

A Study on Impact of Social Media Among the Teenagers in Coimbatore City

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ABSTRACT

Social media is a major lifeline in our lives today and is an inevitable part of everyone's life. Social media is a two sides of coin. On one side it connects people worldwide and allows Interaction, Exchange of Ideas and Knowledge. On other side it may promote deceptive posts, messages, conflicts, cyberbullying, mental and physical health issues. Here the sample size is 150. This study has been mainly depends on impacts of social media among youngsters.

Keywords: Impacts, Social Media, Youngsters.

INTRODUCTION:

Social media is an internet based form communication, allows users to have conversations, share information. Social media allows to learn new things to develop interest and educates on professional level. Social media helps to gain knowledge in particular field and built the professional network. At compact level social media allows to have conversation with audience gain customer feedback and elevate the business.

STATEMENT OF PROBLEM:

Social networking sites helps in branding and growth of business. Social media is a tool that becomes user friendly features. Social media invades privacy. It makes users addicted and causes health problems. Social media payments offer consumers a quick and convenient way to transfer funds. Recent research explores Negative Impacts on Social media including behavioural changes, lack of sleep, privacy and distraction in study.

OBJECTIVES OF THE STUDY:

1. To study the reasons for using social networking sites by youngsters.
2. To know the impact of social networking sites on youngsters.

3. To know the preference social networking sites.
4. To know usage of social networking apps.

HYPOTHESIS OF THE STUDY:

1. There is no significant relationship between the age of respondents and ways of accessing social media apps.
2. There is no significant relationship between gender of respondents and gathering information for learning purpose.

SCOPE OF STUDY:

Online social networking has achieved an expectation global growth over the last decades by attracting much intention among youngsters. It is known fact that youngsters are the most avid uses of such sites. Based on this study in online social network, it has been found that these social networks are having a great impact on the youngsters. It focuses the growth and gives the worthwhile output to the youngsters for using social networking sites and also helps to understand the background for using social networking sites.

LIMITATIONS OF THE STUDY:

1. The study is limited to the respondents belonging to the age group of youngsters.
2. The study is limited to the youngsters.
3. The sample size is restricted to 150 respondents only.

REVIEW OF LITERATURE:

E, KingD, LongTurban J (2019) Social media are the online tools and platforms that are used by customers, friends, relatives, groups and communities to share information, opinions and experiences in the form of insights, perception, photos, music and videos with each other. It is a medium used by organizations whether large or small, profit or non-profit to create awareness regarding the world issues.

Awake(2017) Social networks are online services, platforms or sites that focus building and reflecting social relations among people, who share interests or activities. It comprises a representation of each user (social links) and a variety of additional services. Social media allows activities, events and interact within their individual networks. Today it is estimated that there are now large number of users, with the males dominating 65% with the females have 33% domination.

Lehmann, Ruiter and Kok (2015) investigated the impact of social media on consumer’s decision making. In this study, advertisement of influenza vaccination has been made on social media websites and Dutch news sites during February, March and April 2012. The study concluded that both types of media have different impact on people. Therefore, this study makes the conclusion that people responded more to the news on social media as compared to news media, Internet or social media is an important and attractive tool to influence the decision making of people and source of information.

Madden et al (2014) Youngsters are among the most enthusiastic users of social networking

sites. A recent internet survey from the United States discovered that 81% of teens with internet access were regularly using networking sites like Facebook, Instagram, Twitter etc. The increased update of social media applications has provided more opportunities for young people to connect, communicate and interact with each other.

Method of data collection

The data was collected for this study is

- **Primary data:** The primary data collected as fresh for the first time.
- **Secondary data:** The secondary data is collected from journals, magazines and books, newspaper and internet.

Area of study: This study was conducted in Coimbatore City.

Sample size: The sample size is 150.

Tools used for analysis: Data analysing tools are Simple percentage and Chi- square test.

Simple percentage: Percentage base analysis helps to find which factor is significant among a number of factors.

Chi –square: A chi –square statistic is used to test the measures of expectations compare to actual observes (or) model result.

Analysis and Interpretation

Demographic profile of the respondents

S.no	Demographic		No of respondents	percent age
1	Gender	Male	84	56
		Female	66	44
2	Educational Qualification	School	47	31
		Under Graduate	53	35
		Post Graduate	24	16

		te		
		Profession	26	18
3	Personal profile	Facebook	53	35
		Whats App	28	19
		Instagram	33	22
		Others	36	24
4	Maximum time spent on social network	Yes	122	81
		No	28	19

INTERPRETATION:

Table 1 clearly states the demographic profile of the sample respondents. Most of them are under graduate students. Majority of them are using Facebook. Most of the respondents having maximum time spent on the Social Network.

Chi-Square Analysis:

Chi-Square Table 1

H1- There is no significant relationship between Age of respondents and Way of accessing social media apps.

Particular	DF	Chi-square	Table value	Remark
Occupation on reason for using social networks	5	37.609	26.30	Rejected

Source: Primary Data

From the above table, Chi-square value is (37.609) is higher than (26.30) table value Hence the hypothesis is Rejected. Therefore, there is no significant relationship between Age of respondents and ways of accessing social media apps.

Chi-Square Table 2

H1 – There is no significant relationship between gender of respondents and gathering information for learning purpose.

Particulars	DF	Chi - square	Table Value	Remark
Ways of accessing and period of using social media apps	5	7.02	26.30	rejected

Source: Primary data

From the above table, chi- square value is 7.02 is less than 26.30 table value. Hence the hypothesis is rejected. Therefore, there is no significant relationship between gender and gathering information for learning purpose.

Result and Discussion:

1. Majority (84%) of respondents are Male.
2. Majority (39%) of respondents are 20-25 years of age group of people are using Social media apps.
3. Majority (35%) of respondents are Under graduate.
4. Majority (24%) of respondents are using Facebook.
5. Majority (42%) of respondents are using smart phones.
6. Majority (32%) of respondents are using Social media apps.
7. Majority (35 %) of respondents are showing time spent per day on social networks.
8. Majority (36%) of respondents showing reasons for using social networks.
9. Majority (37%) of respondents are using social media apps for learning purpose.
10. Majority (90%) of respondents maximum time spending on social networks.
11. Majority (80%) of respondents responding the activity when using social networks.
12. Majority (40%) of respondents have impact of social media affected by behavioural changes.
13. Majority (36%) of respondents are mostly active on Instagram.

14. Majority (44%) of respondents have 2 personal profile used by an individual.
15. Majority (46%) of respondents are using advertisement services provided in social networks.
16. Majority (40%) of respondents are using for learning purpose.
17. Majority (35%) of respondents are using social media for promotional reasons.
18. Majority (38%) of respondents using flip kart for shopping.
19. Majority (40%) of respondents using G-pay for social media payments.
20. There is no significant relationship between age of respondents and way of accessing social media apps.
21. There is no significant relationship between gender of respondents and gathering information for learning purpose.

Suggestion

Majority of respondents are spending much time on social networks. People should lesser their time on such platforms. Most of the respondents are using social networks for playing games and entertainment. Throughonline, respondents gain much information. Most of the respondents have impact of social media affected by behavioural changes. Peopleshould aware about the changes utilise the social media apps Good manner.

Conclusion

The Study reveals that the majority of respondents are using Social networks. Every coin has a head as well as tail i.e. Everything in the world has both positive and negative impact. Social media is also such thing which is surrounded by both the phases. I have learned how to approach social media apps to access information, needed for the study. Social networking sites plays a vital role in broadening social connections and learning technical skills.

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