

BUSINESS COMMUNITY & SOCIAL MEDIA CONSUMPTIONS: IMPRESSION ON YOUNGSTERS

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Abstract

Today, consumers are tangled in a variety of activities, extending from uncontrollable content to participating in discussions in various platforms, sharing knowledge with other consumers, and contributing to other consumers' activities. With the enormous interest in social media sites, such as YouTube, MySpace, Facebook, and Wikipedia, consumers are assumed to be energetically contributing to marketing content. However, despite the rich opportunities for contributing, recent academic research indicates that consumers are not necessarily as active online as has been believed. The purpose of this paper is to understand the activities of the consumers in social media, the content, timing and frequency of social media conversations occurring between consumers and business.

Keywords: Influence, Communications, Technology

Introduction

Internationally, about 3.77 billion people are using the Internet through modern gadgets such as smartphones and computers with coverage of 81% of the population in the developed world and 41% of the population in the developing world. Nearly, 71% of the world Internet users are instituted by young people aged 15–24. The most common use of the Internet is to share and learn new information through work, Google, g-mail, apps, online payments, social media, etc. Today, among all these, social media is close to becoming an integral part of the day-to-day lives of most people. Active social media users were 197 million (14% of the population) in India. The launch of many free/low-cost data packages in 2016/2017 has put India on the global map for large-scale consumption of mobile data leading to exponential usage of social media. For adolescents, phone-based communication is an important way to maintain their social relationships, and the use of social media websites is one of the most common activities. However, anything in excess is bad and may lead to social media addiction. Nowadays, regardless of their socioeconomic background, adolescents have greater exposure to electronic gadgets like smartphones at a much younger age, and hence, more inclined to social media overuse or addiction.

The widespread use of Social Networking in India has been on the rise amid the new generation youths. In today's world, life cannot be imagined without Facebook, YouTube, Instagram, WhatsApp, LinkedIn or Twitter accounts and online handles. The new age social networking culture has been well accepted and has met an excited response and acceptance. There are reports of cultural changes and in the way traditional interactions and social communications are shown in India. Research studies on this new age social media impact and usage within India have been limited to definite surveys and theories. The objectives of this study is an attempt to examine the extent of social networking impact on the Indian youth in Bengaluru city. The reason for choosing youth as the target audience is because the direction of a country and culture is decided by the direction taken by youths of that country. This paper is an attempt to study the pattern of social networking usage and impact in order to determine the social networking addiction.

Objectives

1. To study the paradoxes and strategies of social media consumptions among the youngsters.
2. To find how emerging technology is influencing user actions.
3. To find positive and negative consequences of social media on business.
4. To provide insights relevant to the planning of marketing communications directed towards young people.

Study design and Methodology

The primary data for the present study was collected from the youngsters randomly picked in and around Bengaluru. There are a total of 54 youngsters who are being interviewed. Due to time, distance and resource constraints only 54 youngsters have been selected as sample respondents. These consumers were selected on the basis of convenience sampling method. The researcher has taken care to see that the respondents represent gender and age of different categories.

There are totally 54 respondents altogether considered for the survey. All the respondents were selected as samples to give 100 percent representation. The primary data collected from the sample respondents on various aspects has been organized in the graphical form. Such organized data has been analyzed with the help of different statistical tools like average, percentage etc. for easy understanding of the data and for drawing meaningful conclusion. Along with the primary data, secondary data has been collected from various published sources like books, Net etc. The ideas drawn from these sources have been incorporated wherever necessary to substantiate the primary data.

Limitations of the study

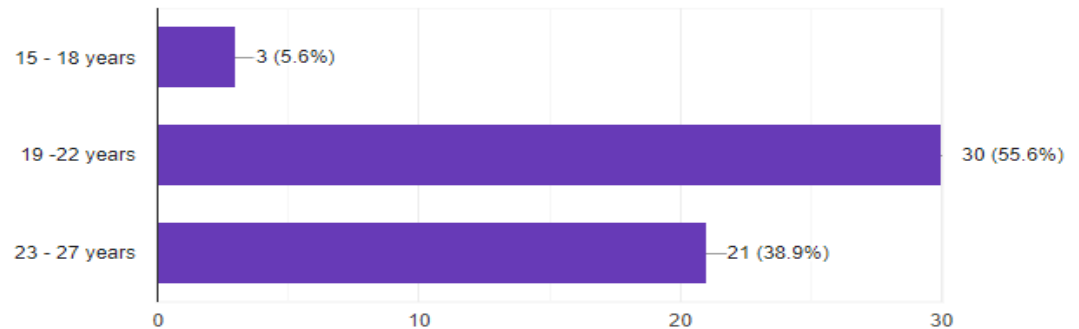
- The present study is done only in Bengaluru.
- The study is reduced to 54 samples due to time constraints
- The findings of this study cannot be generalized.
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Data Analysis and Interpretation

