



A STUDY ON THE IMPACT OF SOCIAL MEDIA AMONG COLLEGE STUDENTS IN KILAKARAI WITH REFERENCE TO RAMANATHAPURAM DISTRICT

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ABSTRACT

Social media is a kind of service that helps an individual to create their own personal profile and thereby connect with them in an altogether public forum that provides them with features such as chatting, video calling, content sharing, reposting, tweet, photos, video sharing and blogging. Individuals spend more time on social media for downloading pictures, for entertainment and chat with friends to keep themselves connected with one another. College students are more fanatic towards social media. So, they lose concentration on studies and they prefer browsing sites. Some of them may utilize social media for studying purposes. Social media becomes an important communication tool that individual use to connect with other people or organization. Social media among organizations is growing at tremendous rate. Positive effect of social media on society is you can proclaim your issues to the crowd to seek help from them. The research has focused on the role of social media. The purpose of this study is to analyze the impact of social media among college students, particularly Whatsapp, Facebook, Youtube, Twitter and LinkedIn.

Keywords: Social media, Social Networking, Facebook, Youtube, Twitter, LinkedIn.

I.INTRODUCTION

Social media is a kind of service that helps an individual to create their own personal profile and thereby connect with them in an altogether public forum that provides them with features such as chatting, video calling, content sharing, reposting, tweet, photos, video sharing and blogging. Individuals spend more time on social media for downloading pictures, for entertainment and chat with friends to keep themselves connected with one another. College students are more fanatic towards social media. So, they lose concentration on studies and they prefer

browsing sites. Some of them may utilize social media for studying purposes. Now-a-days social media is a popular trend, especially among college students. Social networking sites provide various benefits to the staffs and students. Students keep themselves up-to-date information with the knowledge of social media and they use social networking sites as an educational tool such as webinars, online course and boost the learning experience. Social media keeping them well informed about their lives of friends, family and various trending news around the world. Friends, families and associate professionals are easily found and connected through the social media. It helps the students to make and maintain business connections by following business tycoons, familiar people, and subject experts on various topics, popular professors or people in their career field. They interact with the students about latest update on their choice of subjects.

Each social networking site has its unique characteristics and best practices. Social media provides an opportunity for the employment and trends in your field of interest. Many companies also provide the links to their social media profile in their career page it helps the employer to know about the company strategy. Positive effect of social media on society is you can proclaim your issues to the crowd to seek help from them.

II. REVIEW OF LITERATURE

1. Jaffar Abbas and Jaffar Aman (2019) this study aims to examine the constructive and adverse factors that impact on students' minds and how these helped students to share positive and negative aspects with others. It is increasingly noticeable that social networking sites and their applications present enormous benefits for as well as risks to university students and their implications on students' psychological adjustment or learning behaviors are not well understood. The findings reveal that technology acceptance, its ease of use, and its perceived benefits play a decisive role in students' decisions to use social media. These findings suggest that taking a balanced approach to social media can help avoid the negative health consequences of excessive social media use. Government officials can also benefit from these findings, and they can take appropriate measures to protect the health of students and others in society from the excessive use of social media.

2. Man Qitong and Md. Jahidur Rahman (2019) The main aim of this study was to identify the effects of Social Media Marketing on brand loyalty from cosmetics customers. The aim of this study was to investigate the effects of Social Media Marketing on cosmetic brand loyalty among college students. The research questions and hypotheses were well developed, and the results were obtained through an appropriate process. The study found that Social Media Marketing had a positive effect on cosmetic brand loyalty among college students. Advantageous campaigns, relevant content, updated information, popular content, and variety of applications and platforms all showed strong, positive relationships with cosmetic brand loyalty among college students. These results suggest that cosmetics companies should make Social Media Marketing a priority, and they should use creative, attractive platforms to help build strong relationships with their college student customers.

3. Rizwan Raheem Ahmed and Dalia Streimikiene (2019) The objective of the research is to evaluate the creativity and effectiveness of digital media for building brands sustainability for the Pakistani companies and to also

assess its utility and effectiveness from the consumers', professionals', and marketers' perspective. The results of the study help to the current and potential online buyers for selecting the medium for their purchase decision and, at the same time, the outcomes of the study are also helpful to the marketers of services and manufacturing sectors to formulate their online media communication campaigns in order to attract maximum consumers for their products and services. The mobile phone marketing tool has the most cogent influence, and then the email marketing channel, and followed by the SEO & companies' websites marketing tool. Thus, this further concluded that there are several factors, which are important in creating an online advertisement, thus, the marketer should take these mediating variables while devising any integrated marketing communication (IMC) campaign for online digital media for the optimal outcomes.

