

AWARENESS AND USAGE OF SOCIAL MEDIA AMONG THE COLLEGE STUDENTS**D.Vijayalakshmi¹,**

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Abstract

Social Media is an internet-based form of communication. Social Media platforms allow users to have conversations, share information and create web content. There are many forms of Social Media, including Blogs, Micro-Blogs, Wikis, Social Networking Sites, Photo-Sharing Sites, Instant Messaging, Video-Sharing Sites, Podcasts, Widgets, Virtual Worlds, and more. Social Media is an essential part of campus life for college students now-a-days. Some of the benefits of using social media are Socialization and communication, enhanced learning opportunities and accessing health information. The study is based on primary data collected from 50 students in Coimbatore. Convenient sampling technique was applied and the data have been analyzed by using the statistical tools such as Simple Percentage Analysis, Mean Ranking, Kendall's Co-Efficient of Concordance (W) and ANOVA to reveal the results of the study. Since the user groups are educated and their size and mutual participation is increasing day by day, it is necessary to ensure to use social media for academic performance of the Students.

Key words: Social Media, Awareness, Usage, Simple Percentage Analysis and ANOVA

Introduction

"Social Media has infected the World with sickening virus called vanity"

-Kellie Elmore

Today in India particularly among the Indian college students the usage of Social media has significantly increased and create impacts on the academic performance and other activities of the students. Prime Minister Narendra Modi's has delivered a lecture in Digital India that encourage students to access social media for academic purpose with free Wi-Fi in colleges. According to **PM quotes** "Social Media connects people on the strength of human values. We must ensure that technology is accessible, affordable, and adds value". Social media sites such as Facebook and MySpace offer multiple daily opportunities for connecting with friends, classmates, and people with shared interests. During previous years, the number of college students using such sites has increased gradually. According to Pew Research Center Survey "Nearly two-thirds that is 65% of internet users use social Media sites, from 7% in 2005. This younger group community uses the sites like Facebook, You Tube, linkedin, Twitter, Instagram, Pin Interest, Google + and Blogs

that are widely used. Social media are gaining in popularity every day. According to down to earth survey "The average time spent on social media per day is 1.72 hours and average number of hours a student's spends online per week: 27 in 2015". Social media has become prominent parts of life for many young people today. It has become a popular virtual meeting place allowing users to voluntarily post personal information, send and receive message, stay connected online with their offline friends and new online friends, or share photos, videos, bookmarks, blogs, private messages and join groups. Social Media is an essential part of campus life for college students now-a-days. Some of benefits of using social media are Socialization and communication, enhanced learning opportunities and accessing health information.

Statement of the Problem

Social Media is one of the fast growing interpersonal and public communication network in India. Its growth of social media popularity attracts student community to mobilize and induce to use social media in daily life. Among the different age group of users, the students community access, the different social media sites. Students mainly use social media to keep in touch with friends, share ideas, experiences, pictures, messages and information of common interest. This is main reason which influenced to carry out this study to find awareness and usage of social media among college students.

Objectives

1. To study the socio economic profile and the awareness level of college students about social media.
2. To analyse the factors influencing the students to access social media sites.
3. To know the usage level of social media sites by the students community.

Review of Literature

Dharmesh Motwani, Devendra Shrimali and Khushbu Agarwal (2014)¹ have made a study on "Customers' Attitude towards Social Media Marketing in Udaipur". The main aim of this study is to study the influence of social media on consumer buying behaviour. The data has been collected from 100 respondents using convenience sampling technique. The statistical tools used in this study are the Percentage Analysis, Descriptive Statistics and Chi-Square. The study has revealed that, Majority of the respondents are aware of Social Media, Most of the respondents aware and prefer various brands through social media sites. Brand awareness and brand preference through Social Media websites have no significant relationship in brand promotion. Social Media Marketing creates positive relationship with customer and it is more interesting, innovative, informative and interactive as compare to traditional advertising.

Nufazil Altaf (2014)² has conducted a study on "Impact of Social Media on Consumer's Buying Decision". This study is an attempt to understand the impact of social media on consumer behaviour. About 100 respondents from Srinagar of different groups were taken and examined. Tools used in the study are Percentage analysis, 5 likert scale and Mean Score analysis. The findings indicated that, customer analysis information on social media before a purchase. Social Media has transformed business organization behaviour and attitude in promoting their products it play vital role in influencing the consumer's buying decisions. Customer view online advertisement in social media to aware of new product /services and seek opinion about products and services. Traditional advertisement has modernized to Social Media world of advertisement. It is more interesting, innovative, interactive and more reliable than traditional advertising. Customer performance known by likes and dislikes in Social Media build public image. The study has concluded that social media has not created an impact on consumer's buying decisions.

