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Analysis of Social Networking Sites in the Product Roadmaps

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ABSTRACT: NUsing social media is high on the list of priorities for many firms looking to enhance their innovation performance in the different phases of the new product development (NPD) process. Mirroring this rising practical importance of using social media for NPD, scholars have presented a diverse range of perspectives and underscored the need for a systematic literature review. The use of social media across three phases: discovery, development, and launch. Our analysis identifies nine NPD objectives that social media addresses and discusses challenges encountered. Building on this analysis, we develop an organizing framework to guide practitioners on how to adopt social media to achieve better NPD performance and propose directions for future research.

KEYWORDS: NDP, Discovery, Development, Launch

I. INTRODUCTION

Social networking sites have profoundly impacted product roadmaps by fundamentally altering the traditional, internal-focused product development lifecycle. The shift is characterized by a move from periodic, formal feedback mechanisms like surveys and focus groups to real-time, continuous integration of user-generated content and data-driven insights.

This integration enables businesses to be more customer-centric, agile, and responsive to rapidly evolving market trends, thereby directly shaping the direction and prioritization of new features and improvements. Social media platforms provide an immediate and unfiltered source of information regarding product satisfaction, pain points, and desired features. Product teams can use sentiment analysis and social listening tools to identify recurring issues or popular requests instantly, allowing for faster problem-solving and feature updates.

II. REVIEW OF LITERATURE

Danah boyd and Nicole B. Ellison (2007) defined social networking sites as web-based platforms that allow individuals to create profiles, connect with others, and share information within online communities. Their study explained the structure and development of social networking sites and how they facilitate communication and collaboration among users.

Andreas Kaplan and Michael Haenlein (2010) discussed social media as internet-based applications built on Web 2.0 technologies that enable the creation and exchange of user-generated content. They emphasized that companies can use social networking platforms to engage customers and gain insights for marketing and product development

III. RESEARCH METHODOLOGY

Research Design: Quantitative research design.

Data sources

Primary data collected via structured questionnaire (Google Forms); secondary data from journals and research articles.
Sample Size: 102 respondents.



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Sampling Technique: Random sampling.

Tools Used:

- Percentage Analysis
- Median Analysis
- Anova

Software: Microsoft Excel and SPSS.

IV.RESULTS AND DISCUSSION

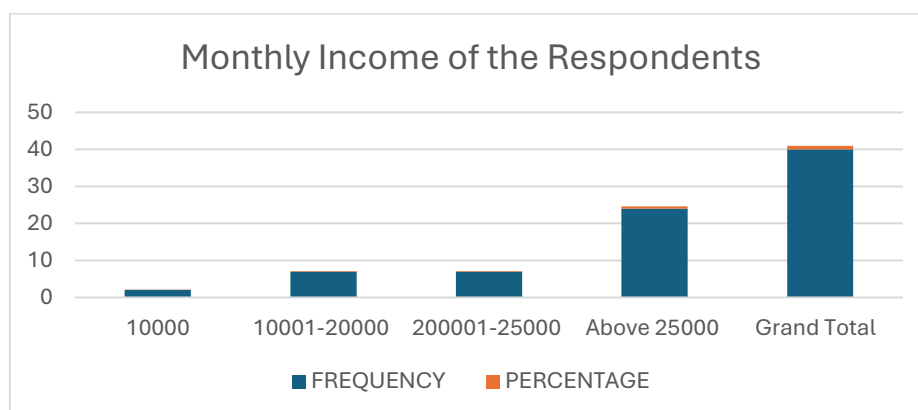
4.1 Percentage analysis

Percentage analysis is one of the simplest and most widely used statistical techniques in research. It converts numerical data into percentage values, which makes comparison and interpretation easier. This method is especially useful in survey-based studies where responses need to be summarized clearly. In this study, percentage analysis was applied to interpret respondents' demographic details and their opinions related to influencer marketing, interest rates and consumer trust.

Table 4.1.1 Monthly Income of the Respondents

Income Group	FREQUENCY	PERCENTAGE
10000	2	5.00%
10001-20000	7	17.50%
200001-25000	7	17.50%
Above 25000	24	60.00%
Grand Total	40	100%

Chart 4.1.1 Monthly Income of the Respondents





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INTERPRETATION: The data appears to represent income ranges, with the majority (60%) earning above ₹25,000. The remaining respondents are split across lower income brackets: 5% earn ₹10,000 or less, and 17.5% each earn between ₹10,001-20,000 and ₹20,001-25,000.