III.STATEMENT OF THE PROBLEM

Social media is a controversy topic in today's society. Social media is important because it allows you to attain people locally, territorially and even internationally. The usage of internet has increasing rapidly during the last few years. Students who are addicted to social media may experience negative side effects such as stress or lack of sleep. Social media is increasing students' anxiety, depression and frustration.

This paper aims to find out the positive and negative effect of social media among college students. The study will focus on the role of social media on students' day-to-day life. The study is positioned on college students because the frequency usage of social media is rapidly increasing by college students.

IV. OBJECTIVES OF THE STUDY

- To study the factors influencing social networking sites.
- To study how social media emphasize in consumer purchasing behaviour.
- To study and analyze students perception towards social media.
- To offer suitable suggestions based on the findings of the study.

V.RESEARCH METHODOLOGY

Research methodology gives an insight about the overall outlook and approaches to the research mechanism in total. In this chapter the analytical structure and methodology approved has been explored. It screens out the procedures and different aspect to collect the data and selection of the sample. The tools and techniques carried out for the data analysis of the study is also dealt in this field. The focus of this research is to study the impact of social media among college students. Data for the study is collected through primary and secondary data.

VI.TOOLS FOR ANALYSIS

The unorganized data were organized in a systematic manner. Different statistical tool are used by the researcher to analyze the primary data. The data were classified into tables for the purpose of analysis and

interpretation such as chi square, garrett's ranking and weighted average method.

6.1. USAGE OF SOCIAL MEDIA

The following Table 6.1. reveals the respondents usage of social media.

Usage of Social Media

S. No.	Particulars	Number of Respondents	Percentage (%)
1.	Facebook	42	28
2.	Instagram	51	34
3.	Whatsapp	36	24
4.	Youtube	21	14
	Total	150	100

From the above Table 6.1.out of 150 respondents, 34% of the respondents use insatgram, 28% of the respondents use facebook, 24% of the respondents use whatsapp and remaining 14% of the respondents use youtube. It is found that majority of the respondents use instagram because it is faster in speed for fetching content as compared to facebook. The main benefit due to which instagram steps higher than facebook is because it is more secure and personal.

6.2.AWARENESS ON SOCIAL MEDIA

The following Table 6.2. shows the key factor to install social media application.

Awareness on Social Media

S. No.	Particulars	Number of Respondents	Percentage (%)
1.	Family and Relatives	21	14
2.	Friends	109	73
3.	Advertisement	15	10
4.	Education	5	3
	Total	150	100

From the Table 6.2. it is inferred that 73% of the respondents have social media account by the suggestion of friends, 14% of the respondents have social media account by the suggestion of family and relatives, 10% of the respondents have social media account by seeing advertisement and 3% of the respondents have social media account for the purpose of education. It is clear that majority of the respondents are aware of social media through friends because we probably go with what our friends already have.

VII.FINDINGS OF THE STUDY

- It is inferred that majority of the respondents are accessing their social media account through their mobile.
- The analysis reveals that majority of the respondents are using social media for more than 5 years.
- The analysis reveals that majority of the respondents sometimes evaluate the content they posted on social media.
- The calculated value of chi-square is 79.8 which is more than the table value of 7.81 hence, the hypothesis is rejected. Therefore, it is concluded that there is no significant relationship between gender and number of social media account.
- The calculated value of chi-square is 33.425 which is more than the table value of 15.5 hence, the hypothesis is rejected. Therefore, it is concluded that there is no significant relationship between age and frequency of using social media.

VIII.CONCLUSION

In the present scenario, college students have vast interest in social media, which helps them to develop knowledge and social skills. Social media produces both positive and negative consequences in academic assistance and support. Lesser part of students' community gets hold of the positive facet of social media in academic performance. Social media offer many social-skill enhancement opportunities for students of all different personalities. Messaging, chatting and other one-on-one and group conversations online help the socially uncomfortable students' community to open up, feel better about communicating and develop a greater understanding of others. But these sites play a major role in spreading health awareness among students community and thus created a positive impact on respondents. Students are spending most of their valuable time in social networking sites. The outcomes explain that students are effectively using the services provided by social media for their personal growth. By overcoming certain risk factors in the social media features, they can achieve a remarkable growth in their professional life too.

IX.REFERENCE

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