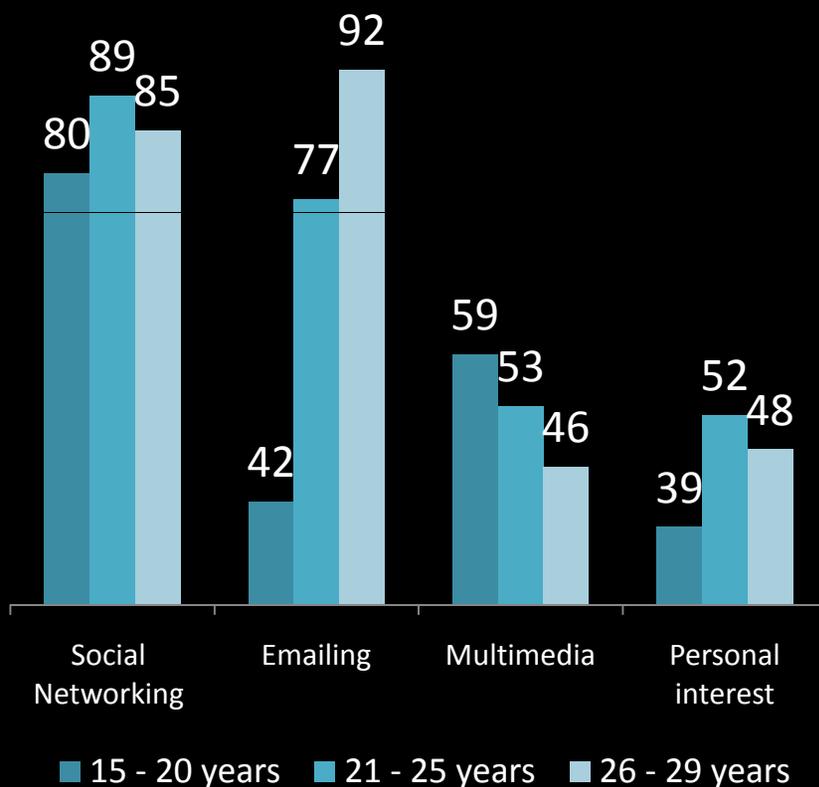
Youth connecting at least once in a day



- ✓ While Metro and Non Metro socialize equally on the digital media
- ✓ Smaller towns have higher engagement with multimedia entertainment and video downloads

Email and surfing for personal interest is an acquired habit developed through ages; while multimedia loses its appeal for the older audience

Youth connecting more than once in a day



- ✓ Social networking remains almost constant across age-groups
- ✓ Incidence of connecting to email shoots up with age
- ✓ However, video downloads is less popular with the older audience

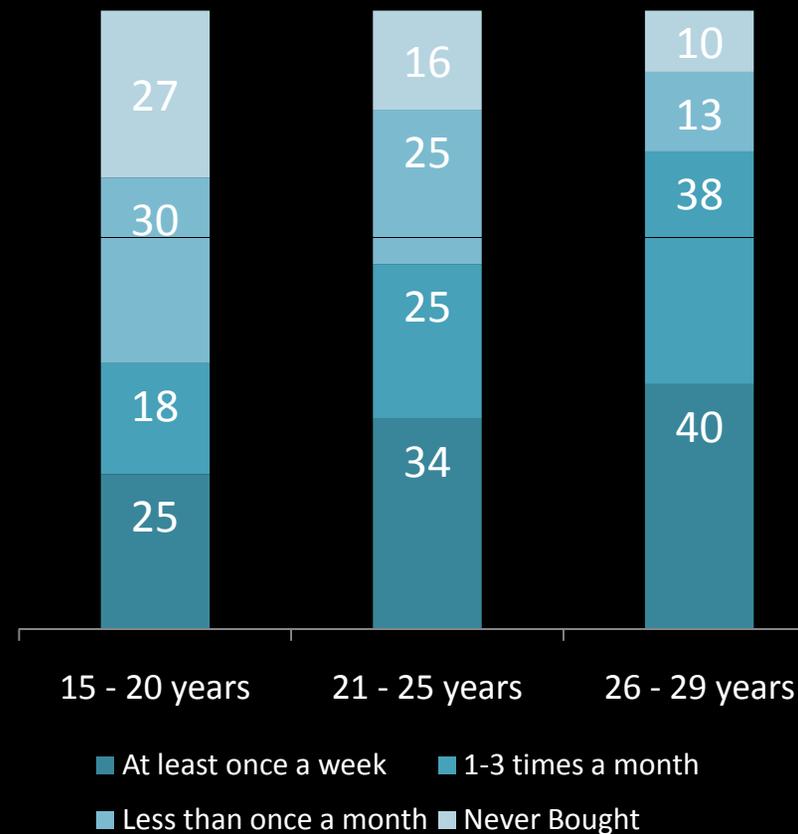
Savvy discerning youth love to research about their purchases online before loosening their purse strings