Graph 1

Age

54 responses



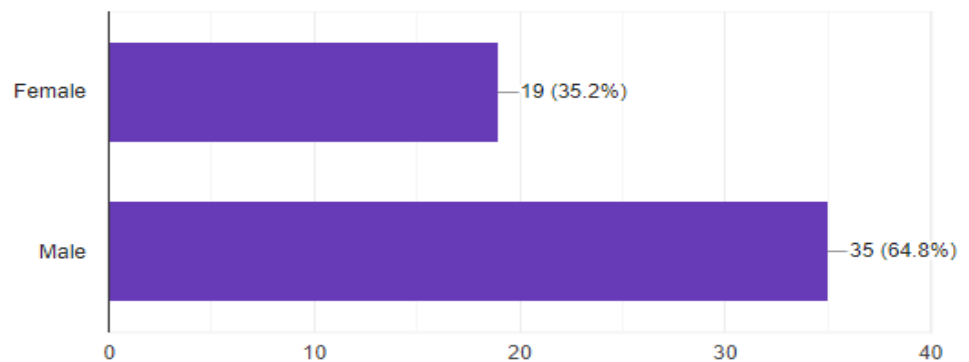
Source: Field survey

According to the survey conducted there were 30 respondents falling between 19-22 years, 21 respondents in 23-27 year category and 3 of them between 15-18 years respectively.

Graph 2

Gender

54 responses



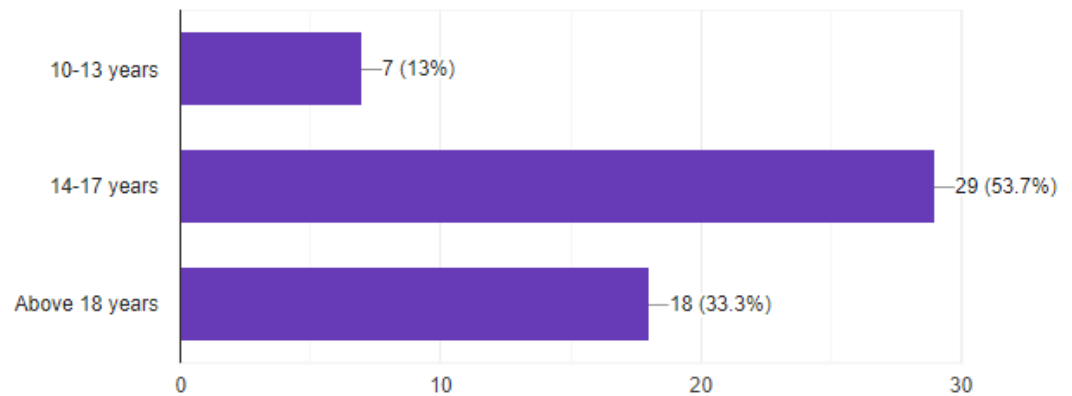
Source: Field survey

An analysis of graph 2 shows that out of the 54 respondents, 35% (19) were female & 64% (35) were men. Hence majority of the respondents were men.

