

# A STUDY ON IMPACT OF SOCIAL MEDIA AMONG SELECT ARTS AND SCIENCE COLLEGE STUDENTS IN COIMBATORE CITY

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## ABSTRACT

Social media offers a platform for consumers to gather necessary information and general public opinion on various products and services, which they prefer to buy (Powers et al., 2012). Now-a-days, social media plays a major role towards consumer purchase decision (Smith, 2009). Thus, social media made consumer more empowered, where they can pass freely pass their comments on various products and services (Mangold and Faulds, 2009). Today, marketers started following the consumers on social media to identify the consumer's comments about their product and to identify the features considered by the consumers before purchase (Darley et al. 2010).

**Keywords:** Social Media, Students, Purchase Decision

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## INTRODUCTION

Social media acts as the fast mode of communication and to inform about the new and existing products and services among large set of consumers. Social media offers a platform for consumers to converse among their friends and community, share their views about social happenings or events, offers feedback about the products and services, which they have consumed. World over, number of users of social media are ever expanding. Considering the social media usage, many forms of social media sites have been hosted for photo sharing, video sharing, instant messaging, etc. The following table illustrates about the select popular social medias.

**Table 1**  
**Social Media**

Social Medias	Year of Launch	Country
Facebook	2004	United States
Twitter	2006	United States
WhatsApp	2007	United States
Instagram	2010	United States
Tik Tok	2012	China

## REVIEW OF LITERATURE

Keol Lim and Ellen B Meier (2012) in their study ascertained the utilization level of social media by Korean students. They observe that excessive utilization of social media creates stress among students and affects their health. West Virginia University Students (2011) in their study mentioned that their interpersonal relationship has far improved as a result of using social media websites. Jothi, Neelamalar and Prasad (2011) in their study ascertained that advertising products on social media increases their product brand image.

## STATEMENT OF THE PROBLEM

Most of the persons make use of social media websites for chatting with family members and friends. Further, users post their photos post feedback or comments about their experience on using product or services. Presently, young generation consumers depend on social media network for taking buying decision. But, regular and continuous usage of social media will affect both physical and mental health of users. Teenagers are more addictive towards social media than elder persons. Hence, to determine the factors influencing impact of social media among college students, the following study has been carried out.

## OBJECTIVES OF THE STUDY

- To identify user's socio economic and social media usage
- To find out factors associated with social media impact.

**RESEARCH METHODOLOGY**

**Data**

Primary data collected through structured questionnaire.

**Sampling**

Data collected by employing convenience sampling method from 120 students in Coimbatore city, who regularly used social media.

**Framework of Analysis**

Simple Percentage Analysis

Chi-square Analysis

**FINDINGS**

The following paragraph discloses about socio-economic profile of social media users.

**Table 2**  
**Socio Demographic Profile**

Particulars	No. of. Respondents	Percentage
<b>Area of Residence</b>		
Urban	49	40.8
Semi Urban	43	35.8
Rural	28	23.4
<b>Gender</b>		
Male	66	55.0
Female	54	45.0
<b>Age</b>		
18-20 yrs	25	20.8
21-23 yrs	64	53.4
24- 27 yrs	24	20.0
Above 30	7	5.8
<b>Marital Status</b>		
Married	21	17.5
Unmarried	99	82.5
<b>Educational Qualification</b>		
UG	58	48.3
PG	34	28.3
M.Phil.	17	14.2
Ph.D.	11	9.2
<b>Family Income</b>		
Below 10000	14	11.7
10000-15000	44	36.6
20000-25000	48	40.0
Above 30000	14	11.7
<b>Family Expenditure</b>		
Below 10000	41	34.2
10000-15000	43	35.8
20000-25000	25	20.8
Above 30000	11	9.2

**Source: Primary Data**

- ❖ Majority of the social media users are from urban area followed by semi-urban and rural area.
- ❖ Male members use social media more than female members
- ❖ 53.4 per cent of social media users age ranges between 21 and 23 years
- ❖ Majority of the social media users are unmarried and with under graduate educational qualification and monthly ranges from Rs. 20000 to Rs. 25000
- ❖ Most of the social media end user’s family expenditure ranges from Rs.10000 to Rs.15000

**Table 3**  
**Social Media Details**

Particulars	No. of. Respondents	Percentage
<b>Information about Social Media</b>		
Friend	56	46.7
Parents / relatives	28	23.3
Advertisement	35	29.2
Others	1	0.8
<b>No. of account in social media</b>		
One	14	11.7
Two	51	42.5
Three	41	34.2
Above Three	14	11.7
<b>Access Mode</b>		
Pc	5	4.2
Laptop	23	19.2
Smart phone	86	71.7
iPod/iPad	6	5.0
<b>Time Spent in Social Media</b>		
Up to Three	54	45.0
3-5 hours	44	36.7
More than 5 hours	22	18.3
<b>Purpose of Using social media</b>		
Educational purpose	20	16.7
Entertainment purpose	56	46.7
Knowledge	28	23.3
Professional & business	16	13.3

