

INFLUENCE OF SOCIAL MEDIA ON MILLENNIALS

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Abstract

Social media the word is not new in the market that revolutionized society for especially millennial approach in a trendy way for communication. Now-a-days it's a prime channel for regular interaction and approach. Different social media platforms have variety of approaches for navigating, communicating sharing and convey our information in Facebook, Instagram, linked in and other platforms. The Millennial approach is very high in social media platforms for decision making. The objective of the study is to identify how millennials are influencing towards social media. For study data is collected from primary and secondary sources. Primary data is collected through survey for which sample data is collected from 130 respondents and conclusions are derived applying descriptive statistical tools and techniques.

Keywords: Millennials, Facebook, Instagram, Linked in, social media.

INTRODUCTION

Millennials: Online virtual communication is now-a- days a part in our life i.e., especially to younger generations among Millennials. Rapid increase of mobile technology increases the value of social media in all circumstances and high usage of internet plays a key role in usage of social media. Social media channels become one of the trends in millennials. Especially Facebook, Instagram, linked in, you tube etc. plays a key role for communicating, text searching for brands and other activities. So many brands are creating social media pages to attract millennials.

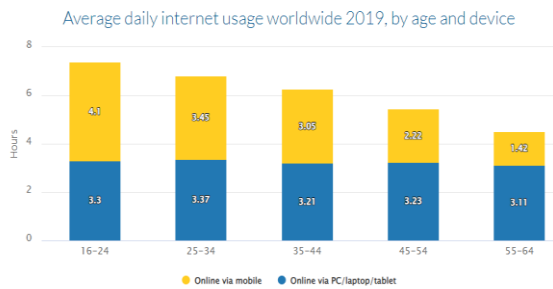
Social Media Applications: Over the past decade several innovative and communication platforms are available. Each application has a special criterion to attract people. Especially younger generation follow these applications and creating a social network to communicate all over the world via text, video calling and social media page, establishing the network all over the world (Kleinhans et al,2013). Social

media applications are the private communications to share their valuable information to friends and family. Especially Facebook, Instagram. Companies also creating a customizable platform to attract potential customers especially millennials. Hence, this is very crucial to companies also to increase their market value.

Internet Usage:

There were 624.0 million internet users in India in January 2021. The number of internet users in India increased by 47million between 2020 and 2021. Internet penetration in India stood at 45.0% in January 2021. (www.datareportal.com)

Internet usage and Devices:



(Source: financeonline.com)

Social Media Context:

With more than 4.48 billion active social media users worldwide spanning from major apps like Facebook, Instagram, linked in continually increasing the power of social media (Mohin 2020, smart insights 2018). Social media is not only attracting millennials and sometimes change their behavioural intentions and decision making also. The usage of social media platforms become very prominent especially in younger generation and social media platforms are destination tools (Hays et al,2013; Lange- Farai and Elliot,2012). Some experts believe that impact of social media is particularly very strong decisive making on millennials (Gursoj et al.,2013; Smith and Anderson, 2018).

- The average social media user engages which an average of 6.6 various social media platforms.
- Growth Rate in 2019-2020 data revealing a 9.2% growth rate.
- 93.33% of internet users are on social media users, 85% of mobile internet users are active on networks.
- Globally the average time a person spends on social media a day is 2hrs 24mns
- Facebook is the leading social network at 2.9 billion monthly active users.
- You tube (2.3 billion)
- WhatsApp (2 billion)
- Facebook messenger (1.3 billion)
- Finally, INDIA averages 11.4 accounts per person

- In INDIA 47% people use social media for work and business

Most used social media platforms in INDIA 2022

Platform	Percentage
Instagram	76.50%
Facebook	74.70%
Twitter	44.90%
Linked in	37.20%

(Source: globalstatistics.com)

Objectives:

1. To find out the behaviour of millennials towards the involvement of Social Media Networks.
2. To understand how much time spent on Social Media Networks by millennials.
3. To know the frequency of usage of Social Media Networks by millennials.

