The Research Objectives:

- To analyse the various influence of social media on young generation of Ahmedabad city.
- To analyse the various effect, the reaction and implication of the social media on youth.
- To analyse the role of social media as a tool of attitude forming in the youth.
- To understand what proportion of the youth in Ahmedabad use and are influenced by social media.
- To analyse the awareness level and the potential as a medium in spreading vital information to the youngsters.
- To explore the potentials of the social media as a medium to provide platform for interpersonal relations to the youth.
- To evaluate the commercial value of the social media considering the future scenario when conventional markets will face immense competition from the digital markets.