

USER BEHAVIOR TOWARDS SOCIAL MEDIA WITH SPECIAL REFERENCE TO ARTS AND SCIENCE COLLEGE STUDENTS AT TIRUNELVELI

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Abstract

Social Media Marketing is very important and it is among the most successful tool and technique in the field of every type of advertising. It is already known that how various marketing tools and techniques can be increased number of selling articles is the main aim of every businessman. No doubt it can raise the profit of a various companies exponent. The main aim of this study is to examine aimed to examine how social media marketing will affect the final consumer behavior among person who mostly use social media websites and also to find out the forecasted relationships among various social media marketing activities, customer activities and behavior of the consumer. The implementation of Social Media websites is emerging continuously to give the satisfaction of the social needs of websites users, at the mean while time it has also increased the opportunities for corporate to advertised their products and services in a personalized way. The past record shows that social media has contributed significantly in changing the thinking of customers in buying process. Organizations can't under estimate the growing importance of social Networking sites with reference to consumer behavior and how its effecting to consumer behavior.

Keywords: Social media, User Behavior, College Students.

1.1 INTRODUCTION TO SOCIAL MEDIA

“A category of sites that is based on user participation and user-generated content. They include social networking sites like LinkedIn, Facebook, or My Space, social bookmarking sites like Del.icio.us, social news sites like Digg or Simply, and other sites that are centered on user interaction.” – Lazworld.

Social networking on social media websites involves the use of the internet to connect users with their friends, family and acquaintances. Social media websites are not necessarily

about meeting new people online, although this does happen. Instead, they are primarily about connecting with friends, family and acquaintances you already have. The most well-known social media platforms are Facebook, Twitter, Instagram and LinkedIn. These websites allow you to share photos, videos and information, organize events, chat, and play online games.

Often, each of your “friends” (Facebook) or “followers” (Twitter) will be connected to each other. Just like in real life, the connections between people are not just one-on-one, but a network of connections. This online social network is useful for spreading information, pictures and videos and generally staying in touch with people you would not normally get to interact with all the time. For example, you can easily set up a Facebook page with details and pictures of an event you might be planning, such as a school fete. The page allows you to easily send out invitations to other users of the social media platform. Just like other technology, for example smartphones, social media is a very effective tool for connecting with people. However, there are a few privacy and security issues worth keeping in mind.

1.2 DIFFERENT TYPES OF SOCIAL MEDIA

The four main categories of social platforms are these:

1. Social networks

People use these networks to connect with one another and share information, thoughts and ideas. The focus of these networks is usually on the user. User profiles help participants identify other users with common interests or concerns. Facebook and LinkedIn are good examples.

2. Media-sharing networks

These networks focus is on content. For example, on Youtube, interaction is around videos that users create. Other media-sharing networks are TikTok and Instagram. Streaming platforms like Twitch are considered a subset of this category.

3. Community-based networks

The focus of this type of social network is in-depth discussion, much like a blog forum. Users leave prompts for discussion that spiral into detailed comment threads. Communities often form around select topics. Reddit is an example of a community-based network.

1.3 RATIONALE OF THE STUDY

One of the key motivating factors to undertake the research on social media is the social media user's behavior towards college students. It is crucial to study about the college student's attitude factors, how they getting knowledge through the social media in the academic level, buying behavior Patten of the college students, how they showing interest in the social issues and to know the social media users mental health in the Southern Districts of Tamil Nadu. Here, user's behavior means a student who knows how to use the social media. Social media

user means a number of users the Southern Districts of Tamil Nadu who used the social media at least once in the past. Active social media user means college students who have used social media at least once in past one month. The user behavior accesses the social media through smart phone, Laptop, tablet or other communication device. Social media user those users who have at least one account in any of the social media.

1.4 STATEMENT OF THE PROBLEM

User Behavior towards Social Media with Special Reference to College Students in The Southern Districts of Tamil Nadu is the title of this research. While discussing the statement of the problem of this research study, it is attempted at its best level to find out the importance of the social media especially the college students using behavior. It is to be found out that whether social media have really a role to play on their behavior to the college students regarding their studies, social issues, mental health issues and social issues. In the last decade, social media received a great boost with an advent of many social media such as Facebook, Twitter, YouTube, Instagram, Snapchat, Whatsapp, LinkedIn, Hi5, Google Plus, Myspace, Viber, Skype and many more social media. The proliferation of social media and advancement of social media technology has had a great influence the college students in various communicate on a daily basis. The use of the social media among the youths of today is growing exponentially and gaining more and more popularity among college students.

