

## **Preference of Management Students Towards social Media**

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**ABSTRACT:***The study of this research attempts to outline the impact of social media among the digitally influenced youth in order to make them understand the adverse effects that are associated with new age social networking handles (Khurana, 2015). The reason behind selecting our target segment as youth because they are the core driving forces of the nation. When compared to social media, surprisingly social media savvy is the term that is synonymic to tech Savvy (Kaur, 2013). On the other hand, companies use social media platform to understand consumer behaviour and brand awareness as a token of interaction across the globe. In these ways from learning to leisure they are multiple roles that social media is playing and boosting its reach which impacting new age youth to a great extent. Social media is playing a huge role in creating political awareness amongst youth. This study covers all these factors and the new generation Indian youth are using social networking sites very extensively.*

**KEY WORD:** *Social Media, Consumer Behaviour, Youth.*

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### **I. INTRODUCTION AND LITERATURE REVIEW**

Social media is a source which is based on client development platform and offer services to connect to people through current online channels such as Facebook, LinkedIn, and WhatsApp so on so forth. All these social networking handles have its applicability and USP to cater the requirement of customers pertaining to various segments. In digital space social media has created a unique phenomenon with the advent of socializing people with enthusiastic responses and reciprocations by having a well-managed presence which eventually helped in creating the supplement to traditional way of online platform usage (BosariJessica, 2012).

Now a days social networking sites are used for mere communication but in most of the cases information transfer has paced up and with reference to same context quick run-down of studies shown that social media isn't very good for mental wellbeing and at the same time it can be pretty damaging. Our research also analyses the impact of social media on academics of youth and in addition more or less these social networking sites became the social norm. Teenagers and youngsters embraced these sites to showcase their social lives (AgwiUche, 2018). Our research also clearly depicts whether social network made a meaningful impact of transforming network as net worth or it remained as a platform with mere communication.

The objectives of this research were to find out the effects of social media on youth and to check out the benefits and favour form of social media for youth to determine the attitude of youth towards social networking sites. Here, it was found that social media is not only beneficiary for the youth, but it has certain negative impacts too likewise it promotes unethical pictures, video clips and images among youth, anti-religious post and links create hatred among people of different communities. Negative use of social media is deteriorating the relationship among the countries; social media is playing a key role to create political awareness among youth. (S, SATHEESHKUMAR and KUMAR, 2019)

Social media has a great impact on especially on teenagers and youth. Social media helps to get and develop different skills. A lot of useful information can be found there, social media has an enormous number of different training videos which are beneficial for the youth. Social media can make not very good effects on young people. Social media negatively affects a youth's cognitive and social development as well as overall development because it limits their ability to understand social cues, to understand conversational tones and to communicate face to face. (Media Advertisements and Students, 2017)

Social media is quickly evolving in front of our eyes and it is quite impossible to reject and hide from its impact on the youth of today. People ranging in the age group 15 to 25 use social networking sites and also states that most of the users from the same age group use these sites as a medium to seek entertainment. It focuses on the fact that most of the youth uses these sites due to influence of their friends and just because their

friends have been using and accessing these sites. It focuses on the fact that most of the youth uses these sites due to influence of their friends and just because their friends have been using and accessing these sites. As an effect, obesity is grasping the young generation. (Tripathi, 2017)

### **1.2 Research Objectives**

- To study which of the channels of social media are more impacting personal and professional life of students.
- To evaluate the credibility of the information available on such platform
- To figure out how much time youth spend in general on social media.

### **1.3 Research Methodology and Data Analysis**

As a part of Research study, both primary and secondary research have been conducted to make a comparative analysis between social Media platform and its impact on the youth of life. In order to draw the final conclusions, various articles and journals have been thoroughly studied. Leading Newspapers articles are also being considered in this aspect. The interaction with number of people in between the age group of 23-27 was made regarding how important social media is in their life. Primary research was carried out to know how influential the social media is in the life of youth. It was done by conducting a survey through online questionnaire.

