

Marvel of Technology Social Media: An Insight into the Honeycomb Framework of Social Media

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Abstract- We live in a technological jungle where virtuality is present in a form of social media but, still at a complex stage. That complexity can be decoded with the use of honeycomb structure of social media given by J.H. Kietzmann et al. Social media can be called as a marvel of technology because it offers an impressive quantity of information on users and their interactions with society by providing many fresh possibilities for study exploration to researchers, economists and statisticians and many others and we tried to find out the possibility by using the social media model of Kietzmann et al. The model reflects the strategies adopted by different social networks to help them out to engage with customers. The purpose of this research is to address the different characteristics or functional construction blocks of social media (i.e., identity, conversations, sharing, presence, relationships, reputation or groups) of a social media honeycomb model is helpful in developing brand awareness and engaging with customers. A survey based empirical study with N=191 social media users was conducted by using a structured questionnaire. Correlation matrix was used to find the connection between the different functional blocks of the model of social media. The results of the correlation matrix show that out of seven building blocks, five building blocks i.e., identity, conversations, presence, relationships and groups are having a strong connection, whereas the two blocks i.e., sharing and reputation are having a weak connection.

Keywords: Brand awareness, Engagement, Functional building blocks, Social media and Social networking sites.

I. INTRODUCTION

Social media is an indispensable element in today's era. Today, people are spending more time on social networks rather than on the internet. As per the latest data readings, it is being seen that the total worldwide population of 7.7 billion, when we talk about individuals using the internet it is 4.2 billion users and with that 3.4 billion as social media users. On average, people are having 5.5 social media accounts, and the average time they are spending on using social media is 116 minutes a day. 81% of small-scale ventures and medium-sized ventures use some sort of social networking platforms for their businesses. 91% of retail brands use one or more sites of social networking for their businesses. In every 10 seconds, there is a new social media user. Social media is a web-based application refer to be Web 2.0, it provides interaction between humans and computers.

It facilitates to create and share the information, ideas, interests and other expressions by route of virtual communities. Social media provides various social networking sites viz. Facebook, Twitter, YouTube, LinkedIn, Instagram, Google+, Snapchat, Pinterest, Wikipedia etc.

Social media is the fastest growing channel when it comes to bringing awareness about brands. Companies are using more of social media in promoting their brands also useful for creating relationships with customers. Social media provides ease of doing business, it can easily be reachable with tremendous speed.

As numerous people use social media it is being a convenient channel for companies to encourage awareness about their brands and services on social media. It provides two-way communication with the customers, helpful in establishing a relationship with customers as well as customers can provide feedback to the companies. Because of the ability of virtual communities or networks to interact with distinctive like-minded individuals and businesses [38], [78], industry experts and researchers urge organizations to be a part and to be benefited from social media if they want to endure their business [43].

In the words of Kaplan and Haenlein [43] "there is a set of web-based apps that sets the basis for Web 2.0 on ideological and technological basis and allows user-generated content to be created and exchanged". There is a varied variety of social media sites which are different in its scope and functionality such as social networking, content sharing, wikis, sharing photo, weblogs, and forums for discussions [40]. Like some sites, Facebook is used for finding and connecting with family and friends. Pinterest users have the advantage to pin or to save the internet pictures they have discovered. To connect people with the same interests, Twitter is used. YouTube is used worldwide to share videos. Wikipedia is a web-based free encyclopedia. LinkedIn is used to effectively network with professional people and organizations, etc. are some of the examples of such social networking sites, that are popular because they are easy to create and maintain. People are more keen on joining social media because of their own incentive reasons.

One reason behind this is that it has become a psychological requirement to feel socially linked [66]; by entering social media and linking with individuals, the need for membership is therefore encountered [31], [76]. The desire for social interaction is one of the reasons customers wants to engage in internet content generation operations [41].

There are various other ways one can contribute into social media are shopping, research, entertainment and making money [81].

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Unlike researchers who argue that the absence of proximity and physical co-presence leads to weak interactions in social media settings [15], [35], others have shown that these relationships can convey humans together and motivate members to have deep levels of engagement in society [76], [77].

People want to be part of a brand community to meet their need to identify groups or symbols which they want to associate with them [25], [36], [67]. Reason behind the ineptitude about the lack of understanding of social media and what other forms it can take [43].