1.5 SCOPE OF THE STUDY

The scope of social media marketing isn't just about posting updates or sharing content on various platforms. It's a way for businesses to connect with their audience, build relationships, and create brand awareness. By sharing engaging content and participating in conversations, companies can foster a loyal community around their brand. Integrating social media with content marketing allows businesses to tell their stories in ways that resonate with people, making it an effective tool to reach a broader audience and drive traffic to their websites.

1.6. OBJECTIVES OF THE STUDY

The specific objectives of the study are

1. To know the demographic profile of the students and to study the details about the account having in Social media of students in selected college students in Tirunelveli.
2. To identify the impact of social media on social issues and benefits of the arts and science college students in the study area.
3. To find out the purpose of the social media.

1.6.1 COLLECTION OF DATA

The study is based on both primary and secondary data.

1.6.2 PRIMARY DATA

The primary data were collected through well-framed and structured questionnaire to elicit the well-considered opinion of college students. The primary data were collected from arts and science college students.

1.6.3 SECONDARY DATA

The secondary data were collected in the form of a review of the literature to familiarize the researcher with the various aspects of the study from different sources like journals, magazines, books, bulletins, and newspapers.

1.7 LIMITATIONS OF THE STUDY

Every research has certain limitations may be of time, monetary and others. In the present research too there are few limitations as below:

1. Due to lack of enough time and matter of monetary , researcher has taken only Limited area for the study that is focused only on the Tirunelveli in the present study
2. The reliability of the primary data. The sample units were selected from the population having multidimensional features of a large group.
3. The samples are selected at random basis.

1.8 REVIEW OF LITERATURE

Kim, H. Y., & Chung, J. E. (2011)¹ has made a research on “Consumer purchase intention for organic personal care products”. As the issue of environmental protection has gained attention, environmental ethics has had an impact on US consumers’ activities. Specifically, US consumer demand has led to the increase in diversity of green product categories, such as laundry detergents, personal care products, and energy saving electronics. As green products have gained popularity in the market, more consumers have looked for greener products. Following the food sector, the personal care sector accounted for the second largest portion of sales in the US organic industry claim that consumers’ ecological concerns may be key factors in the marketing of cosmetic products. Although the fast growth in sales of organic and natural care products has intrigued researchers’ interests, most existing research on the organic personal care industry has dealt with marketing strategies rather consumer behavior. Without in- depth understanding of consumer behavior for this product category, it is difficult to devise effective marketing strategies.

Yang Tn, (2012)⁶ in his research paper titled on “The Decision Behavior of Facebook Users”. Social media becomes an important communication tool that people use to connect to other people or organization. People use social media to share their experiences, reviews, information, advice, warnings, tips and/or any kind of issues that are interesting to their

“connection” or friends. That information is a helpful source, which may influence consumer’s decision-making. Most of studies showed that people use information on social media as the guideline for their future purchase or planning their future trip. Also, social media is used as advertising for the marketer. Marketers take this advantage and create marketing strategy, which in turn could help them gain more customers. The social media environment is very easy to apply and to reach the reach customer. These benefits give persons convenience to achieve what they are looking for. People tend to believe in what their friends recommend. Facebook, Twitter, or Myspace is the most popular social media site that people share their lifestyle, stories or even where they went for vacation. Posting information could lead their friends to do the same thing or use their information to make decisions.

TABLE 1**DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR GENDER**

S.No	Particulars	Number	Percent
1	Male	366	48.6
2	Female	387	51.4
Total		753	100.0

Source: Primary Data

The study data (table 1 on gender profile of the respondents who have accessed the Social Media reveals the following: Of the total 753 sample respondents, more than half (51%) are female. It is found that female college student access seems to be more than the male in using the Social Media. However, it is found that 49 percent of the male respondents also access the Social Media.

TABLE 2**DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR AGE**

S.No	Particulars	Number	Percent
1	17-20 years	265	35.2
2	21-23 years	277	36.8
3	Above 23 years	211	28.0
Total		753	100.0

Source: Primary Data

Of the total sample respondents, a considerable proportion (37%) is from the age group of 21 to 23 years, followed by (35%) age group of 17-20 years. Therefore, a sizeable portion (28%) of the respondent age is above 23 years. It is observed that teenagers are using the social media more and more who are studying the college. It means more of young age persons have utilized the Social Media for their academic and personal requirements.

