

Factors Determining the Social Media Usage Among College Students in Chennai

*Dr. K. KANCHANA, **Dr.R.ARUN, ***Dr ANITA DALAL, ****DR. U. PRIYA, ***** Dr. M.UMAMAHESWARI,

***Dr. K. KANCHANA,**

Assistant Professor. Department of B. Com (Corporate Secretaryship)
Chevalier T. Thomas Elizabeth College for Women

kanchana@cttewc.edu.in

****Dr.R.ARUN,**

Associate Professor, Department of Management Studies,
J.H.A Agarsen College, Chennai

drarunr1123@gmail.com

*****Dr ANITA DALAL**

Associate Professor, English Department
C. H. L. Government College Chhara (Jhajjar)

Department of Higher Education, Haryana

email: Mrs. Anita anitaratheedalal@gmail.com

******Dr. U. PRIYA**

Assistant Professor, B. Com (Corporate Secretaryship)
College: Chevalier T. Thomas Elizabeth College for Women

upriya@cttewc.edu.in

*******Dr. M.UMAMAHESWARI,**

Head - Research, Associate Professor,
Dr SNS Rajalakshmi College of Arts and Science, Coimbatore

Abstract

The rise of online platforms for managing relationships, exchanging information, establishing personal connections, and sharing content for a variety of reasons has altered and, in some cases, eliminated the need for face-to-face interaction. Keeping in touch, especially amongst students, was made easier thanks to social media. Web apps have shifted their attention from individual use to group work and networking on social media platforms. Education has also been impacted by this change. The use of social media in the classroom is now the norm. Scholars and technocrats alike had figured out how to integrate various social media platforms into the university classroom. There is a wide variety of resources available, from those designed for a broad range of users to those tailored specifically to the needs of the academic community. In this study, researchers in Chennai looked at how several variables affect college students' use of social media.

Keywords: Relationship Management, Communication, Personal Reach, Social Media, Education.

INTRODUCTION

People view social media as a sword because of its ability to both do and undo great deeds. In addition to becoming a ubiquitous part of the lexicons of today's young, "social media" is frequently the subject of heated debate and controversy. It has been blamed for both revolutions and the exposure of scams. Social media has matured to the point that it is influencing government and leading a social

awakening. Internet forums, groups, blogs, networking sites, social book marking sites, wikis, podcasts, content communities for articles, video/photo sharing sites, Question and Answer sites, review sites, etc. are all part of what makes up social media and not just Facebook, WhatsApp, and Twitter on their own. Social media users are growing at an exponential rate. However, it is difficult to fully grasp the impact of social media on people's lives and on society as a whole.

The benefits of social media are endless, and its applications are diverse. There's no denying that the right application of such a potent resource might revolutionise any aspect of human existence for the better. Businesses now see the value in social media. They utilise it for efficient advertising, fostering strong customer relationships, overseeing a smooth supply chain, keeping customers interested, and educating them about the company and its offerings. The usage of social media by individuals has facilitated communication, friendship, and the reconnection of long-lost acquaintances. Media files, content documents, personal views, thoughts, comments, and even personal images are easily shared on social networking sites amongst folks who share similar interests all over the world. It's there for you in times of need, comforting you and keeping you safe when you're all alone.

The social media are all-encompassing and include numerous fields of study. Because of advancements in both technology and society, the use of social media has exploded in recent years. The mood and, by extension, the social behaviour of those involved can be directly affected by their online contacts. This has an instant effect on how people around you react, which might have repercussions for your relationships. Disagreements and even divorces amongst close friends and family members have been linked to the rise of social media. According to (Varinder Taprial & Priya Kanwar, 2013) Psychological research shows that social media might have a narcissistic effect on its users. This has resulted from people using social media to provide an inaccurate portrayal of themselves in an effort to appear significant, exceptional, obtain attention, prestige, and self-esteem.

Students at today's universities can gain from social media in a variety of ways. The potential for potential employers to examine such records in the future for background reality checks has increased the need of being familiar with this technology and proficient in its use. Students can gain a competitive advantage through their knowledge of and skill with Social Media. Social media makes it easier to connect with people outside of one's own social circle, such as friends

and family. When used for schoolwork, it helps pupils learn more than they might in a traditional classroom by facilitating better information access, analysis, retention, and sharing. With the above setting the present research is intended to find the solution for the following research objective;