In this paper, we are going to see how we tackle the gap of understanding by way of using the honeycomb model of social media given by [45]. We will further examine the existence of relationship among these building blocks and how these can comprehend the managers to have a better comprehension of their target audience as well as their engagement needs. We will also have a deeper understanding of each functional block and to see how each building blocks functionalities and its implications can be used for various social media activities.

II. BUILDING BLOCKS OF SOCIAL MEDIA

We will use the honeycomb framework of [45] to have a deeper insight into social media. The model will have building blocks which are: identity, conversations, sharing, presence, relationships, reputation and groups (see fig. 1).

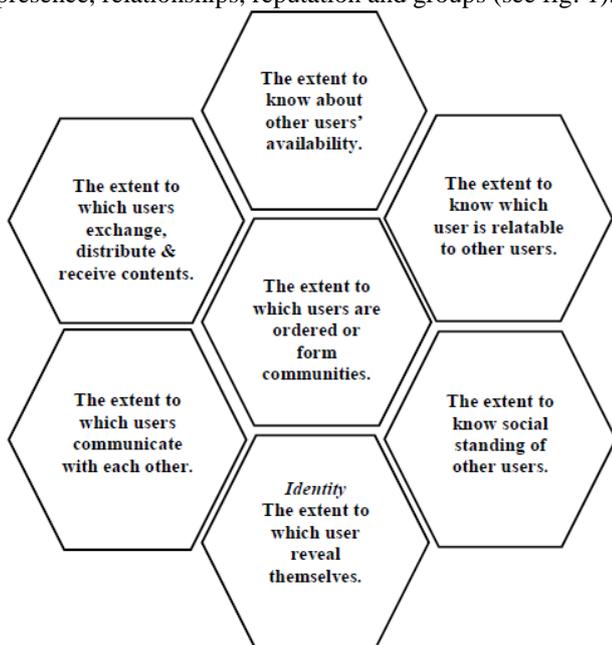


Fig. 1. Honeycomb Model of Social Media with its Functionality and Implications by Kietzmann et. al (2011)

A. Identity

The core construct of the social media honeycomb model is identity. In this building block the user has to reveal its identity in any social media platform by giving information regarding oneself like providing name, age, gender, status, profession, location and any other information which will portray him in any way on social networking sites. It is to have a virtual representation [68] in an attempt to be seen as the individual they wish to be or believe themselves to be

by sharing its likes, dislikes, thoughts, ideas and information [20], [73], [53].

Many users those who participate in online activities uses their real names like (e.g., Guy Kawasaki is a leading blogger who is the author of Guy Kawasaki's blog and he is also a Garage Technology Ventures' Managing Director) and there are other powerful social media connoisseur who uses their nicknames or 'handles' (e.g., Amit Agarwal, who is a well-known Indian professional blogger and hugely handle popular tech blog 'Labnol.org', another web portal named as 'MouthShut.com' by Faisal Farooqi).

Of course, there are numerous distinctive social media platforms which built around the identity that makes it possible for users to set their profiles (e.g.; Facebook, Twitter etc.). The social theory of [34] could be used as the ultimate example in determining complicated human performances can use it as a helpful tool in interpreting the identity and motivation.

Identity is an essential component of any social networking sites this involves some elementary implications for companies which are hunting to make their own social media platforms or developing strategies to engage with other online platforms. The utmost implication which can be drawn from identity is privacy. On such online platforms like Facebook, Twitter, Instagram, etc. its users volitionally share their identities but on the other hand users are also concerned about their identities that these remains safe with respective online sites. It is also a matter of concern for users that how their information is used as a supply of data processing by these firms [44].

A single user can have multiple identities on various other social media settings for instances, by using a shield to handle a his/her identity (e.g.; on blogs), staying connected to friends or family (e.g.; on Facebook), professional self-branding (e.g.; on LinkedIn), sharing pictures (e.g.; on Instagram). Flickr gives access to professional photographers to post their pictures and can have a brand name to it just by paying a premium also to build conversations within the community. Social media platforms should always maintain a balance between sharing user identities and protecting privacy.