TABLE 3

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR AGE AND SOME OF MONEY

Age and Some of money					
Source of Funds		My self	Family members	Relative and friends	Total
Age	17-20	98	203	67	368
		26.6%	55.2%	18.2%	48.9%
	21-23	97	82	84	263
		36.9%	31.2%	31.9%	34.9%
	>23	41	25	56	122
		33.6%	20.5%	45.9%	16.2%
Total		236	310	207	753
		100.0%	100.0%	100.0%	100.0%
Note: $\chi^2=6.92^*$ significant at 0.140					

Note: $\chi^2 = 6.92^*$ significant at 0.140

Source: Primary Data

Of the total sample respondents in the age groups a significant portion (49%) are from the age group of 17 to 20 years have spent some money for using the social media. Among the age group of 17-20 years, a majority (55%) depends the money to use social media of their family members, followed by (27%) own source and (18%) friends and relatives.

The study found that a considerable level (35%) of the respondents is from the age category of 21-23 years. Among the age group of 21-23 years, 37 percent of college students are depended for some of money of themselves, followed by (22%) relatives and friends and (31%) family members.

It is observed that among the total respondents 16 percent of the respondents are from the age categories of above 23 years, among them 46 percent are depended their friends and relatives, followed by (34%) own source and (21%) family members.

The study may be implied that while age is increasing the dependency is shifting from family, friends and relatives to themselves among the college students. However, the young college students are mostly depending money for financial support of their parents, relatives and friends.

Hypothesis Testing 1:

There is an association in using the significant difference between age wise college students' and some of money [source of funds]. The study result has proved that there is a significant with age and some of money [chi-square value is 0.02] the college students age different kinds of sources such as parents, relatives and friends, sometimes they earn themselves, so as the hypothesis has proved that there is a significant as researcher framed the study hypothesis.

TABLE 4

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR CASTE

S.No	Particulars	Number	Percent
1	ST	58	7.7
2	SC	133	17.6
3	MBC	241	32.0
4	BC	321	42.7
Total		753	100.0

Source: Primary Data

The persons from Backward Community (BC) are the major respondents (43%) of the Social media accessed in the study area, followed by (32%) the Most Backward Community (MBC) and also a small proportion (18%) of Scheduled Caste (SC) and (8%) Scheduled Tribe (ST). Therefore, the respondents belong to BC and MBC communities have taken advantage of ICT and its benefits as much particularly the Social Media. However, SC and ST college students also utilized the social media as a platform for sharing their thoughts to the society.

TABLE 5

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR EDUCATIONAL STATUS

Education is the process of bringing about desirable changes in human behavior. It improves one's capability to cope up with different situations and also helps in taking correct decisions. The distribution of respondents according to their educational status was analyzed and presented in Table 5.

S.No	Particulars	Number	Percent
1	UG Arts	166	22.0
2	UG Commerce	193	25.6
3	UG Science	201	26.7
4	PG Arts	92	12.2
5	PG Commerce	51	6.8
6	PG Science	50	6.6
Total		753	100.0

Note: $\chi^2 = 119.772$ significant at 0.000

Source: Primary Data

A sizeable portion of the respondents (27%) are studied the UG science, followed by (26%) UG commerce and UG arts (22%). It is observed that a small (12%) of the respondents are from PG arts and a few (7%) from PG commerce and (7%) PG science male and female in the Post graduate [PG] level of education access the social media. The study implies that most of the undergraduate college students are accessing the social media than postgraduate college students. It is inferred that a majority of respondents of Social media with their degree level of education considered as a source of additional skill that help them to make their knowledge enhancement.

TABLE 6

DISTRIBUTION OF RESPONDENTS ACCORDING TO SOCIAL MEDIA PREFERENCE

S.No	Particulars	Number	Percent
1	Facebook	81	10.8
2	Twitter	70	9.3
3	YouTube	150	19.9
4	Instagram	119	15.8
5	Snapchat	64	8.5
6	WhatsApp	142	18.9
7	LinkedIn	18	2.4
8	IMO	53	7.0
9	Telegrame	28	3.7
10	Skype	28	3.7
Total		753	100.0

Source: Primary Data

Table 6 provides detail on preference of social media dimension of. According to the available study data, 20 percent of the respondents are preferred the social media of YouTube, followed by (19%) WhatsApp and (16%) Instagram. It is noticed that 11 percent of the respondent the Facebook, followed by (9%) Twitter and (9%) Snapchat. It is interesting to note that a few (7%) IMO, (4%) Telegrame, (4%) Skype and (2%) LinkedIn. Hence, the study implies that most of the respondents are preferred to use the social media of Youtube, WhatsApp, Instagram and Facebook. During the field level study, it is understood that most of the college students expressed that they are using the trendiest social media and platform to be stayed in connected.