Literature Review:

The social media is a centered cluster of internet platforms that promotes a free flow of user generated content (Safko, 2012, keitzmann et al,2011; Hanna et al,2011, Luo et al, 2013) social media is a internet group of applications that creates free flow of user generated content all over the world. i.e., we can create two-way communication. (Kaplan and Haenlein 2010, p.61) outlines a comparative explanation the efficiency of social media facilities in allowing human interactions and relations to develop. (Safko 2012). The capacity of social media networks to from relation ship to influence career prospects. (Ngai et al 2015). Describes the five characteristics of social media are (Mayfield 2008)

- Participation that allows sharing
- Openness for free flow of information
- Conversation generated form the public

- Community that develops open interactions
- Connections between users

Millennial also referred to as generation y, were born roughly 1980 and the mid-2000. They also known as most tech savvy (Devaney, 2015, Petrescu 2016) For Millennial the use of mobile technology is very easy in palling all trip stages (Femenia-serra et al, 2019). social media is for faster relationship such as posting videos, photos responding to comments and communications. (Lips man et al,2012; Park et al,2011) Development of social media also prompted change in Millennial consumer decision making process. (Kozinets et al, 2010) Social Media influencers are ordinary people who have created social media profiles to influence the behaviour of followers. (Laura Pelotal, 2019)

Characteristics of Millennials: Millennials are undergoing rapid changes at life. They are acquiring and developing self-esteem (Benson and Elder 2011). Millennials are looking more and more freedom. Especially in their choice of behaviour. (Daddis & Smetana,2005; Wray-Lake, Curter, &McHale,2010). Millennials are expected to begin dealing with money from sources besides family and that could free them from parental economic influence (Palan et al., 2010). Millennials are chasing popularity and they want to track and capture the subtle changes in the trend. (Li, 2013). Millennials are more inquisitive, and they want to learn about why things happen, how things function and what they can do next. Because of the most development of Information Technology, millennials and people have more ways of researching and educating themselves about what they want (Animalz, 2018). Millennials spent the time with their smart phone, 3.39h average time spent on pone and 2.39 hours average time spent on social media networks (Ronald Berger agency, 2019)

Methodology:

A questionnaire was designed to collect data from the respondents regarding the Influence of

social media on millennials. The structured questionnaire form was designed on Microsoft form and links were sent to different people. The questionnaire had 11 questions that explored viewers preference for social media. The study describes the sample findings through simple percentage analysis and suggests that the future can influence of social media on younger generations or not.

The questionnaire consists of 11 questions combined, single and 2 ranking questions. It has been made in English. It begins with Name, Age, Gender, Education, Income, Occupation. Since the purpose of research is to influence of social media on millennials.

Sample size: 130

Source of Data: Primary Data

Data Collection method: Structured Questionnaire

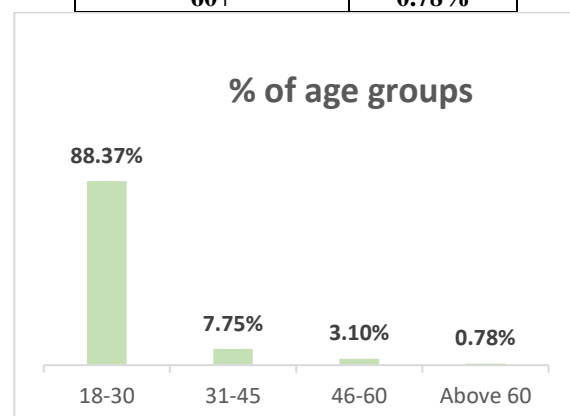
Data Analysis Tools: Excel

Data Interpretation:

There was total 130 number of respondents selected as sample for data collection.

Table -1

Age in years	
18-30	88.37%
31-45	7.75%
46-60	3.10%
60+	0.78%

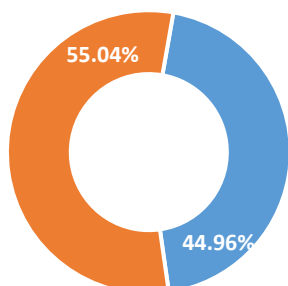


Out of 130 respondents 88.37% are 18-30, 7.75% are 31-45% and 3.10% are 46-60

Table -2

Gender	
Male	55.04%
Female	44.96%

% of Gender

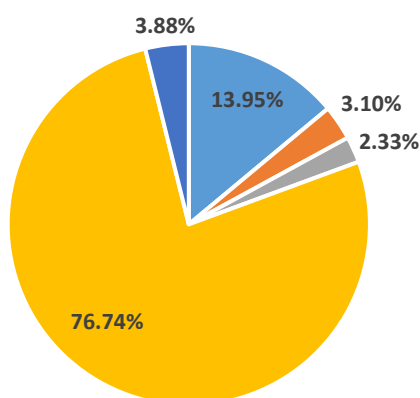


Out of 130 respondents 55.04% are male and 44.96% are female

Table-3

Education	
Postgraduate	76.74%
Graduate	13.95%
Professional	3.88%
High School	3.10%