B. Conversations

Conversation is another cornerstone in a social media system that demonstrates how consumers interact in an online situation. Communication process can take place in any medium between two sides. Due to its technological history, mostly conversations take place in the form of text in an online environment, namely emails, tweets, chats, blogs etc. Conversations provides an edge for users to communicate with other users to share their ideas, thoughts, feelings about any social change happening in the society, to find their soul mate, to make friends, or even to find a job. Conversations has a power to bind two individuals in one relationship. Online platforms are impactful for many users they can keep their words, opinions on any issues in the society, whether it is environmental, economic, financial, humanitarian or even political debates [7].

Vast knowledge and information can be contributed through the interaction with technology-mediated communication devices between various unknown users [53].

From industrial research dynamics [54] have argued that it can lead to major implications for firms to monitor and making a sense of 'velocity of conversation': the measure of change in the direction of a conversation, which will lead to differences in the conversation's frequency and its content.

The frequency shows that the amount of conversations occurs in a defined span of time. And the direction of conversation depicts the shape, aura, mood, tone, pitch or inclination of a conversation about any brand or an issue. In case of high conversation velocity, that each time new information is readily available (frequency) on various types of matters, notions and ideas (direction). Conversation velocity is a beacon to determine to which extent the consumer communication can go 'viral' [48], [4], [3]. Numerous researches show that the actions of social media consumers have a powerful impact on the 'word-of-mouth' [63], [5], [6], [9], [29], [32].

Firms trying to start or control a conversation can be a result of another crucial implication of a conversation. For instance, McDonald's gave its consumers on something to talk about by a launch of their new campaign named as "McDonalds: I'm Lovin It Super Bowl Campaign" in Feb 2015. By this campaign, McDonald's wanted to stand out in the super bowl advertising space. The campaign was based upon the philosophy of 'feel good'. This campaign was not only much conversed campaign on Twitter, but also on many other social networking platforms. They were able to gain more visibility for their contents just by tweeting, regarding their rivals and getting into the tweet threads of their audience's. With this ad, they are connecting happy feelings with their brand name. A positive conversation is having a favorable impact on its customers. By creating a fun experience for their customers, they are also creating happy memories for their customers. The memory of the experience is what brings back customers.

C. Sharing

The action of sharing can be performed in different situations, especially with people-to-people connections [26], for instance, similarities in automobiles, favourite films, common employers and travel to the same nations [8]. As far as it is concerned to online sharing it means exchanging and distribution of contents among online users. To what extent consumers exchange, spread, distribute and retrieve content in this construction block of social media [58]. This can rightly be said that sharing is the currency of social media. The term 'Useful' can be linked only with great content. Content is very vital in social media settings, because if the content is funny, inspiring, ridiculous or rage-inducing, it can use it to bring more traffic and get engage with the audience. The only way of interacting on social media with other individuals can be achieved by sharing.

There can be three implications which are attached to sharing, the first is in social media people are connected with shared objects viz. text, pictures, videos, emails, sounds, links, location and groupon. Depending upon the needs of people which shared object they would like to

share with any social networking site for example, videos for YouTube, pictures for Instagram, career for LinkedIn etc. Second implication is to know to what extent these objects will be shared and nature of the shared objects, for example, ownership of the content, legitimacy, offensiveness or disgraceful substance. And the third implication is the indicator to know the motivation behind a user to share these objects socially. The motivation can be intrinsic or extrinsic behind sharing a content by a user [2], [65], [47]. Intrinsic motivation is motivated by internal benefits or motivation to participate in a behavior that naturally satisfies an individual. The behavior can also be derived from intangible factors like self-enjoyment, self-determination, curiosity, a sense of personal challenge etc., are such examples of intrinsic behavior. On the other side, extrinsic motivation is derived from external rewards or such behavior arises from the outside of an individual, such as praise, fame, price, money, threats, peer-pressure, job-recognition, deadlines etc. [2], [65]. Motivation researches is very rich in its nature and is being used in various areas like working behavior [30], education [60], learning/attaining knowledge [16] and achievement/performance [24].

D. Presence

In this block of social media model, it depicts the extent to know the accessibility of users on various social media platforms. It allows us to know where others are in real and virtual worlds and what are they doing are they available, busy, vacationing etc. In the virtual world their accessibility can be reflected through the choice of their status like 'available', 'idle' or 'hidden'. The implications of presence are that the firms should know relative significance of the availability of consumers and their locations. Influential interactions in a virtual presence involve engagement with users in real time as well as synchronized communication [23].