Methodology

The data has been collected from 50 college students from Coimbatore by applying convenient sampling technique. It has been collected directly from college students by using a questionnaire. Secondary data for the study have been collected from various publications in journals, magazines, websites and books. This study is undertaken for a period of one month (October 2015). Statistical tools such as Simple percentage Analysis, Mean Ranking, Kendall's Co-Efficient of Concordance (W) and ANOVA have been used to analyse the data.

ANALYSIS AND INTERPRETATION

Table 1 shows the classification of the respondents based on their Age, Gender, Educational Qualification, Family Monthly Income of The Respondents, and Residential Area.

TABLE NO: 1 PERSONAL PROFILE OF STUDENTS

PARTICULARS		No. of respondents	Per cent
Age	18 to 20 years	23	46.0
	21 to 23 years	13	26.0
	Above 23 years	14	28.0
Gender	Male	22	44.0
	Female	28	56.0
Educational qualification	Graduate	24	48.0
	Post Graduate	14	28.0
	Research scholar	12	24.0
Family monthly income	Upto Rs.20, 000	6	12.0
	Rs.20, 001-40,000	21	42.0
	Rs.40, 001-60,000	14	28.0
	Above Rs.60, 000	9	18.0
Residential area	Urban	24	48.0
	Semi-Urban	17	34.0
	Rural	9	18.0
Total		50	100.0

(Source: Computed)

It is inferred from the above table that 46 per cent of the respondents are between 18 to 20 years, 56 per cent of the respondents are female, 48 per cent of the respondents are Graduate, and 42 per cent of the respondents' family monthly income ranges between Rs.20001- Rs.40000 and 48 per cent of them are living in urban area.

TABLE NO: 2 SOURCE OF AWARENESS OF SOCIAL MEDIA

PARTICULARS		No. of respondents	Per cent
SOURCE OF AWARENESS	Friends and relatives	15	30.0
	News Paper	10	20.0
	Hand out and Pamphlets	4	8.0
	Colleagues	7	14.0
	Radio and Television Advertisement	14	28.0
	Total	50	100.0

(Source: Computed)

It found from the above table that 30 per cent of the respondents are aware of social media sites through friends and relatives, 28 per cent of the respondents are aware a social media sites through television and radio advertisement, 20 per cent of the respondents are aware through news paper, 14 per cent of them are aware through their colleagues and 8 per cent of the respondents are aware of social media sites through handouts and pamphlets.

30 per cent of the respondents are aware of social media sites through friends and relatives.

**TABLE NO.3: AWARENESS ABOUT VARIOUS SOCIAL MEDIA SITES
(MULTIPLE RESPONSE)**

Social Media Sites	No. of Respondents	Per cent
Facebook	50	100.0
YouTube	43	86.0
Twitter	33	66.0
Blog	9	18.0
Google +	41	82.0
Linked In	21	42.0
Pin Interest	12	24.0
Instagram	30	60.0

(Source: Computed)

It is inferred from the above table that 100 per cent of the respondents are aware of Facebook, 86 per cent of them are aware of YouTube, 82 per cent of them are aware of Google + ,66 per cent of the respondents are aware of Twitter ,60 per cent are aware of Instagram, 42 per cent of them know about Linked In, 24 per cent of them are aware of Pin Interest and 18per cent of the respondents are aware of Blog.

All (100 per cent) the respondents are aware of Face book.

TABLE NO.4: LEVEL OF AWARENESS ABOUT SOCIAL MEDIA SITES

S.No	Factors	Aware		Not Aware	
		No	Per cent	No	Per cent
1.	Academic information from sites	9	78.0	11	22.0
2.	Watching of online advertisement	43	86.0	7	14.0
3.	Purchasing of products	49	98.0	1	2.0
4.	Keeping in touch with friends	50	100.0	0	0.0
5.	Sharing photos, videos and music	49	98.0	1	2.0
6.	Playing Games	47	94.0	3	6.0
7.	Getting news online	45	90.0	5	10.0
8.	Discovering new music, films, books	34	68.0	16	32.0
9.	Collaborative writing	15	30.0	35	70.0
10.	Online learning	38	76.0	12	24.0
11.	Web file sharing	27	54.0	23	46.0
12.	Instant messaging/chatting	47	94.0	3	6.0
13.	Discussion group	32	64.0	18	36.0
14.	Web blog sharing	20	40.0	30	60.0
Total		50	100.0	50	100.0

(Source: Computed)

The above table shows that majority of the responds are aware of Academic Information From Sites, Watching of Online Advertisement, Purchasing of Products, Keeping in Touch with Friends, Sharing Photos, Videos And Music, Playing Games, Getting News Online, Discovering New Music, Films, Books, Online Learning, Web File Sharing, Instant messaging/chatting, discussion group and web blog sharing and they are not aware of collaborative writing.