% of education

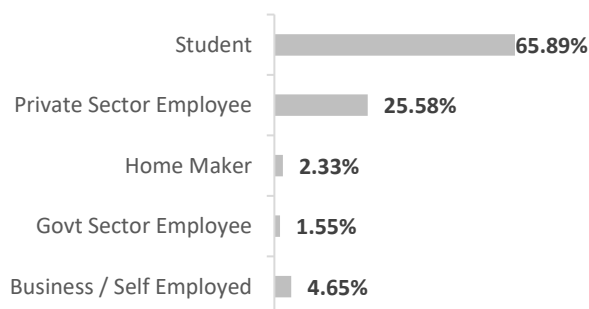


Out of 130 respondents 76.74% respondents are PG students, 13.95% respondents are Graduates, 3.88% respondents are Professional and 3.10% are high school

Table-4

Industry/Occupation	
Student	65.89%
Private Sector Employee	25.58%
Business / Self Employed	4.65%
Home Maker	2.33%
Govt.Sector Employee	1.55%

Industry/Occupation

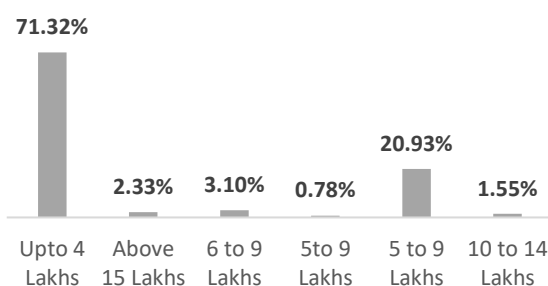


Out of 130 respondents 65.89% respondents are students, 25.58% respondents are Private sector Employee, 4.65% respondents are Business / Self Employed, 2.33% are home maker and 1.55% respondents are Govt.Sector Employee

Table-5

Annual Income	
Up to 4 Lakhs	71.32%
5 to 9 Lakhs	20.93%
6 to 9 Lakhs	3.10%
Above 15 Lakhs	2.33%
10 to 14 Lakhs	1.55%

% of Annual house hold income

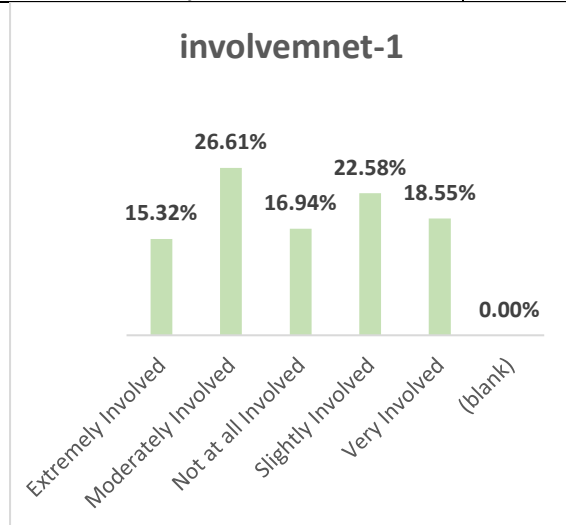


Out of 130 respondents 71.32% respondents up to 4 lakhs, 20.93% respondents are 5 to 9

lakhs,3.10% respondents are 6 to 9 lakhs,2.33% respondents are above 15lakhs and 10 to 14 lakhs 1.55% respondents

Table-6

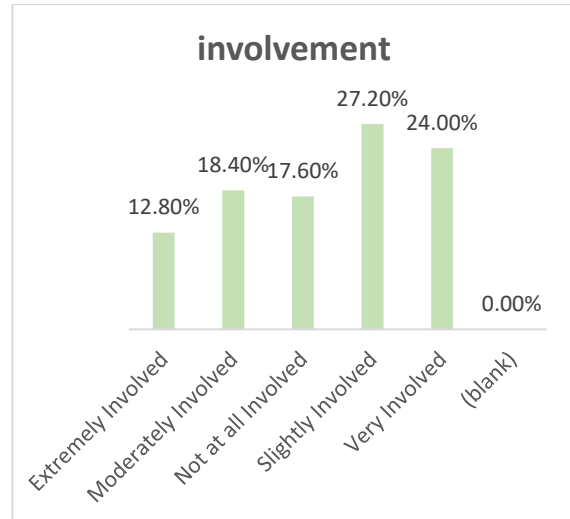
Video sharing, Photos, Content Publishing	
Extremely Involved	12.80%
Moderately Involved	18.40%
Not at all Involved	17.60%
Slightly Involved	27.20%
Very Involved	24.00%