1. To examine the factors influencing the usage of social media in the life of students.

Literature reviews

The expansion of social media sites demonstrates a significant shift in the individual and societal behaviour of Internet users, as studied by Biswajit and Jyoti (2010). According to research conducted by Shabnam et al. (2012), youth use social networking sites as a powerful tool for view mobilization because of the ease with which they can share their opinions on a wide range of topics, from political and social issues to education and personal problems. Researchers Kabbur and Savitri (2015) looked at how social media affected students and found that while it allowed people to communicate with each other across great distances, it also diverted students' attention away from their studies. Students at universities in Assam were the focus of Rashid's (2015) investigation into the relationship between social media and self-identity; he discovered that users were engrossed in the platform because it provided them with a platform for self-expression. According to research by Pankaj Chaudhary and Rajat Sahani (2017), social media has a significant impact on today's college students. They thought that social networking was appealing because it gave college students access to a new social network and a healthy outlet for stress. According to research conducted by Kaushik Bhakta (2017), there is an inverse correlation between students' time spent on social media and their performance in the classroom. There were advantages and disadvantages to using social networking sites for college students. According to Shankar and Gopal (2021), the use of ICT in the classroom has fundamentally changed the way students learn.

Research Methodology

The research is analytical in nature and makes use of primary data gathered through the use of a questionnaire. College students in the city of Chennai who make use of social media for a variety of purposes in relational management were the focus of this research. Purposive, or judgement, sampling was used for this research. This is because all of the participants in the study

are college students who make use of social media for a variety of reasons. For this study, we drew on a wide range of secondary sources, including periodicals, the web, and print and online versions of academic and professional journals, as well as newspapers and company reports.

Analysis and discussion

Table 1: Demographic Profile of the Respondents

Classification	No of Respondents
Gender	
Male	49
Female	51
Age (Years)	
18 to 21 years	38
21 to 25 years	42
Above 25 years	20
Marital Status	
Married	26
Unmarried	74
Type of education	
Under graduation	39
Post graduation	32
Research	27
Diploma	02
Educational domain	
Social studies	38
Science	26
Engineering	20
Medicine	08
Diploma/Polytechnic	04
Law	04
College of education	
Self financing	48
Government	26
University	26
Total	100

Source: Compiled and calculated using primary data

The above table represents the demographic profile of the respondents who are the students of higher education in Coimbatore city. Out of 100 samples selected;

- 51 Respondents are female

- 42 respondents are between the age of 21 and 23 years
- 74 respondents are unmarried
- 39 respondents are pursuing under graduation

- 38 respondents belonging to social studies discipline of education
- 48 respondents belong to self-financing colleges

Factors influencing the usage of Social Media among the students

Kaiser – Meyer – Olkin (KMO) and Barlett's Test

Table 1: Kaiser – Meyer – Olkin (KMO) and Barlett's Test Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.52
Bartlett's Test of Sphericity	Approx. Chi-Square	321.17
	Df	65
	Sig.	.00

To test the adequacy of samples for conducting factor analysis the KMO and Barlett's test result is conducted and it clears through the p value as .000 which is significant and concluded that the study can proceed with factor analysis.

Communalities

Table 2: Communalities

Factors	Initial	Extraction
Content quality	1.000	.52
Societal relevance	1.000	.65
Information credibility	1.000	.59
Pace of reach	1.000	.62
Faster attention	1.000	.58
Technological way of learning	1.000	.63
Relevance of sites	1.000	.69
Fulfillment of needs	1.000	.75
Effective and efficient	1.000	.72
Ingenious in managing the sites	1.000	.70
Global connectivity	1.000	.62
Cross cultural relationships	1.000	.63
Independence from books (outdated)	1.000	.69
Skill development	1.000	.61
Ease of use	1.000	.50

Extraction Method: Principal

It is visible from the above table that all the communalities are over and above the minimum threshold value of 0.5 ranging from 0.558 to

0.760 this implies the 15 variables are statistically significant. Hence all the variables are retained.

Rotated Component Matrix

Table-3.: Rotated Component Matrix

Factors	Component			
	1	2	3	4
Content quality	.15	.71	.15	.26

Societal relevance	-.36	-.49	.62	.38
Information credibility	.05	.68	.33	.28
Pace of reach	.32	.69	.35	.69
Faster attention	-.04	.30	.60	.23
Technological way of learning	.66	-.41	.26	.47
Relevance of sites	.63	.16	.26	.33
Fulfillment of needs	.68	-.12	.37	.31
Effective and efficient	.69	-.22	.12	.13
Ingenious in managing the sites	.59	.39	.09	.14
Global connectivity	.12	.08	.37	.65
Cross cultural relationships	-.30	-.39	.34	.58
Independence from books (outdated)	.24	.13	.66	.25
Skill development	-.30	.14	.61	.21
Ease of use	.31	.69	.24	.23

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

The result of factor analysis with the extraction technique of Principal Component Analysis as well as the Rotated Component Matrix based on Varimax Rotation Technique with Kaiser Normalization identified four factors identified with new names. Factor one consists of five items and named as Design factors. Factor two consists of three items and named as Value factors. Factor three consists of four items and named as Outlook factors. Factor four consists of three items and named as Outreach factors.