FACTORS WHICH INFLUENCE THE USE OF SOCIAL MEDIA SITES

The table shows the mean rank obtained for the factors given under factors which influence the use of social media sites. The most important item was given rank of 1 and least important item was given rank of 14.

TABLE NO.5: FACTORS WHICH INFLUENCE THE USE OF SOCIAL MEDIA SITES

Factors	Mean Rank	Actual Rank
Academic information from sites	5.50	3
Watching of online advertisement	6.28	5
Purchasing of products	5.60	4
Keeping in touch with friends	4.47	1
Sharing photos, videos and music	4.62	2
Playing Games	6.47	6
Getting news online	7.40	7
Discovering new music, films, books	7.76	8
Collaborative writing	10.14	13
Online learning	7.77	9
Web file sharing	10.03	12
Instant messaging/chatting	7.93	10
Discussion group	9.92	11
Web blog sharing	11.12	14

(Source: Computed)

Keeping in touch with friends 'has been found to be the most important factor with a mean rank of 4.47 which has made the respondents use Social Media Sites followed by factors of 'Sharing photos, videos and music'(4.62), 'Academic information from sites'(5.50), 'Purchasing of products'(5.60), 'Watching of online advertisement'(6.28), 'Playing Games'(6.47), 'Getting news online'(7.40), 'Discovering new music, films, books'(7.76), 'Online learning'(7.77), 'Instant messaging/chatting'(7.93), 'Discussion group'(9.92), 'Web file sharing'(10.03), 'Collaborative writing'(10.14) and 'Web blog sharing'(11.12).

Hence it is inferred that 'Keeping in touch with friends has been considered as the most important factor which has influenced the respondents use Social Media Sites.

Kendall's Coefficient of Concordance (W)

Kendall's Co-Efficient of Concordance has been used to find whether the ranks assigned by the respondents have any similarities. The Kendall's (W) vary between 0 and 1. Higher the value of (W), higher the similarity among the respondents in assigning ranks.

Kendall's W	265
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Kendall's (W) is found in the above table and it shows that there is less similarity in assigning of ranks, for the factors which influence the respondents to use social media sites.

TABLE NO.:6 LEVEL OF USAGE OF SOCIAL MEDIA SITES

PARTICULARS		No. of respondents	Per cent
PERIOD OF USAGE	Less than 1 year	2	4.0
	1-2 years	12	24.0
	3-4 years	18	36.0
	5-6yrs	11	22.0
	Above 6 years	7	14.0
HOURLY USAGE	Less than 1 hour	3	6.0
	1 hour	13	26.0
	2 hours	12	24.0
	3 hours	10	20.0
	More than 4 hours	12	24.0
FREQUENCY OF LOG IN SITES	Less than 5 times	18	36.0
	5-10 times	22	44.0
	More than 10 times	10	20.0
Total		50	100.0

(Source: Computed)

It is inferred from the above table that 36 per cent of the respondents are using social media sites for more than 3-4 years, 26 per cent of the respondents access social media sites for 1 hour, and 44 per cent of the respondent frequently log in for 5-10 times per day

TABLE NO.7: LEVEL OF USAGE OF SOCIAL MEDIA SITES
(MULTIPLE RESPONSE)

Social Media Sites	No. of Respondents	Per cent
Facebook	50	100.0
YouTube	24	48.0
Twitter	17	34.0
Blog	1	2.0
Google +	19	38.0
Linked In	4	8.0
Pin Interest	13	26.0
Instagram	7	14.0

(Source: Computed)

It is inferred from the above table that 100 per cent of the respondents are using Facebook, 48 per cent of them are using YouTube, 38 per cent of them are using Google +, 34 per cent of the respondents are using Twitter, 26 per cent of them are using Pin Interest, 14 per cent are using Instagram, 8 per cent are using Linked In, and 1 per cent of the respondents are aware of Blog.