To achieve the above-mentioned objective, we had the following research design. The sample size includes responses of 50 students. Moreover, various tools such as graph, pie chart, histogram was prepared to analyse the data. The methodology of research study is purely based on what we understood through facts or information we got through secondary research and the responses that we got through primary research. The research was conducted as a part of learning exercise by the MBA students.

### **1.4 Profile of the target sample**

We have included male females both who falls in the age bracket of 23-27.

### **1.5 Source of data**

Primary Research - sample size of 50

Secondary Research – Newspaper, journals and Articles.

### **1.6 Period of study**

The study was conducted for two months.

### **1.7 Limitations of the study**

Primary data was conducted for the age group of 23-27. Other age groups were not included as we were targeting only the youth segment. We have included the responses of only Indian youths as responses from foreign students through online questionnaire were not possible.

## **SECONDARY RESEARCH**

**Kuppuswamy S, Narayan PB (2001)**, Research showed that social networking websites and apps like Facebook, Instagram and Twitter are being used by youth on a large scale as the attractive features available in these sites fascinate them. This research discussed two points in which one is about how youths are getting distracted because of social websites and on the other than it has pointed out the good results coming out of the use of Facebook like increasing social ties, friendliness etc.

**Jain MR, Anand N, Gupta P (2012)**, this paper portrayed that men uses social websites more to review the social issues however women are sensitive to those issues existing in the world. The youth seem to be actively participating in social discussions going on these social websites. The major concern raised in this research that the discussion is limited to web only and are not carried forward beyond the social websites. Youth even forget those social issues once they signed off from their respective social media platforms. Thereby, such platforms are considered boom for the youth where the awareness level are increasing at a good pace.

**Khan S (2011)**, Their study suggested that around 59% people in the age group of 15-27, uses social media to a great extent. Most of the people spend time on social media as this was the best source of entertainment for them. Moreover, male students use social media sites more than females and also seek important news and what is happening around them. This study also suggested that youth are using social media platform just because their friends, colleagues' peers are using it. Social media addiction has negative impact on the academic performance.

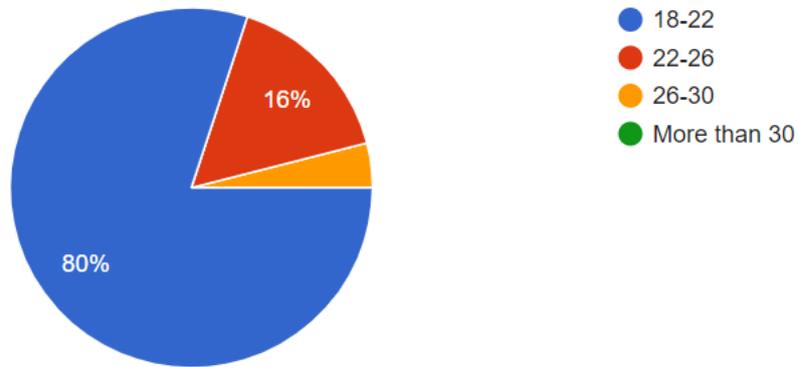
Students were seen scoring 3.5-5 CGPA in exams as they spent more time on social media for their entertainment.

### **Primary Research**

Primary data collected with sample size of 50.

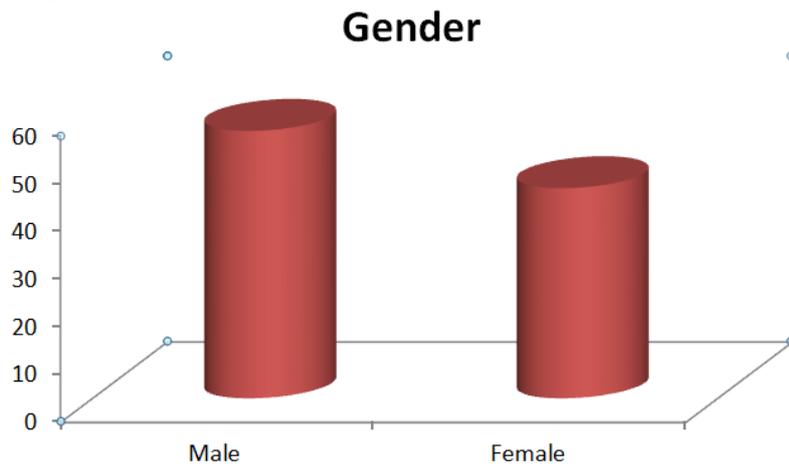
**Impact of Social media platform on Adolescents, social and academic development**