The social media model's presence block has some insightful studies such as studies like Interactivity [62], [57], [55], [72], [28] within the social media framework. In the words of Li et al. [49], interactivity as a notion was studied in a variety of fields, including Internet, computer-mediated communications, virtual reality, advertising and digital marketing. Based on past researches of [50], [55], [72] it is concluded that interactivity enables the consumers to have greater access in controlling and preferring their choice, thus opening two-way communication in their responsiveness behavior. Basically, the presence and interactivity are co-related, though it varies in determining the definition so-far the literature is concerned [71]. Lombard and Snyder-Duch [52] said that presence and perception are co-related in the virtual world.

Lombard & Ditton's [51] has advanced number of definitions of presence where the theme of definition "perpetual illusion of non-mediation". As per the author version of the term 'perpetual' implies to be linked to the continuity of feedback. The term further illustrates that what the user he/she recognizes the presence of the medium in their communication [51].

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In a real sense, it is just what is perceived 'producing the perpetual illusion of non-mediation' which allows the infinite social interaction since there is no end or border between two sides of the medium.

As per the perception of presence is concerned, it entirely depends on the platform being used such as Foursquare, Skype, MSN etc. to update yourself, but within social media certain sites such as LinkedIn, YouTube and Facebook matter less.

E. Relationships

This block of relationship emphasis that two or more users can be related to each other in the form of association which enables them to convey among themselves by creating an image of friends or fans [14], [56]. As a result, social media platform users are co-related and decide how data should be exchanged. Such relationships are generally formal, regulated and structured in its form like LinkedIn. Existing relationships depends upon the social media platforms where using the software's such as AOL Instant Messenger (AIM) and Skype allows individuals to share their opinions with each other's already recognized 'friends' and 'contacts'. On informal and non-structured platforms, the users can develop relationships to the extent of their desire and willingness. The use of Twitter and YouTube are of not much significance. As a matter of principle, the users of the social media neither give weightage to 'identity' nor to 'relationships'. Due to the complexity of relationship block, the users use properties- structure and flow- to explain the different traits of relationship as per the social network theory [10], [35].

The amount of relationship connections that the consumers have is determined by structured property and their place in their network connection. It is established by research that the larger user of relationship portfolio emerges as an influential member and thus proves to be the 'influencer' in the relationship. It further signifies the resources involved in individual relationship and the utilization of such resources. It lays the power of the relationship how strong [46], or weak [39] they are which all depends on individual engagement. It also reflects the 'multifarious' designs of relationships where the users are connected with more than one relationship viz; co-worker, co-businessmen, friends etc.

F. Reputation

Past actions and characteristics are the backbone of reputation which identifies the personal standings apart from others in the social media settings [19]. Since reputation is a virtue and have different meanings in social media. It signifies the trust repose in someone or in any product or firms which is highly qualitative criteria to determine on social media platforms are dependent on 'mechanical Turks' that generally aggregate users-generated content which can be through personal experiences, word-of-mouth and the personal liaison (interaction) [17], [33] to establish the trustworthiness [59], [18]. Management pursuits through branding of a product creates an image of a firm or a product in establishing the reputation, though the linkage with negative association has adverse effect on reputation in the eyes of the customer.

Büttner & Göritz [13], Brunk [12] has carried out studies on online behavior which includes the reputation and trust [61], [11] in this construct of reputation. Plato a Greek philosopher has differently described the reputation virtually based on Good, True and Beautiful dimensions [37], [54], where the ancient community by and large accorded to those citizens who relied on truth in their activities and made inner and outer grace in the world beautiful [22].

Age-old concept of reputation has vastly undergone a change due to the internet [18] where the social media settings has played significant role in establishing the trust [64]. In an environment of social media, the users are in search of trust-building information which is of qualitative nature where the number of users follow on Facebook though it is very difficult to obtain information of such nature which is endorsed variedly.

Pavlou and Gefen [59] has elaborated the concept of reputation that the reputation of any person, product, or the company is centred on trust and reliability reposed by the consumers viz buyers and sellers where the employers and employees share the social media platforms to improve the communities reputation.