The maximum respondents having the income range of earnings above 25000

4.2 Median Analysis

The comparison is between the age groups and their income group]

Table 4.1.15- Age group and the Income Group

Age Group	Code (X)
18-21	1
21-25	2
25-30	3
Above 30	4

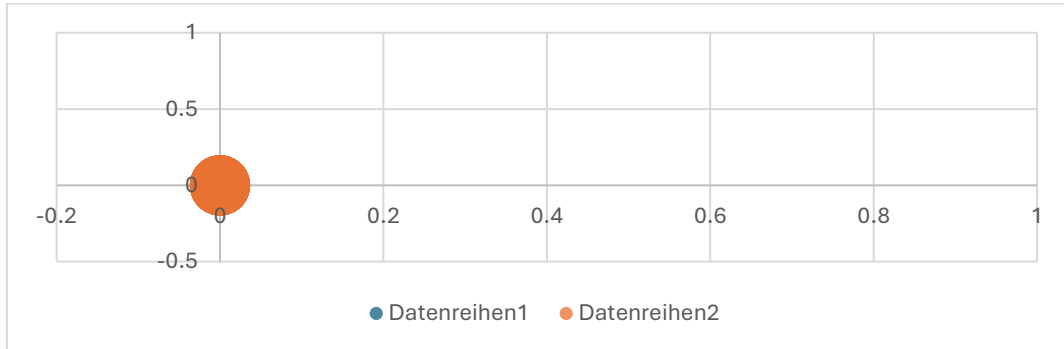
Income Group	Code (Y)
10000	1
10001-20000	2
20001-25000	3
Above 25000	4



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Chart 4.1.15 -Age group and the Income Group



The value of the median analysis is 2.5

4.3 Anova

The comparison of Occupation & Opportunities to learn from others with same interests.

Table: 4.1.17- Occupation and opportunities to learn

SUMMARY				
Groups	Count	Sum	Average	Variance
Occupation	40	241	2.41	1.395859
Opportunities to learn from others with same interests.	40	376	3.76	1.295354

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	91.125	1	91.125	67.72041	2.49E-14	3.888853



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Within Groups	266.43	198	1.345606			
Total	357.555	199				

INTERPRETATION: The ANOVA analysis shows a significant difference between the groups “Occupation” and “Opportunities to learn from others with same interests.” The mean for “Opportunities to learn from others with same interests.” (3.76) is higher than “Occupation” (2.41), indicating a noticeable difference in responses. The F-value is 67.72, which is much greater than the critical F-value of 3.89. The P-value is 2.49×10^{-14} , far below 0.05, confirming that this difference is statistically significant. This means knowledge of interest rates significantly affects the measured variable compared to occupation.

V. LIMITATIONS OF THE STUDY

- The study relies mainly on publicly available information from social networking sites such as posts, comments, likes, and shares. Internal analytics, proprietary algorithms, and confidential product roadmap documents of organizations are not accessible, which restricts the depth of analysis.
- The research considers only a limited number of companies and social networking platforms. Therefore, the findings may not be fully representative of all industries or global markets.
- Social networking sites evolve quickly with frequent updates in features, algorithms, and user behaviour. As a result, the observations and conclusions drawn may become outdated over time.
- User opinions expressed on social media can be biased, emotional, or influenced by temporary trends. This subjectivity may affect the accuracy of insights used for shaping product roadmaps.

VI. CONCLUSION AND FUTURE WORK

This research study on customer financial behaviour and marketing strategies provides a clear understanding of how people perceive, select, and invest in the products. The study reveals that trust, safety, and government backing are the major reasons why customers prefer products in the social networks over insights stores. This strong sense of security plays a crucial role in influencing financial decisions, particularly among middle-income groups, salaried employees, and senior citizens.

The study further emphasizes the importance of service quality in shaping customer satisfaction. Friendly staff interaction, clear guidance, simplified procedures, and reduced waiting time can greatly enhance the overall customer experience. When customers feel respected and well-informed, they are more likely to continue investing and recommend the schemes to others. Therefore, improving customer service is not just an operational necessity but also a strategic tool for growth.

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