1) People of Age group \_\_\_\_\_



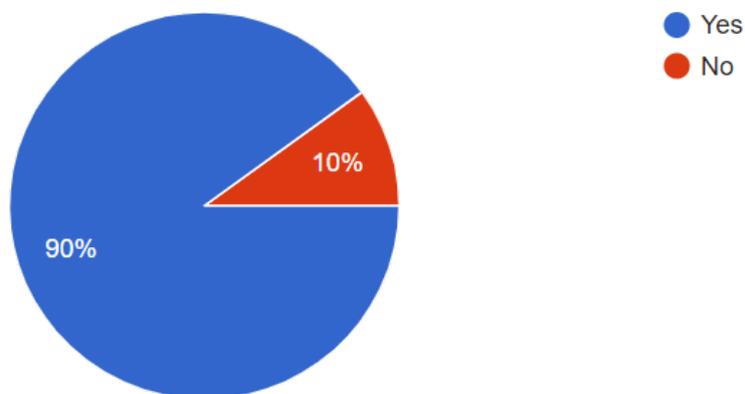
People of 18-22 years age group are the once who got more influenced by social media , almost 80 % which is very huge and we can infer that the impact is more on under graduate students compared to post graduate students

2) Please specify your gender



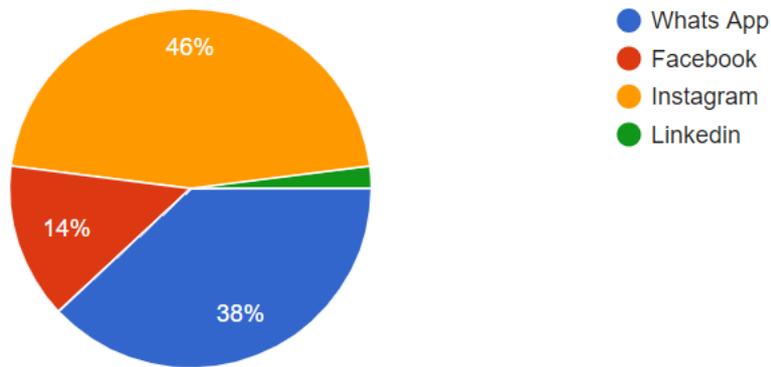
56% are male respondents and 44 % are female respondents have contributed to this survey.

3) Social media influences the decision making of students a lot



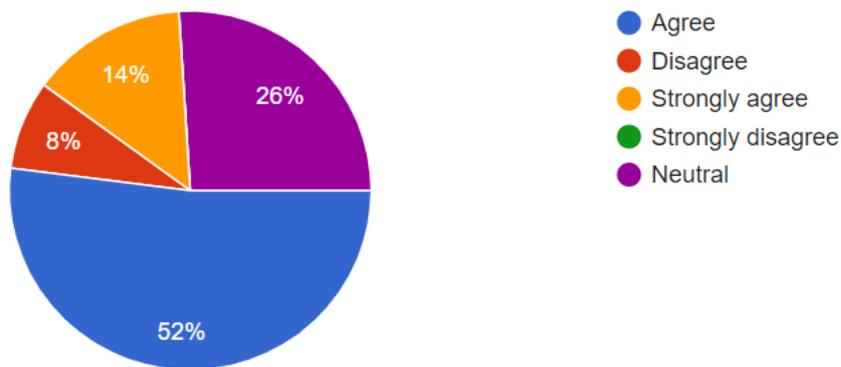
Majority of the opine that 90 %, due to social media there is an influence in decision making.