TABLE 7

DISTRIBUTION OF RESPONDENTS ACCORDING TO DEVICE USES FOR SOCIAL MEDIA (PULLING FACTOR]

S.No	Particulars	Number	Percent
1	Mobile phone	388	51.5
2	Laptop	220	29.2
3	Desktop computer	121	16.1
4	Tablet	24	3.2
Total		753	100.0

Source: Primary Data

Table 7 reveals that, more than half (52%) of respondents are using the Mobile phones to access the Social Media. A considerable proportion (30%) of the respondents is accessing the Social Media through their Laptop. It is understood that 17 percent of the respondents are

accessing the Social Media through Desktop computer. Only a few respondents (3%) are accessed the Social Media through their tablets. So as to study concludes that the mobile phone is one of the most significant ICT tools to access the Social Media by the college students.

TABLE 8
DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR PURPOSE OF VISITING SOCIAL MEDIA SITES MOSTLY

S.No	Particulars	Number	Percent
1	Entertainment	222	29.5
2	News	167	22.2
3	Education	195	25.9
4	Social issues	100	13.3
5	Shopping sites	44	5.8
6	Career opportunities	25	3.3
Total		753	100.0

Source: Primary Data

Table 8 shows that, a considerable amount (30%) of the respondents are visited the social media mostly for the purpose of entertainment, followed by (26%) education and (22%) news. It is noticed that 13 percent of the respondents are visited the social media for the purpose of social issues. A few (6%) of the respondents are visited the shopping sites and (3%) career opportunities. The study implies that the college students are willing to visit the social media sites for the purpose of entertainment, news, education and social issues.

TABLE 9
DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR UTILIZATION OF SOCIAL MEDIA

S.No	Particulars	Number	Percent
1	Sharing social updates	137	18.2
2	Sharing photos	119	15.8
3	Sharing videos	139	18.5
4	Communicating with friends	145	19.3
5	Playing games	79	10.5
6	Searching study material	54	7.2
7	Getting news updates	51	6.8
8	Live conversation	23	3.1
9	Sharing personal updates	6	0.8
Total		753	100.0

Source: Primary Data

Table 9 reveals that, a small amount (19%) of the respondents are utilized the social media for communicating with friends, followed by (19%) sharing videos, (18%) sharing social

updates and (16%) sharing photos. A few (11%) of the respondents are playing games, followed by (7%) searching study material, (7%) getting news updates, (3%) live conversation and (1%) sharing personal updates. The study can be inferred that the college students are accessing the social media services for sharing their movements as photos, videos and communication with family, friends and relatives.

TABLE 10
DISTRIBUTION OF RESPONDENTS ACCORDING TO RAISE SOCIAL ISSUES
THROUGH SOCIAL MEDIA

S.No	Particulars	Number	Percent
1	By writing blogs	199	26.4
2	Through images	218	29.0
3	Online video uploads	195	25.9
4	Online petitions	77	10.2
5	Memes Creation	64	8.5
Total		753	100.0
Note: $\chi^2 = 50.49^*$ significant at 0.173			

Source: Primary Data

Table 10 presents the data of raising the social issues on social media indicates that a small portion (29%) of the respondents raised the social issues as images on social media, followed by (26%) writing in blogs and (25%) videos. It is found that a few (10%) of the respondents have raised the social issues as petitions on social media and (9%) memes. Hence, the study concludes that most of the college students pay attention on social issues and raise their voice against the social evils and issues so they use social media as a platform for finding a solution to the social issues.

CONCLUSION

Social networks have a role in influencing the behavior of consumers in the virtual environments, particularly when the degree of exposure of messages and the relation created between the variety of information given of information given and the customer who is about to make a purchase. There are many people who are still preferred to buy through physical mediums. Various variables like education, occupation, income, gender, age and many more which affecting consumer behavior and social media. Different types social networking sites are there like twitter, WhatsApp. You tube, skype, and many more which affecting consumer behavior. Many social media marketing and social networking sites where as some of them are very much significant while some are not significant. Social media networking like sending

messages, downloading, uploading, important messages transmission and many more. Comparison can be made between traditional mode of media and social media communication. Traditional media is also affecting the behavior of consumer so the social media but social media give latest updates and increase the knowledge society in general and consumers in particular. That social media is more affecting behavior of consumers as comparison can be made between traditional marketing and social media marketing.

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