- ✓ 89% always research purchases online before actually buying them
- ✓ This is alike between metros and non-metros
- ✓ 81% have purchased personal stuff online including movie tickets

Buying online...

- ✓ 78% of 25+ years buy online at least once a month
- ✓ Pre-disposition to online purchases increase with age
- ✓ 19% of the people claim to have never shopped online even for a movie ticket
- ✓ Women are less predisposed to ticketing online. 28% of women claimed to have never bought online, even a movie ticket as against 14% men

% of Buying online



Keeping up with the times...

- ✓ 87% of people read news online at least once a week
- ✓ It is skewed towards men with 93% and only 77% women claim to read news online
- ✓ 95% of the people also read up at least once a week about things that interest them

About the Study

MTV and **TNS** joined hands to understand how India would be 5 years down the line given the onset of social media revolution. In this study, we focus on a segment which is the 'Early Adopters' in the digital scenario.

The objective was to get a detailed understanding of the digitally savvy youngster - their habits and drivers of social media behavior and role of online in their purchase decision making process. The study attempts to assess the impact Social media and traditional media on new-age friendship, lifestyle and most importantly decision making process. Thus, we understand the changing role of traditional media in wake of new media and deep dive in the general beliefs and values of this generation esp. in wake of the loss of privacy with advent of social media.

The respondents in age 15-29 have at least 2 of the following accounts - FB, Orkut, Twitter, LinkedIn. The 450 respondents included in the study were spread across 20 cities including Delhi & NCR, Mumbai, Ahmedabad, Hyderabad, Bangalore, Chennai, Kolkata, Pune, Surat, Kanpur, Jaipur, Lucknow, Nagpur etc.

In line with their fast-paced life, multitasking gene, low patience and digital habits, we engaged with them with an unique mix methodology including the social media as a platform

Foursquare

- This application which was installed in respondents' mobile phones helped us understand the paces that our TG frequents. Hence, we could point out certain hot-spots for the youth in each of the cities under consideration.

Twitter

- On Twitter, a new handle called "Digitalsocialite" was created and used to get feedback from followers on various topics. This contributed in understanding different attitudes and beliefs.

Facebook Page

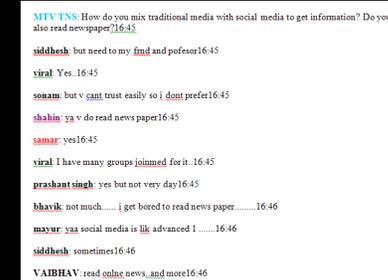
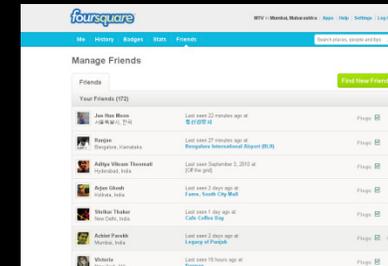
- A Facebook page called "Young Socialite" was created. This page now has more than 700 fans. The page was used to post statement and questions for the TG to answer and has contributed by offering various point-of-views from many 'Digital Socialites'.

Online Focused Group Discussions

- While the other tools used gave us a perspective from the digitally savvy youth, the online group discussions had a representative sample of the youth. Hence it gave us a multi-dimensional understanding of 'social media and the youth'. We used the simple chat rooms from 'Chatzy' to conduct these discussions.

Survey Monkey

- An online questionnaire was made and circulated among potential respondents. The responses collected were analyzed to quantify findings.



For more details ...

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