4) Students most favourite channel of social media to spend time/hangout is



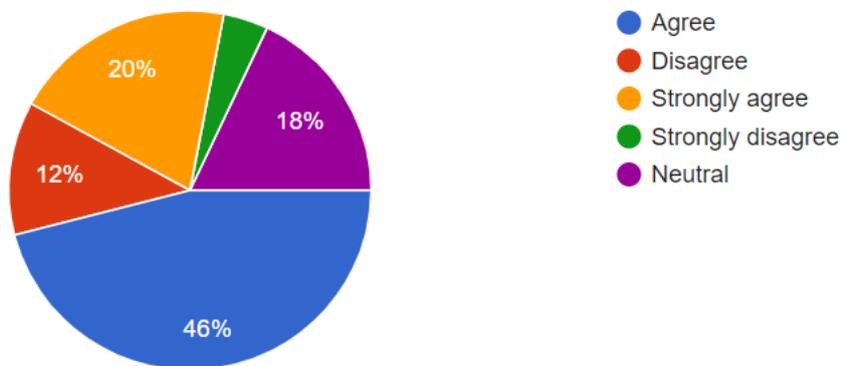
Since this survey was filled by combination of under graduate and post graduate students the form of social media they opt has lot of variance. We can clearly depict that Whats app taken a huge leap followed by instagram in terms of students preferred channel of social media

5) Social media plays key role in educating youth and developing the awareness.



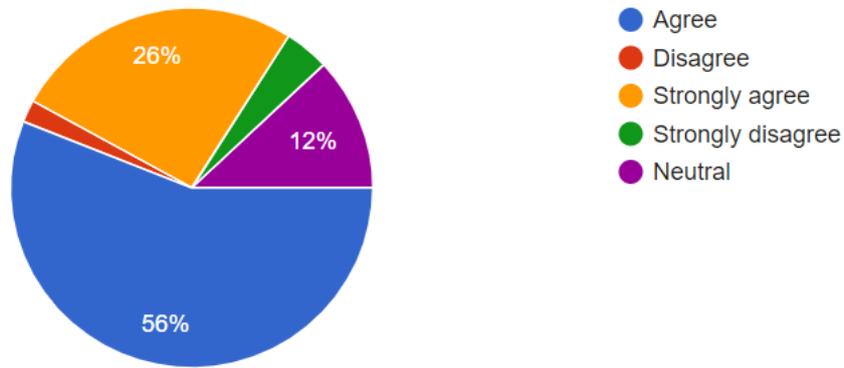
Most of the people agree to the fact that social media as a platform plays keyrole in educating youth and developing the awareness.

6) Spending more time on social media highly influences the productivity of students



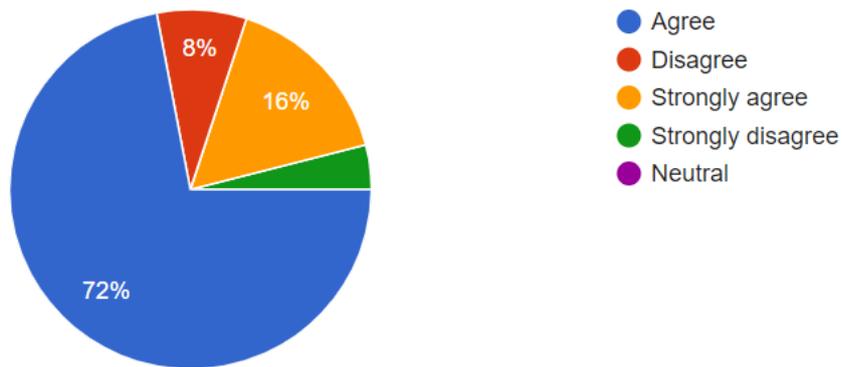
46 % of people opined social media impacts the productivity of the student