Conclusion

The evolution of social media has made it an indispensable part of modern human existence. It has contributed to better coordination, information sharing, and education. Students, as a representative sample of the population at large, are inevitably influenced by social media. Thus, the threat posed by social media to a student's day-to-day existence is enormous, and attention to which is unavoidable. Since both teachers and students in today's highly competitive higher education system benefit from increased opportunities for social mobility

and connectivity, social media have a role in the classroom. The people who have a say in higher education should get that students want to find better ways to use social media as a tool for learning. Since social media approaches are superior alternatives to covering themes and even as a means of introducing more topics, higher education institutions should make the required arrangements for their absorption. Teachers can use social media to reach out to their students and build rapport, and students can use it to get involved in class discussions. Academic excellence at higher education institutions around the world requires an examination of the negative effects of social media on students in order to ensure relevant checks and balances for efficient use of social media to achieve this aim.

References

1. Ahn, June (2011). Digital Divides And Social Network Sites: Which Students Participate in Social Media?, *Journal of Educational Computing Research*, 45(2):147-163.

2. Akakandelwa and Gabriel Walubita (2017). Students' Social Media Use and its Perceived Impact on their Social Life: A Case Study of the University of Zambia. *The International Journal of Multi-Disciplinary Research* 1, 2(6), 1- 14
3. Arun (2019), "Sustainable Green Hotels - Awareness for Travelers", *International Journal of Emerging Technologies and Innovative Research* ISSN:2349-5162, Vol.6, Issue 4, page no. pp343-347, <http://doi.one/10.1729/Journal.20408>
4. Vijai, C., Bhuvanewari, L., Sathyakala, S., Dhinakaran, D. P., Arun, R., & Lakshmi, M. R. (2023). The Effect of Fintech on Customer Satisfaction Level. *Journal of Survey in Fisheries Sciences*, 10(3S),6628-6634.
5. Kiran Kumar Thoti,(2023) Factors Impacts the Students to Choose Entrepreneurship as their Career of Choice in Malaysia, Published in International Journal of Multidisciplinary Research and Analysis, An Open Access Journal, Volume 06, Issue 04, April 2023, Cross Ref Journal, ISSN No. 2643-9875, DOI: <https://doi.org/10.47191/ijmra/v6-i4-38>.
6. [Bhuvanewari, Arun](#) (2018) Food safety awareness to consumers, *RESEARCH REVIEW International Journal of Multidisciplinary*, Vol.03, Issue 12, 1006-1008, <https://old.rrjournals.com/past-issue/food-safety-awareness-to-consumers/>
7. Singh, B., Dhinakaran, D. P., Vijai, C., Shajahan, U. S., Arun, R., & Lakshmi, M. R. (2023). Artificial Intelligence in Agriculture. *Journal of Survey in Fisheries Sciences*, 10(3S), 6601-6611. Mythili, Udhayakumar, Umamaheswari, Arun (2023) Factors Determining Mutual Fund Investments in Coimbatore City, *European Chemical Bulletin*, 12(special issue 6), 4719– 4727.
8. Al-Bahrani, Abdullah, et al. (2015). Engaging Students Using Social Media: The Students' Perspective. *International Review of Economics Education*, 19, 36–50., doi:10.1016/j.iree.2015.06.001.
9. Baccarella, Christian V., et al. (2018). Social Media? Its Serious! Understanding the Dark Side of Social Media. *European Management Journal*, 36 (4), 431–438., doi:10.1016/j.emj.2018.07.002.
10. Biswajit Das, Shankar Sahoo Jyoti (2010). Social Networking Sites: A Critical Analysis of Its Impact on Personal and Social Life. *International Journal of Social Science*, 2, Bhubaneswar, Orissa, INDIA
11. Çakır, Recep, and S. Serkan Tan. (2017). Development of Educational Applications on the Social Network of Facebook and Its Effects on Students' Academic Achievement. *Educational Sciences: Theory & Practice*, 17(5), doi:10.12738/estp.2017.5.0273.
12. Carolan, Brian V. (2009). Estimating the Effects of Students' Social Networks: Does Attending a Norm Enforcing School Pay Off? *The Urban Review*, 42(5), 422–440., doi:10.1007/s11256-009-0141-2.
13. Chiou, Wan-Jiun Paul, et al. (2018). Paying Attention to Social Media Stocks. *International Review of Economics & Finance*, doi:10.1016/j.iref.2018.08.009.
14. Kabbur, Mahabaleshwar. S. and Savitri K (2015). The Impact of Mobile and Internet Based Social Network Technologies on Student Education. *International Journal of Emerging Trends & Technology in Computer Science*, 4(2) : 89-92.
15. Kailer, Daniel., Peter Mandl and Alexander Schill (2013). An Empirical Study on The Usage of Social Media In German B2C-Online Stores. *International Journal of Advanced Information Technology*, 3(5):1-14.
16. Kamuh, Dea (2014). The Impact of Social Media on Student Academic Performance of International Business Administration Program in Sam Ratulangi University. *Manado*, 2(3) : 1010-1018.
17. Kaushik Bhakta(2017). Using Social Networking Sites and its Impact on College Students. *International Journal For Innovative Research In Multidisciplinary Field*, 3(1), 12-18
18. Pankaj Chaudhary, Rajat Sahani (2017). A Survey of Impact of Social Media on College