G. Groups

An anthropologist [21], has advanced the theory that the people are inclined to set a particular limit around 150 as Dunbar's number are so for stable social relationship. Users are free to create communities and subcommunities on social media settings as the group of friends, followers and contacts grow larger. As people emerged from a big number of communities, hence a considerable amount of identities is required on social media as such a fresh social structure is required to be organized [53], [69].

It is an established fact that individual has numerous identities which are self-centred as well as representing the group as such the behavior of people as a group differentiates then that of an individual. Tajfel & Turner [75], has highlighted as an individual that interacts more with others at individual inter-personal level thus favouring a formation of a group and an individual join a particular group and respect the elite class of that group which generates a feeling of favouritism along with the difference of opinion for other groups. In nature itself, this social context is different.

As per the social identity theory, it is difficult to understand to what an extent the individual participates and engage with groups which becomes the centre for public affairs where the researchers and social media analyst have their different opinion on elements of social theory [27]. In social identity theory, the participation of groups at times is highly individualistic to its collective behavior which determines its pace in different networks of social media. It elaborates it's place in social context theory thus deciding complexity in human behavior [74]. It is well-established theory that the value of social media sites is automatically increased as the quantity of its users simultaneously increased.

Social media theory strengthens the support of people within the group as well as outside the group as the behavior of people displayed intrinsically.

The concept of decision making in the group culture has widely been analyzed over the period of time [79]. The decision-making concept of the group system has undergone detailed analysis over the period of time. Analytical approach of the consumers group in the field of environment [70], healthfulness [1], fashion/trend [80] and food usage [42], exhibits how these have been influenced by a single goal. In other words, groups have carried out researches in ‘lifestyle’ of human being years together by organizing their direct connectivity with consumers to understand their ability of adoption and maintenance.

III. OBJECTIVES

The aim of the research is given below:

- To analyse the relationship between the various functional blocks of the social media model.
- To examine in which way honeycomb model of social media can assist companies to focus on branding purposes.
- To identify how honeycomb model is more relevant for companies to establish relationships with customers.

Hypothesis

H0: There is no significant relationship between the various functional blocks of the social media model.

IV. METHODOLOGY

A. Sample and Data Collection

In this research, we aim to identify a relationship between the various blocks of social media model given by J.H. Kietzmann et al. [45] is useful for firms to build brand awareness or to get engage with customers. And to observe the changing behavior of consumers towards the social media. Observations of respondents are collected by circulating the structured closed ended questionnaires among the social media users those who are members of one or more than one social media platform. This study emphasized on the method of convenience sampling, and the target sample was kept between the age group ranging from 16 to 66 and above. The study was formulated among social media users residing in the capital city of Uttar Pradesh Lucknow in India.

In this present research study, the entire sample size is 191 and a total of 191 questionnaires were circulated among them and 191 questionnaires were received with a response rate of 100%. The structured questionnaire used in this present study is having the descriptive data of the respondents which includes the following. A questionnaire was designed to ascertain the credentials of the users of the social media platforms, namely personal data viz. name, age, status (married/single), educational qualification (high school, graduates, post-graduates and doctorates) their occupation (student, working and self-employed) and their accessibility to social networking websites were distributed among 191 persons (both genders- males & females) and the following facts have emerged while analysing the data.

Out-off 191 persons, 46% are males and 54% are females or we can say there were 82 males and 109 females respondents who were accommodated in different age groups viz; 16-20=3.7%, 21-25=24.08%, 26-30=25.13%, 31-35=14.65%, 36-40=10.47%, 41-45=10.47%, 46-50=5.23%, 51-55=3.14%, 56-60=2.09%, 61-65=1.04%, and 66 plus=nil. It is seen that 52.35% of the respondents were found to be married and 47.6% remained single, 3.7% respondents were matriculates whereas 51.3% were graduates, 38.7% were post-graduates and 6.3% were doctorate respectively. All respondents were using one or more social media platforms.

B. Measures

All items which are drawn from the constructs/variables that have been adapted from previous literature. The Table I, shows the constructs used to measure the honeycomb model of Kietzmann et al. [45] in the 1st construct of Identity, 3- items were adapted from Goffman (1959), 2nd construct of Conversations 2- items were adapted from McCarthy et al. (2010), 3rd construct of Sharing 2- items were adapted from Ryan & Deci (2000), 4th construct of Presence 3- items were adapted from Lombard & Ditton (1997), 5th construct of Relationships 1- item were adapted from Granovetter (1973), 6th construct of Reputation 2- items were adapted from Habermas (1985), and in the last 7th construct of Groups 1- item were adapted from Tajfel & Turner (1979).