7) Irrelevant information on social media misguides student to a great extent



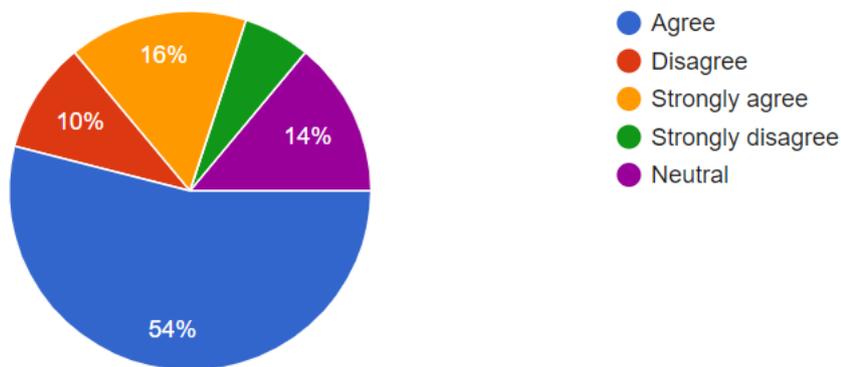
56 % of people agree that irrelevant information misguides the students. Based on this observation we can say that credibility of the information was very less in the social media channels which are mostly followed by management students.

8) Social media is a good source for networking



In terms of networking most of the people rely on the fact that social media has a commendable contribution and truly a productive source

9) Social media helps to search business for youth



Social media took a humungous shift in being a driver towards searching business. Majority of people getting benefitted out of this channel.

To address our findings, students mostly getting influenced with some specific channels namely WhatsApp, Instagram and Facebook to a great extent. Out of the above-mentioned social handles let us focus on how much time does the youth (Male/Female) spending on their respective favourite channels.

Time spent on Social media(Hours)	7				
Please specify your Gender	Female				
People of Age group	18-22				
<b>Row Labels</b>	<b>Count of social media plays key role in educating youth and developing the awareness</b>	<b>Count of Spending more time on social media highly influences the productivity of students</b>	<b>Count of social media is a good source for networking</b>	<b>Count of Social media helps to search business for youth</b>	<b>Count of Irrelevant information on social media misguides students to a great extent</b>
Instagram	3	3	3	3	3
Whats App	1	1	1	1	1
<b>Grand Total</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>

Basing on above data, we can predict that females are mostly spending their time on Instagram.

Time spent on Social media(Hours)	6				
Please specify your Gender	Male				
People of Age group	(Multiple Items)				
<b>Row Labels</b>	<b>Count of social media plays key role in educating youth and developing the awareness</b>	<b>Count of Spending more time on social media highly influences the productivity of students</b>	<b>Count of social media is a good source for networking</b>	<b>Count of Social media helps to search business for youth</b>	<b>Count of Irrelevant information on social media misguides students to a great extent</b>
Instagram	1	1	1	1	1
Whats App	4	4	4	4	4
<b>Grand Total</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>

Basing on above data males are spending most of their time in WhatsApp. Very less people are investing their time Facebook and LinkedIn.

## II. CONCLUSION:

The rise of smart phones and internet speeds had ensured the acceptability of social networking sites. Previously, social networking was restricted for corporate and business purposes, thereafter; it branched to include family associates, friends and classmates as well. Social networking sites offer various opportunities like access to information, videos, ability to express opinions, learning opportunities, extension of social groups, seeking and maintaining relationships with friends and relatives etc.

The extensive use of social networking sites makes the study more interesting, regarding its risks and consequences on the young generation. It has the power to eliminate boundaries, its availability anytime; anywhere has seen impacts on privacy through sharing unnecessary, false information or voice opinions. Thus, increased addiction to internet and social applications is creating critical roles to be exposed to cyber criminals and fraudsters as well. As the positive side, social sites tend to influence and manipulate the emotional, psychological and social well-being of the youth and on the negative side, the adverse outcomes are - cyber-

bullying, unknown persons are accessing personal accounts, online dating, sleep deprivation, exposure to unsuitable digital content, low social interactions, limited face to face interactions etc.

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