**Source: Primary Data**

- ❖ Most of the users obtain information about social media from their friends followed by advertisements, parents/ relatives
- ❖ Most of the users have two social media account
- ❖ Major of the user access social media with mobile and spent up to 3 hours on social media websites. Most of the users use social media for entertainment purpose

**LEVEL OF IMPACT ON SOCIAL MEDIA**

To find factors influencing level of social media impact among select users, chi-square test is employed. The following paragraphs discuss about the result of the study.

**Table 4**  
**Factors influencing Impact of Social Media**

Factors	Level of Impact			Total	Chi-Square Value
	Low	Moderate	High		
<b>Area of Residence</b>					
Urban	6 (12.2)	39 (79.6)	4 (8.2)	49 (100.0)	2.201
Semi Urban	4 (9.3)	33 (76.7)	6 (14.0)	43 (100.0)	
Rural	5 (17.9)	19 (67.9)	4 (14.3)	28 (100.0)	
<b>Gender</b>					
Male	10 (15.2)	51 (77.3)	5 (7.6)	66 (100.0)	2.269
Female	5 (9.3)	40 (74.1)	9 (16.7)	54 (100.0)	

Factors	Level of Impact			Total	Chi-Square Value
	Low	Moderate	High		
<b>Age</b>					
18-20 yrs.	2	21	2	25	<b>13.218*</b>
	(8.0)	(84.0)	(8.0)	(100.0)	
21-23 yrs.	9	47	8	64	
	(14.4)	(73.4)	(12.2)	(100.0)	
24-27 yrs.	3	18	3	24	
	(12.5)	(75.0)	(12.5)	(100.0)	
Above 30 yrs.	1	5	1	7	
	(14.3)	(71.4)	(14.3)	(100.0)	
<b>Marital Status</b>					
Married	0	17	4	21	4.458
	(0.0)	(81.0)	(19.0)	(100.0)	
Unmarried	15	74	10	99	
	(15.2)	(74.7)	(10.1)	(100.0)	
<b>Educational Qualification</b>					
Under Graduate	6	43	9	58	7.953
	(10.4)	(74.1)	(15.5)	(100.0)	
Post Graduate	2	29	3	34	
	(5.9)	(85.3)	(8.8)	(100.0)	
M.Phil.	4	11	2	17	
	(23.5)	(64.7)	(11.8)	(100.0)	
Ph.D.	3	8	0	11	
	(27.3)	(72.7)	(.0)	(100.0)	
<b>Family Income</b>					
Below-10000	2	8	4	14	7.062
	(14.3)	(57.1)	(28.6)	(100.0)	
10000-15000	6	35	3	44	
	(13.6)	(79.5)	(6.8)	(100.0)	
20000-25000	4	38	6	48	
	(8.3)	(79.2)	(12.5)	(100.0)	
Above 30000	3	10	1	14	
	(21.4)	(71.4)	(7.2)	(100.0)	
<b>Family Expenditure</b>					
Below-10000	1	31	9	41	<b>17.475*</b>
	(2.4)	(75.6)	(22.0)	(100.0)	
10000-15000	10	30	3	43	
	(23.2)	(69.8)	(7.0)	(100.0)	
20000-25000	1	22	2	25	
	(4.0)	(88.0)	(8.0)	(100.0)	
Above 30000	3	8	0	11	
	(27.3)	(72.7)	(.0)	(100.0)	

Source: Primary Data

\*Significant at five percent level

The result of chi-square disclosed that age and family expenditure are significantly associated with level of social media impact. High level of impact is noticed among users, who are above the age of 30 years and low level of impact is noticed with users, whose age ranges between 21 and 23 years. Similarly, users whose family expenditure ranges up to Rs. 10000 have high level of impact and low level of impact is noticed with users, whose family expenditure ranges above Rs. 30000.

## SUGGESTIONS

- ❖ Spending too much time at social media networks will not only waste time but also creates eye and health problem. Hence, users should not too much time on social media
- ❖ Users can review the user comments about the products, then they may decide to purchase a product or not
- ❖ Parents should keenly watch, what their wards are accessing on social media networks
- ❖ Further, personal and intimacy information should not be disclosed or shared at social media networks

## CONCLUSION

The result of study portrays that age and family expenditure are associated with level of utilization of social media websites. Most of respondents are using social media continuously for entertainment purposes, and spend more time on social media sites. Spending too much time on social media sites will affect their mental health. Hence, they can use social media for essential purpose like education and to verify users' feedback before buying or availing goods or services.

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