TABLE- I: An overview of the Honeycomb model of Social Media discussed in this paper.

Constructs	No. of Items	Statements/Items	References
Identity	3	I am comfortable revealing my identity, like name, age, gender, profession, location on social media platforms. I want companies to showcase the products according to my identity factors on any social media platforms. I am not afraid of cyber-bullying (messages of an intimidating or threatening nature) on the social media sites.	Goffman (1959)
Conversations	2	I feel that social media is the best way to communicate with friends or family members. I feel it is easy to meet new like-minded people on the social media platforms.	McCarthy et al. (2010)
Sharing	2	I am able to understand the contents or messages, what a particular brand is wanting to convey on social media platforms. I share contents or messages with other consumers regarding brands.	Ryan & Deci (2000)

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Presence	3	I am able to locate my friends on the social media sites. I am able to detect the brands on the social media sites. I feel that the brands are able to have much impact on my mind.	Lombard & Ditton (1997)
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Total Number of Items= 14

V. ANALYSIS AND FINDINGS

The data were calculated through the use of SPSS 24. The responses were measured on 5-Point Likert scale ranging from 1 (Strongly Agree) to 5 (Strongly Disagree). The reliability of the scale is tested through SPSS Cronbach's Alpha, as the Table II, given below shows the result of the reliability test. The Cronbach's Alpha is being used to test the internal consistency of the variables/constructs, and the acceptable reliability value is .7. The Table II, shows the result of the reliability test which is valued at Cronbach's Alpha as .792 which is 'acceptable' reliability of the scale.

TABLE- II: Results of Reliability Test

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.792	.787	14

Note: Survey Data

Relationships	1	I am able to find some sort of association (common thoughts on particular brand, whether likes or dislikes) or a link with other consumers on the social media platform.	Granovette r (1973)
Reputation	2	I get endorsements from others. I feel my favourite brand is able to reach (or connect) me.	Habermas (1985)
Groups	1	I engage myself in forming the groups like (Ibibo.com, We Heart it, Harley_Davidson_lovers.com)	Tajfel & Turner (1979)

TABLE- III: Results of Correlations Matrix

		Correlations						
		Identity	Conversations	Sharing	Presence	Relationships	Reputation	Groups
Identity	Pearson Correlation	1	.467**	.142*	.327**	.236**	.372**	.517**
	Sig. (2-tailed)		.000	.050	.000	.001	.000	.000
	N	191	191	191	191	191	191	191
Conversations	Pearson Correlation	.467**	1	.189**	.482**	.374**	.549**	.420**
	Sig. (2-tailed)	.000		.009	.000	.000	.000	.000
	N	191	191	191	191	191	191	191
Sharing	Pearson Correlation	.142*	.189**	1	.171*	.134	-.041	.125
	Sig. (2-tailed)	.050	.009		.018	.065	.573	.084
	N	191	191	191	191	191	191	191
Presence	Pearson Correlation	.327**	.482**	.171*	1	.367**	.404**	.185*
	Sig. (2-tailed)	.000	.000	.018		.000	.000	.010
	N	191	191	191	191	191	191	191
Relationships	Pearson Correlation	.236**	.374**	.134	.367**	1	.288**	.185*
	Sig. (2-tailed)	.001	.000	.065	.000		.000	.010
	N	191	191	191	191	191	191	191
Reputation	Pearson Correlation	.372**	.549**	-.041	.404**	.288**	1	.348**
	Sig. (2-tailed)	.000	.000	.573	.000	.000		.000
	N	191	191	191	191	191	191	191
Groups	Pearson Correlation	.517**	.420**	.125	.185*	.185*	.348**	1
	Sig. (2-tailed)	.000	.000	.084	.010	.010	.000	
	N	191	191	191	191	191	191	191

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Source: Developed from study

The Table III, shows the use of correlation matrix which depicts a relationship between the functional blocks of the model. The correlation can use it to show the relationship between the two or more variables, whether they have a positive or a negative correlation with each other. In this study, we have used a correlational design to see a relationship between the various functional blocks. It can be seen that the relationship between sharing and reputations are emerging as negative, whereas the

relationship between other groups are affirmative or positive.