TABLE NO.8: FREQUENCY OF USING SOCIAL MEDIA SITES

PARTICULARS		No. of respondents	Per cent
MEDIUM OF USAGE	Laptop	12	24.0
	Personal Computer	10	20.0
	Mobile Phone	22	44.0
	Tablet	6	12.0
FREQUENCY OF USAGE	Daily	34	68.0
	Weekly	11	22.0
	Fortnightly	3	6.0
	Monthly	2	4.0
	Daily	34	68.0
FREQUENCY OF LOG IN SITES	1 account	6	12.0
	2 accounts	16	32.0
	3accounts	14	28.0
	4 accounts	10	20.0
	More than 5 accounts	4	8.0
Total		50	100.0

(Source: Computed)

It is inferred from the above table that 44per cent of the respondents are access social media sites through mobile phone, 68 per cent of the respondents access social media sites on daily basisand 32 per cent of the respondent are have 2 accounts in social media sites.

All (100 per cent) the respondents are using Face book.

ANOVA- USAGE SCORE

ANOVA has been employed to find out whether there is any significant difference in the usage scores of the respondents based on their personal factors.

H₀: The usage scores of social media do not differ significantly among respondents having different age, educational qualification, family monthly income and residential area.

TABLE NO.9:PERSONAL FACTORS VS USAGE SCORE

Particulars		Usage score			F	Sig	H ₀
		Mean	S.D	No.			
PERSONAL FACTORS	CLASSIFICATIONS						
Age	18 to 20 years	2.13	.273	23	1.998	.147	Rejected
	21 to 23 years	2.22	.262	13			
	Above 23 years	2.31	.285	14			
Educational qualification	Graduate	2.12	.268	24	3.650	.034	Accepted
	Post Graduate	2.19	.269	14			
	Research scholar	2.38	.253	12			
Family monthly income	Upto Rs.20, 000	2.18	.375	6	7.135	.000	Accepted
	Rs.20, 001-40,000	2.14	.251	21			
	Rs.40, 001-60,000	2.10	.203	14			
	Above Rs.60, 000	2.53	.114	9			
Residential area	Urban	2.23	.227	24	.163	.850	Rejected
	Semi-Urban	2.18	.276	17			
	Rural	2.19	.418	9			

(Source: computed)

It is evident from the above table that the highest mean value (2.13) has been found for the age group 18 to 20 years, which denotes that the level of usage of social media is high for the respondents whose age is between 18 to 20 years compared to the other age groups. The ANOVA result shows that the F- ratio value .147 is higher than the 0.05 at 5 per cent level of significance. Hence, it is inferred that the level of usage of social media differ significantly among the respondents having different age groups. Hence, the null hypothesis is rejected.

It is evident from the above table that the highest mean value (2.12) has been found for graduate, which denotes that the level of usage of social media is high for graduates compared to respondents with other educational qualification groups. The result shows that the F- ratio value 0.034 is lesser than the 0.05. It is inferred that the level of usage of social media do not differ significantly among the respondents based on their educational qualification. Hence, the null hypothesis is accepted.

It is evident from the above table that the highest mean value (2.14) has been found for the monthly income of Rs.20, 001-40,000, which denotes that the level of usage of social media is high for monthly income of Rs.20, 001-40,000 when compared to the respondents of other family monthly income groups. The result shows that the F- ratio value 0.000 is lesser than the

0.05. It is inferred that the level of usage of **social media** do not differ significantly **among the family monthly income groups. Hence, the null hypothesis is accepted.**

It is evident from the above table that the highest mean value (**2.23**) has been found for the respondents in **urban area**, which denotes that the level of usage of **social media** is high for respondents in **urban area** compared to the other **residential areas**. The result shows that the F-ratio value 0.850 is greater than the 0.05. It is inferred that the level of usage of social media differ significantly among other residential areas. **Hence, the null hypothesis is rejected.**

Suggestions

- ❖ Semi urban and rural area students should also encourage using Social Media Sites.
- ❖ Source of awareness through hand out and pamphlets are less when compare to other sources. So proper steps should be taken to promote social media sites through hand outs and pamphlets.
- ❖ Face Book, You tube, Twitter and Google+ are widely used by the students. Blog, Linkedin, Pin Interest and Instagram should also give equal preference.
- ❖ Knowledge about web blog sharing can increased while using social media sites.
- ❖ Everyone should aware about collaborative writing and use it in proper way.

Conclusion

It is clear from the above analysis that the college students are well aware about different social Media sites. Further, their use and popularity is increasing, day by day Social networking sites are serving as a very good medium to connect students. Students view advertisement online and purchase product. They need more awareness about the other social media sites such as Blog, Linkedin, Pin Interest And Instagram. However, since the user groups are educated and their size and mutual participation is increasing day by day, it is necessary to ensure that use social media sites are enhancing the academic performance of the students.

Reference

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