Out of 130 respondents 27.20% are slightly involved in sharing contents,12.80% are extremely involved,18.40% are moderately involved,17.60% respondents are not at all involved 24% are very involved

Table-7

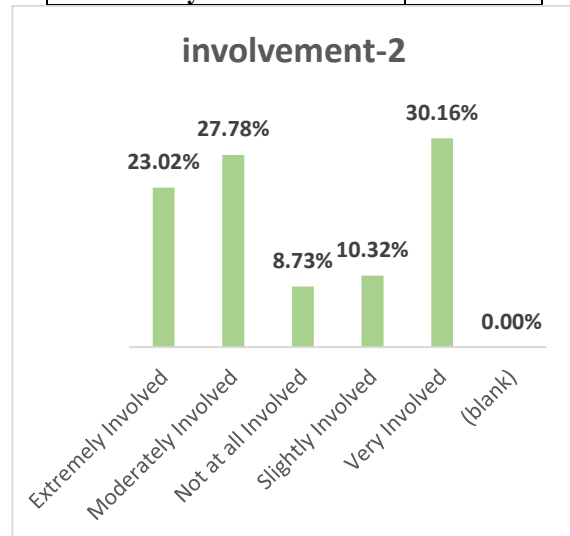
Writing Review commenting on Published items	
Extremely Involved	15.32%
Moderately Involved	26.61%
Not at all Involved	16.94%
Slightly Involved	22.58%
Very Involved	18.55%



Out of 130 respondents 22.58% are writing review commenting on published items,15.32% are extremely involved,26.61% are moderately involved,16.94% respondents are not at all involved 18.55% are very involved

Table-8

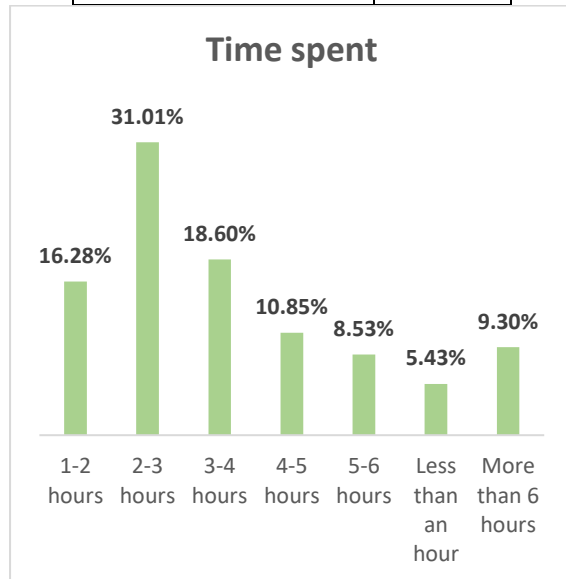
Tagging and sharing	
Extremely Involved	23.02%
Moderately Involved	27.78%
Not at all Involved	8.73%
Slightly Involved	10.32%
Very Involved	30.16%



Out of 130 respondents 23.02% are extremely involved in tagging and sharing, 27.78% respondents are moderately involved,8.73% respondents are not at all involved,10.32% respondents are slightly involved, and 30.16% respondents are very involved

Table-9

Time spent on social media	
1-2 hours	16.28%
2-3 hours	31.01%
3-4 hours	18.60%
4-5 hours	10.85%
5-6 hours	8.53%
Less than an hour	5.43%
More than 6 hours	9.30%

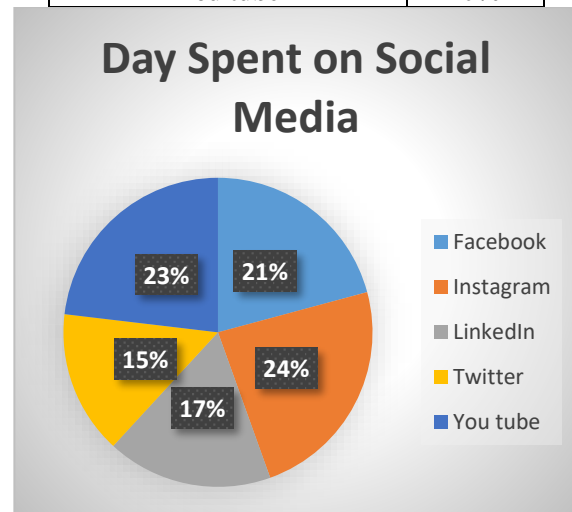


Out of 130 16.28% respondents spent 1-2 hours, 31.01% respondents spent 2-3 hours, 18.60% respondents spent 3-4 hours, 10.85% respondents spent 4-5 hours, 8.53% respondents spent time on 5-6

hours, 5.43% respondents spent less than an hour and 9.30% respondents spent more than 6 hours

