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## Usage Pattern of Social Media by Millennial - A Case of IT Professional

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**Abstract—**

Social Networking Sites (SNSs) refers to the means of interactions among people in which they create share, exchange and comment contents among themselves in virtual communities and networks.

In today's scenario social media became a very useful tool in buying behavior decision making. It is influencing consumer in a dynamic manner. Now consumer is taking help of social media advertisement for purchasing of any product.

Now in today's scenario social media like Blogs, LinkedIn, face book, twitter, Skype, etc. are playing a very important role in consumer buying behavior decision making process directly and indirectly. In recent trend of innovation in management social media becomes powerful and cost free approach to promote product to consumer especially millennial.

The objective of the research is to explain usage pattern of internet and social media by millennial. The theoretical framework rests on literature of consumer decision making process, social media, as well as previous studies relating to social media marketing. Quantitative research method is adapted for the purpose of this research. The empirical data was gathered by sending out questionnaire to Information Technology (IT) professionals.

**Keywords—** Social Networking Sites, millennial, Information Technology (IT) professionals