Graph 3

Age of starting social media

54 responses



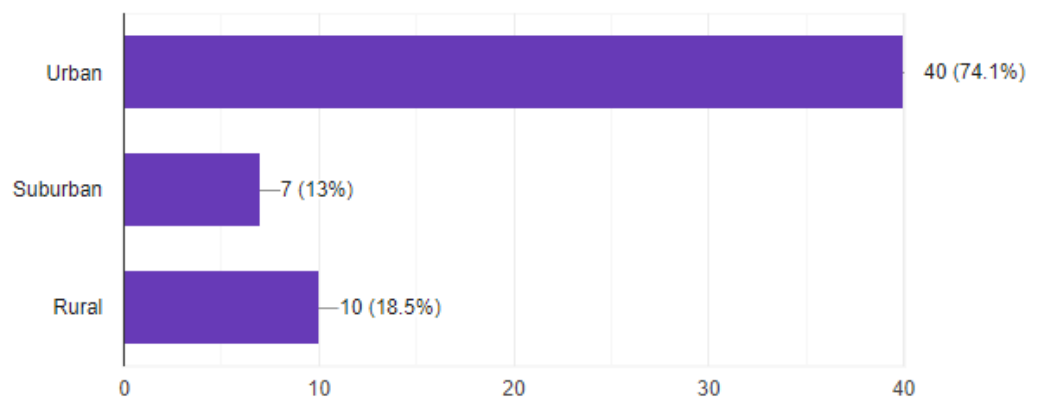
Source: Field survey

An analysis of the above graph reveals that the maximum number (53%) of respondents started using social media between the ages of 14-17 years while 33% of them have used social media after crossing 18 years and a small portion of 33% have accepted that they started using social media between the ages of 10-13 years.

Graph 4

Residence of starting social media

54 responses



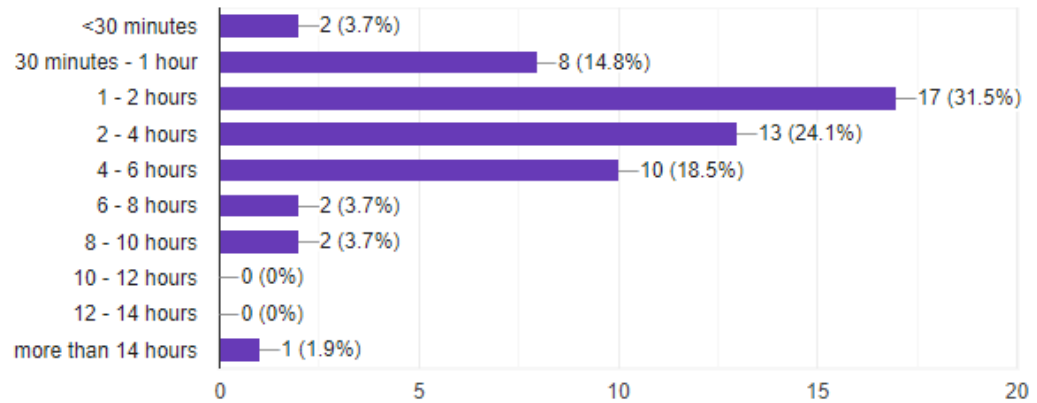
Source: Field survey

An analysis of the above graph depicts that out of 54 respondent's maximum (74%) of them reside in urban area, 10 respondents belong to rural area and 7 are of suburban area.

Graph 5

Number of hours spent on social media in a day

54 responses



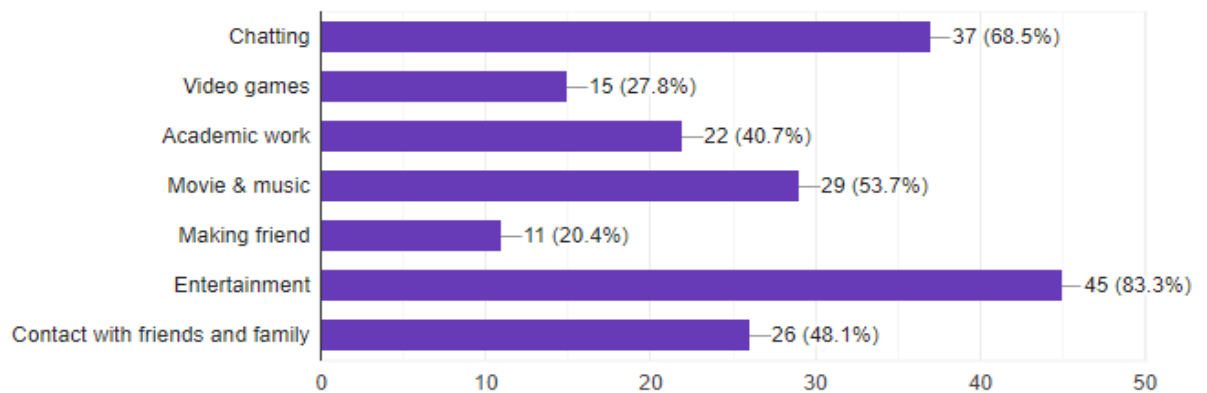
Source: Field survey

The analysis of the above graph represents that a majority of respondents (32%) use social media for a time duration of 1-2 hours followed by the usage from 2-4 hours, 4-6 hours accordingly. There was only one respondent who said that the social media usage was more than 10 hours and no respondents between 10-14 hours.