The results of correlation matrix showed in Table III, reveals that identity is positively correlated with conversations ($r = 0.46$; $p \leq .01$), sharing ($r = 0.14$; $p \leq .05$), presence ($r = 0.32$; $p \leq .01$), relationships ($r = 0.23$; $p \leq .01$), reputation ($r = 0.37$; $p \leq .01$), groups ($r = 0.51$; $p \leq .01$). Conversations reveals that it

has a positive correlation with sharing ($r = 0.18$; $p \leq .01$), presence ($r = 0.48$; $p \leq .01$), relationships ($r = 0.37$; $p \leq .01$), reputation ($r = 0.54$; $p \leq .01$), groups ($r = 0.42$; $p \leq .01$). Sharing reveals that it is positively correlated with presence ($r = 0.17$; $p \leq .05$), relationships ($r = 0.13$; $p \leq .01$), groups ($r = 0.12$; $p \leq .01$), but sharing has a negative correlation with reputation ($r = -0.41$; $p \leq .01$). Presence has a positive correlation with reputation ($r = 0.36$; $p \leq .01$), reputation ($r = 0.40$; $p \leq .01$), groups ($r = 0.18$; $p \leq .05$). Relationship is positively correlated with reputation ($r = 0.28$; $p \leq .01$), groups ($r = 0.18$; $p \leq .05$). Reputation has a positive correlation with groups ($r = 0.34$; $p \leq .01$). It emerges from the results that out of seven building blocks, five have shown a positive significance whereas the two blocks i.e., sharing and reputation are indicating negative correlations.

However, all these seven blocks are not showing a statistically significant correlation among themselves. It is revealed from the results that the users are comfortable in communicating with their families and friends and to locate their brands on social media platforms. They have an easy access to their brands with other consumers, thus forming groups and engaging with firms, but are reluctant to share contents and messages on online platforms.

VI. LIMITATIONS

The current study is not without the limitations. The first limitation is its small sample of the respondents that were used in this study, as a result of the small sample size the generalizations cannot cover the entire region, it is better to accomplish with a large sample size. The second limitation to this study that there was a single hypothesis was used to test the relationship between the seven functional blocks of social media model. The third limitation to this study was lack of research has been done regarding the understanding of the honeycomb framework of social media. It was quite difficult to start with such research and difficult to find literature and also difficult to frame the questionnaire on such research. There were many past researches which were done on social media, but none of them has touched this research area which shows just by comprising the whole social media into these seven building blocks were totally different in its way. The fourth limitation to this study as such the research was carried out in a short span of time.

VII. CONCLUSION AND SUGGESTIONS

Social media have brought a revolution and also act as a marvel of technology into the world of digital technologies. Social media is a way in which we tend to communicate with our friends, family members and colleagues by using various distinctive social networking sites like Facebook, Twitter, Instagram, Google+, YouTube, LinkedIn, Blogs etc. It is helpful in creating and sharing the information, ideas, thoughts, interests among groups and communities in virtual space.

Aim of this study, is to understand the honeycomb framework of social media, which was given by [45]. They tried to simplify the entire social media into a bunch of seven constructs by explaining them as building blocks of social media such as identity, conversations, sharing,

presence, relationships, reputation and groups which can be useful in identifying the changing behaviour of consumers and to work as a tool for recognizing the needs for customers engagement.

We attempt to find out the relationship between these functional blocks how they can be useful for companies to focus more on branding purposes and also how these blocks can use it for engaging with customers. With the help of correlation matrix, it is seen that out of seven, five building blocks of a honeycomb framework of the social media are responding positively, whereas two blocks are indicating differently and thus are not on the same grid. It is concluded that it is proven by a correlation matrix that there is no significant relationship between the building blocks of social media model.

Social media has a wider scope in communication among organizations, individuals and communities at times poses to a challenge to the firms where, customers want to be listened and responded appropriately. Since, the social media activities vary in their functions and impact, hence, the proper social media base is formed to balance the building blocks of their communities. The firms based on the information available to them can affect the prevailing and future market scenario. The honeycomb framework can provide a better strategy in observing and responding the competitors in the changing environment. We can see in the future that more can be accomplished in this research area.

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