Table-10

Day spent on social media	
Facebook	36%
Instagram	41%
LinkedIn	30%
Twitter	26%
You tube	40%



Out of 130 respondents 41% millennials are using Instagram which was the Highest percentage and Facebook second highest with 36%, whereas you tube goes to 40% and twitter with a percentage of 36%

Table-11

(Device used to access to Social Media Platform)

Devices	Total	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)	Total
smartphones	130	72%	0%	5%	10%	12%	100%
tablets	130	14%	8%	39%	13%	26%	100%
laptop	130	20%	22%	32%	13%	13%	100%
smartwatches	130	12%	5%	37%	14%	32%	100%
smart tv	130	19%	10%	37%	13%	20%	100%

Out of 130 respondents 72% are Strongly Agree, 0% respondents are Strongly Disagree, 5% respondents are Agree 10% respondents are neutral on using smartphones

Out of 130 respondents 14% are Strongly Agree, 8% respondents are Strongly Disagree,

39% respondents are Agree 13% respondents are neutral on using tablets

Out of 130 respondents 20% are Strongly Agree, 2% respondents are Strongly Disagree, 32% respondents are Agree 13% respondents, are neutral on using Laptop

Out of 130 respondents 12% are Strongly Agree, 5% respondents are Strongly Disagree, 37% respondents are Agree 14% respondents, are neutral on using smartwatches

Out of 130 respondents 19% are Strongly Agree, 10% respondents are Strongly Disagree, 37% respondents are Agree 13% respondents, are neutral on using smart tv

Findings:

1. More than 87 % respondents who use social media are in the age group between 18 and 30 years and the respondents whose age is above 60 years who use social media is only 0.7%.

2. More male respondents (i.e., 57%) are using social media than the female respondents (i.e., 43%).

3. Nearly 75 % of the respondents are studying post-graduation programme.

4. Nearly 65 % of the respondents are students and 2.2% respondents were home makers.

5. 61% of respondents' annual income is up to 4 lakhs INR per annum; 19% of respondents' annual income is between 5 and 9 lakhs INR per annum; 16% of respondents' annual income is between 10 and 14 lakhs INR per annum; 2% of respondents' annual income is above 15 lakhs INR per annum.

6. In the category of involvement-Writing blogs, uploading videos, Sharing photos, Content publishing in web pages, 26% of respondents are in the age group between 18 and 30 years are slightly involved and 0% of respondents are above 60 years of age; in the category of involvement – Posting rating and reviews, Commenting on published items, 32% of respondents are in the age group between 18 and 30 years are moderately involved and 0% of respondents are above 60 years of age; in the category of involvement- Liking, Commenting, Tagging and Sharing, 31% of respondents are in the age group between 18 and 30 years are

moderately involved and 0% of respondents are above 60 years of age.

7. The average time spent by respondents is 3.85 hours per day.

8. More than 25% of male respondents are spending time between 3 and 4 hours per day whereas more than 37% of female respondents are spending time between 2 and 3 hours per day.

9. In the usage of Facebook, 36 % of respondents are using once in a week whereas 27% of respondents using at least once in a day

In the usage of Twitter, 63% are never using in a week whereas 26% are using in less than in a week and 1% are using at least in a day.

In the usage of Instagram, 41% of respondents are using at least in a day whereas

28 % are using more than six times in a day and 7% are using never in a week.

In the usage of LinkedIn, 30% of respondents are using at least once in a day; 26% are using once in a week and 20% are using never in a week.

In the usage of YouTube, 42% are using once in a week whereas 29% are using less than in a week.

The above table indicates that Smartphones have been ranked as the most popular device for accessing social media networks, and least followed by smart watches

Conclusion:

From the research, it was concluded that millennials of are heavy users of Social Media Networks and in which male users represent significant proportion than female users. In the category of involvement, majority of the respondents involved in posting ratings and reviews, followed by liking, commenting, and sharing the content. Male respondents spent relatively more time in a day than female respondents. Among all SMN, Instagram and LinkedIn are being checked at least once a day.

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