Graph 6

Reasons for using social media

54 responses

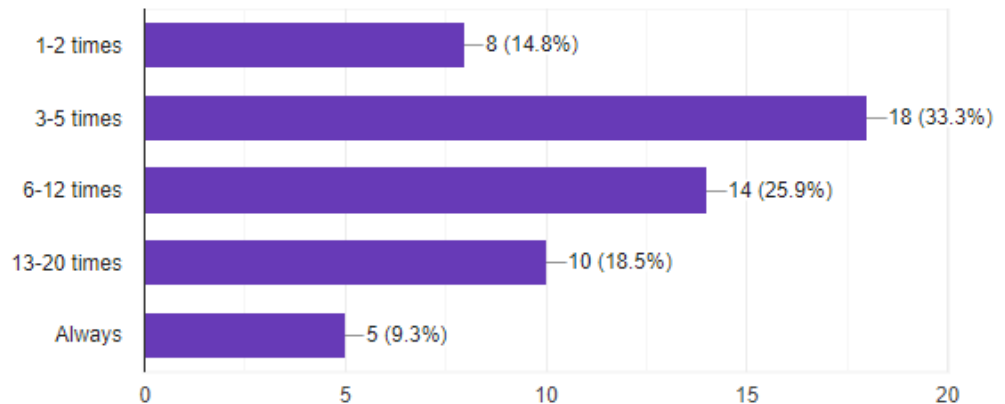


Source: Field survey

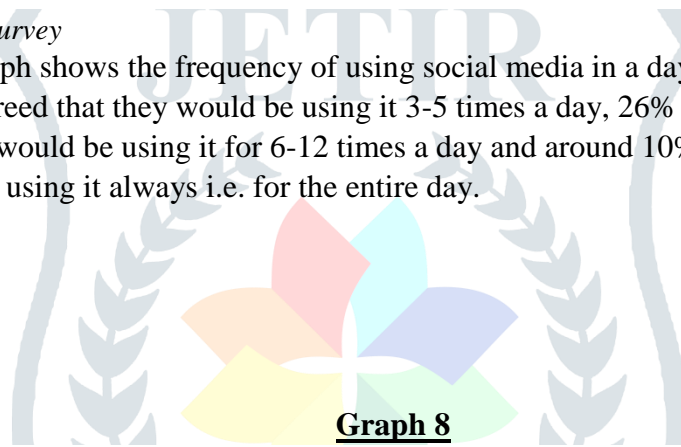
The survey report says that, most (83%) of the respondents use social media for entertainment, then for chatting, listening to music and watching movies, to have a contact with family and friends accordingly. Only 22 amongst the youngsters surveyed said that they would be using social media for academic purpose.

Graph 7**Daily frequency of using social media**

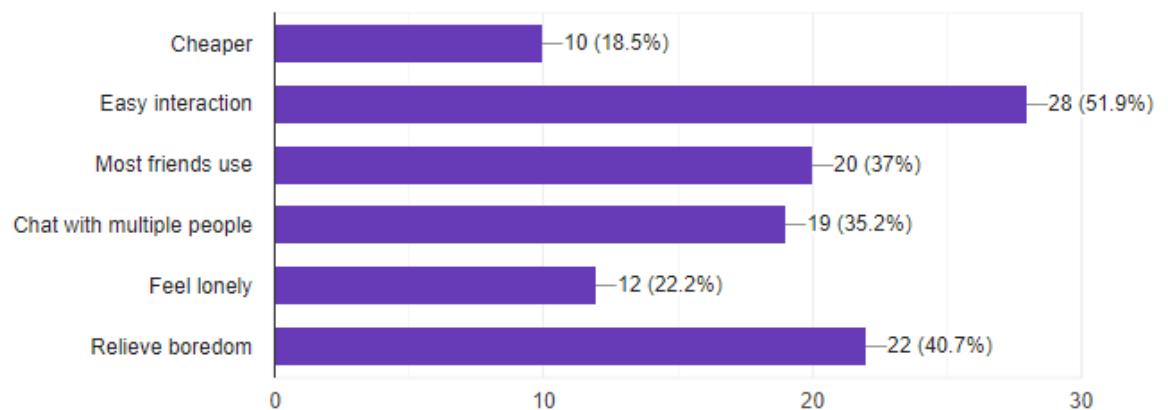
54 responses

*Source: Field survey*

The above graph shows the frequency of using social media in a day where, 33% of the youngsters agreed that they would be using it 3-5 times a day, 26% of the respondents said that they would be using it for 6-12 times a day and around 10% of them said that they would be using it always i.e. for the entire day.