- Students. *International Journal of Scientific & Engineering Research*. 8(10), 151-154.
19. Arun, Umamaheswari,(2016), Service quality dimensions and its effect on customer satisfaction on service provided By star hotels of Nilgiri District, *Asia Pacific Journal of Research*, Vol:I. Issue XL, 243-246, <https://in.docs.wps.com/l/sIMmSgZfUAayf56MG?v=v2>
 20. Rashid, Ayesha Tahera (2015). Social Media and Identity Issue: Facebook Photos as Online Identity. *Communication Today*, 17(3): 59-75.
 21. Shankar R, and Gopal D, L, N. (2021).Online Teaching Effectiveness: Faculty's Perspective. *Review of International Geographical Education (RIGEO)*, 11(7), 3655-3661. Doi: 10.48047/rigeo.11.07.335
 22. Arun R, and Bhuvaneshwari R (2019). Buying behavior of meet's consumption relates to food safety from north and south part of the Coimbatore City. *International Journal of Recent Technology and Engineering*, 7, 429-433. <https://www.ijrte.org/wp-content/uploads/papers/v7i5s/ES2177017519.pdf>
 23. V. Sivakumar and Shankar R. (2019). Social Media Advertisement and its Consequences on Women Consumers. *International Journal of Emerging Technologies and Innovative Research*, 6(1), 624-630.
 24. Arun, R. "A Study on the Performance of Major Spices in India." *Recent Trends in Arts, Science, Engineering and Technology (2018): 149*.
 25. Krina Anadkat, Meeta Joshi, Parvi Bharti Singhal , Bijesh Dhyani, Kiran Kumar Thoti Impact of Job Stress on Employee Performance: An Empirical Study in the Context of Banking Industry, *Journal of Informatics Education and Research*, ISSN: 1526-4726, <https://doi.org/10.52783/jier.v3i2.78> , Vol 3 Issue 2 (2023), Page No. 113-118.
 26. K. Rani, Dr. J.Udhayakumar, Dr. M.Umamaheswari, Dr.R.Arun,(2023) "Factors Determining The Purchases of Clothing Products Through Social Media Advertisements in Coimbatore City", *European Chemical Bulletin*,12(special issue 6), 4728– 4737.
 27. Edson Nirmal Christopher, Sivakumar, Arun ,Umamaheswari (2023) Iiimmunoinformatic Study for a Peptide Based Vaccine Against Rabies Lyssavirus Rabv Strain Pv, *European Chemical Bulletin*, 12(special issue 9), 631– 640.
 28. Dr. KiranKumar Thoti,(2016) "Emotional Intelligence Levels on Gen X & Gen Y " *International Journal of Science and Technology*, ISSN 2394-1537 (Online) Volume 5, Issue 8, August" 2016, pp. 01-10.
 29. Arun, Bernard Edward Swamidoss, Venkatesan (2023), Impact of Hospitality Services on Tourism Industry in Coimbatore District, *Journal of Namibian Studies - History Politics Culture*, Volume 33, Special Issue 3, Pp. 2381-2393.
 30. Anitha, Karpagambigai, Arun (2023), Factors Influencing the Organization to Practice Green Hrm: A Study Concerning Coimbatore District, *European Chemical Bulletin*,12(Special Issue 6), 1406-1415
 31. Arun (2020), Challenges and Opportunities of E-Banking in India – A Review, *Studies in Indian Place Names*, Vol-40-Issue-40, <https://archives.tpsindia.org/index.php/sipn/>
 32. Anitha, Jagadhambal, Arun (2023), Factors Determining the Leadership Qualities of Female Leaders in Higher Education Institutions, *European Chemical Bulletin*,12(Special Issue 6), 1416-1424.