**Graph 8****Reasons for using social media**

54 responses

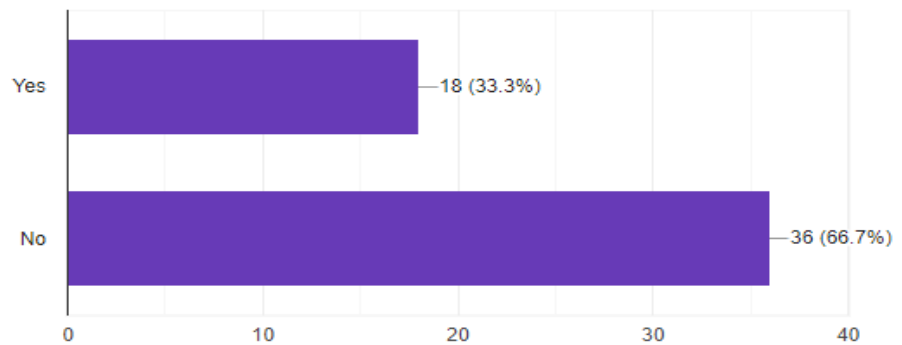
*Source: Field survey*

According to the above graph, it is interpreted that amongst the youngsters responded maximum (52%) use social media for easy interaction, 22 of them to relieve boredom, 37% of them use because their friends use, 35% of them practice to chat with multiple people, some because they feel lonely and a very few because it is cheap.

Graph 9

Negative impact on academic performance

54 responses

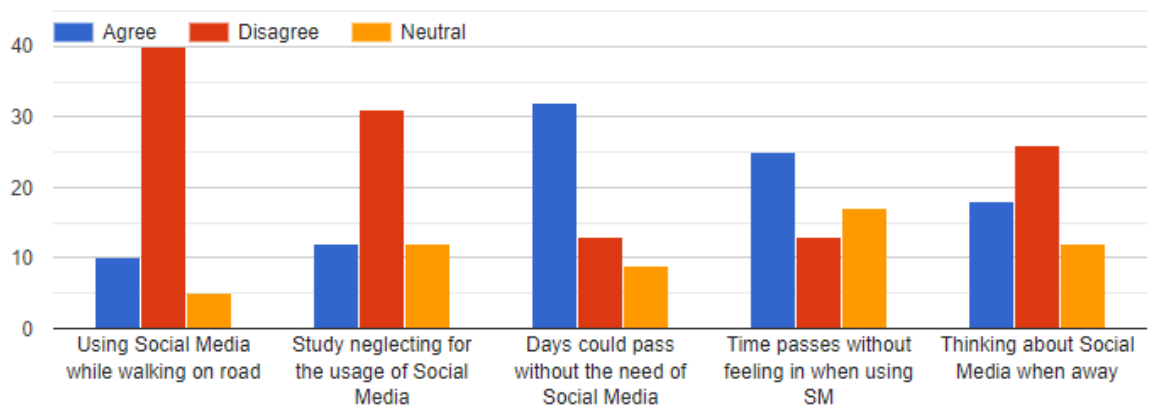


Source: Field survey

As per the analysis of the above graph, maximum youngsters surveyed (66%) have denied the statement that the use of social media effect their academic performance, while (33%) the rest agreed that it effects their performance.

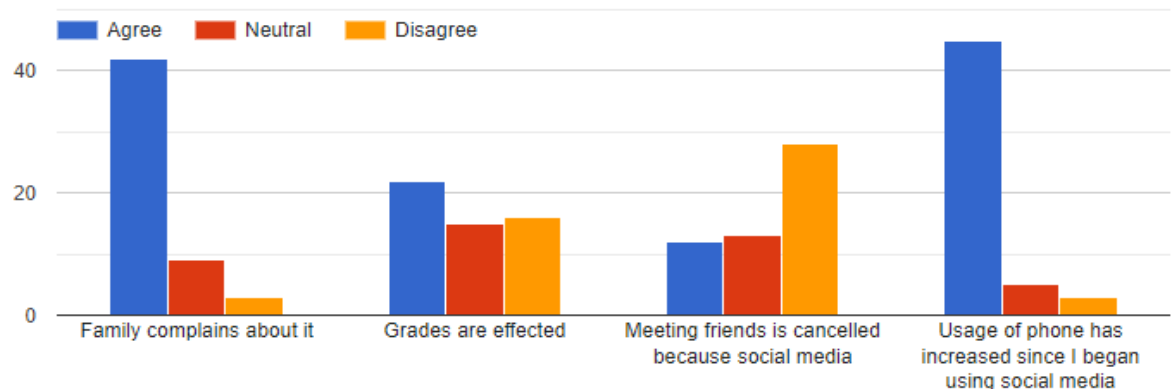
Graph 10

Attitude towards social media



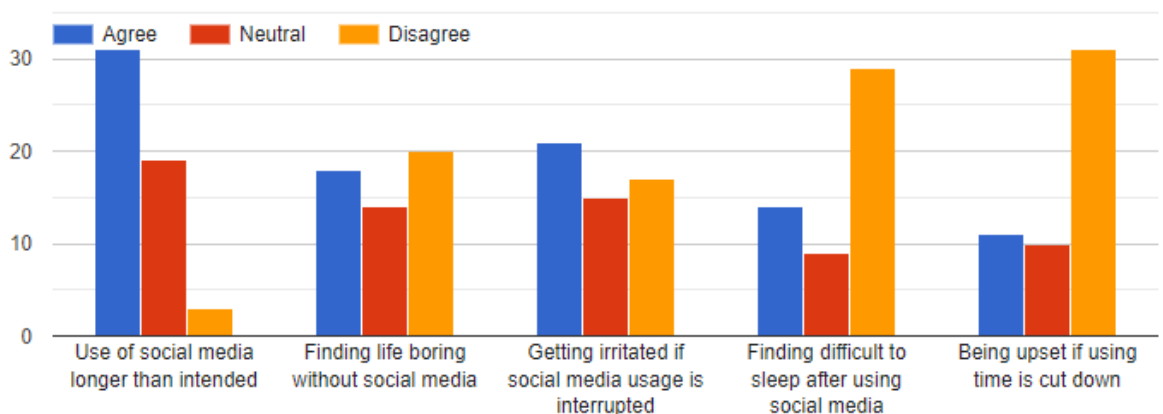
Source: Field survey

An analysis of the above graph depicts that a higher percentage (40%) of respondents disagreed to the statement that they use social media while crossing the road and also is of the opinion that the study is getting neglected because of social media. The youngsters also responded that the days could pass without the use of social media 25% of them responded that they do not feel bored while using social media and most of them say they think about social media during the non-usage.

Graph 11**Impact of social media**

Source: Field survey

Graph 10 discloses the negative implications of social media. Maximum respondents agreed that family complains for using social media, grades are getting effected and usage of phone has increased since they began using social media. While they disagree with the fact that plans of meeting friends does not get cancelled because of the use of social media.

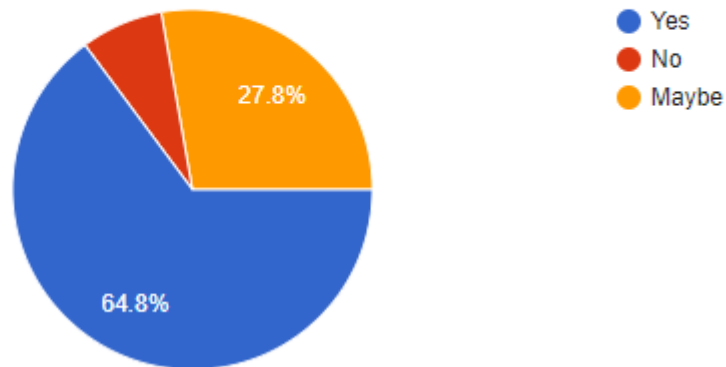
Graph 12**Dependence on social media**

Source: Field survey

An analysis of the above graph represents the dependency level of social media on youngsters. 32 of them responded that they use social media more than the intended time, most of them get irritated if the social media usage is interrupted. While maximum respondents disagree with the fact that life is boring without the use of social media, find it difficult to sleep without using social media and become upset if the time spent on consumption of social media is reduced. Hence there is a normal dependency of social media on the youngsters.

Graph 13**Using social media before going to bed**

54 responses

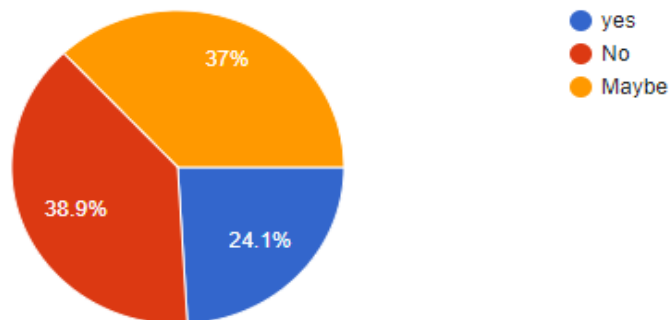


Source: Field survey

According to the above graph, it is interpreted that 65% of the youngsters responded in the survey that they use social media before going to bed, while a very less percentage (7%) of them clearly said they do not use.

Graph 14**Using social media while having food (breakfast, Lunch, Dinner)**

54 responses

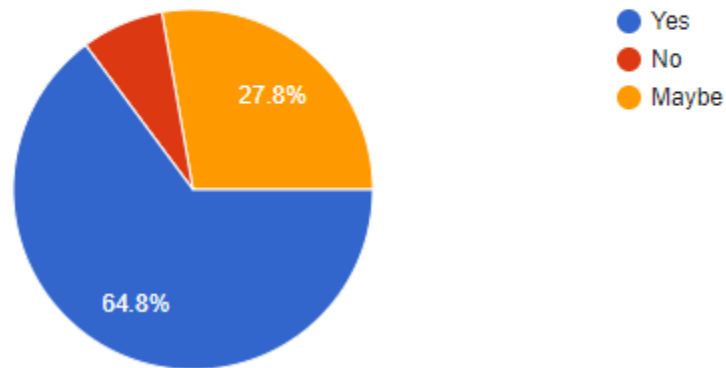


Source: Field survey

An analysis of the above graph represents that, a large portion (40%) of youngsters responded that they do not use social media while having food, while a closer to the same percentage of 37% responded that they might use social media while consuming food.

Graph 15**Using social media as soon as you wake up in the morning**

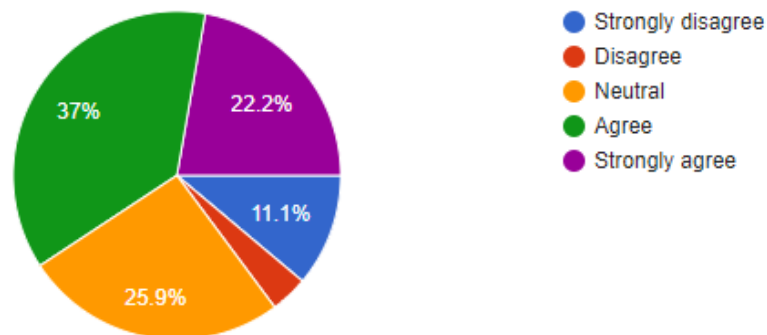
54 responses

*Source: Field survey*

An examination of the above graph depicts that majority (65%) of the respondents use social media as soon as they wake up in the morning, while 28% of them said they may use and 7% of them opined they do not use social media in the morning.

Graph 16**Do you agree that information searching is easier via social media comparing to mass media (Ex: TV, Newspaper & so on) ?**

54 responses

*Source: Field survey*

The above graph interprets that, 37% (maximum) of the youngsters responded agree to the fact that information searching in social media is easier compared to any mass media, while 30% are neutral about this fact, 22% strongly agree, 11% strongly disagree and the remaining disagree to the given statement.

Findings

1. It is found that majority of the respondents fall between 19-22 years.
2. It is found that majority of the respondents were boys.
3. A maximum number (53%) of respondents started using social media between the ages of 14-17 years.
4. A maximum (54%) number of respondents reside in urban area.
5. Most (83%) of the respondents use social media for entertainment, then for chatting, listening to music and watching movies, to have a contact with family and friends accordingly. Only 22 amongst the youngsters surveyed said that they would be using social media for academic purpose.
6. A large portion of respondents use social media for entertainment, then for chatting, listening to music and watching movies, to have a contact with family and friends accordingly.
7. 22 amongst the youngsters surveyed said that they would be using social media for academic purpose.
8. Frequency of using social media in a day was found where, 33% of the youngsters agreed that they would be using it 3-5 times a day, 26% of the respondents said that they would be using it for 6-12 times a day and around 10% of them said that they would be using it always i.e. for the entire day.
9. It was found that maximum (52%) of the youngsters use social media for easy interaction, 22 of them to relieve boredom, 37% of them use because their friends use, 35% of them practice to chat with multiple people, some because they feel lonely and a very few because it is cheap.
10. It was concealed that most of the youngsters surveyed (66%) have denied the statement that the use of social media effect their academic performance, while (33%) the rest agreed that it effects their performance.
11. A higher percentage (40%) of respondents disagreed to the statement that they use social media while crossing the road and also is of the opinion that the study is getting neglected because of social media. The youngsters also responded that the days could pass without the use of social media 25% of them responded that they do not feel bored while using social media and most of them say they think about social media during the non-usage.
12. Maximum respondents agreed that family complains for using social media, grades are getting effected and usage of phone has increased since they began using social media. While they disagree with the fact that plans of meeting friends does not get cancelled because of the use of social media.
13. The survey represents the dependency level of social media on youngsters. 32 of them responded that they use social media more than the intended time, most of them get irritated if the social media usage is interrupted. While maximum respondents disagree with the fact that life is boring without the use of social media, find it difficult to sleep without using social media and become upset if the time spent on consumption of social media is reduced. Hence there is a normal dependency of social media on the youngsters.
14. It is interpreted that 65% of the youngsters responded in the survey that they use social media before going to bed, while a very less percentage (7%) of them clearly said they do not use.
15. A large portion (40%) of youngsters responded that they do not use social media while having food, while a closer to the same percentage of 37% responded that they might use social media while consuming food.

16. It was found that the respondents use social media as soon as they wake up in the morning, while 28% of them said they may use and 7% of them opined they do not use social media in the morning.
17. The youngsters responded agree to the fact that information searching in social media is easier compared to any mass media, while 30% are neutral about this fact, 22% strongly agree, 11% strongly disagree and the remaining disagree to the given statement.

Suggestions

Based on the findings drawn from this study, the researcher has made the following.

- The students access the various social networking sites through their mobile phones, it is advisable that university enacts laws, making students' use of phones during lectures an offence which shall attract drastic punitive measures for the culprits.
 - Organize a seminar to educate students on the not too-good aspects of using social networking sites as media of interaction. This can be done by revealing students to the importance of face to face communication in the creation of real communication or message sharing. Seminars would be helpful here.
 - Provision of laws on the content of social media: There has to be laws guiding the students' use of the social networking sites and what they distribute through the media.
- Recommendations to the Ministry of Information Technology:
 - Since social networking sites fall within the ambit of the Ministry of Communications Technology, it is the duty or responsibility of initiating and synchronizing all the policies and agenda towards the use and development of information and communication Technologies (ICTs). Social networking is part and parcel of the ICTs, as such from the findings. From this work; these recommendations are made to the ministry:
 - The ministry has to command all the social service providers to make it mandatory that the condition for one to open an account on any of the social networking sites is having a duly registered GSM SIM card.
 - The service providers have to keep the personal details of each of their account owners including their GSM phone numbers; and make the information obtainable to an appropriate government agency if the need arises.
 - Enactment of Social Media Use Act: The ministry has to propose to pass a new law that would guide the users of the social network sites with the do's and don'ts. This is quite necessary now, as one of the findings of this study shows that some of the students use the social networking sites to engage in cyber-crimes. Such act shall offer the legal framework that would help Law courts to adjudicate on cyber-crime cases.

Conclusion

Social media addiction was observed in over one third of the respondents, almost equally distributed and majority had mild obsession. The use of social media is increasing exponentially, and this produces enormous challenges for both academic research and business practice. Consumer research is faced with the need to develop conceptual ideas of social media behavior complemented with empirical findings from the consumer perspective. Highlighting both conceptual and empirical issues, this paper demonstrates how important it is for companies to understand their role in the emerging media dominated by users. Instead of focusing on technology applications or push-marketing, social media strategies should adopt a consumer-dominant mindset by starting from the consumers' perspective on activities and practices in social media.\

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