

## Impact of Social Networking Sites on Indian Youth

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### Abstract

Rapidly increasing popularity of Social Networking Sites (SNS) motivated the researcher to analyse the impact of these sites on youth in India. For this, leading social networks in India have been taken. These include Facebook, Youtube, Whatsapp, Facebook Messenger, Instagram, Twitter, Skype and LinkedIn. It has been observed that people use these sites for different purposes. Though started as fun, these sites turned out to be a source of business generation and improved performance. Five attributes have been taken into consideration to map the positioning of these sites. These are employment, marketing, personal growth, sharing of information and business generation. Multi Dimensional Scaling has been applied to map the positioning of these select SNS. All the attributes converge on two major dimensions of 'Popularity' and 'User Friendliness'.

***Key Words:** Social Networking Sites, Indian, Youth, Multi Dimensional Scaling*

### Introduction

Rapidly increasing popularity of social networking sites (SNS) motivated the researcher to analyse the impact of these sites on youth in India. Social Networking Site 'Facebook' emerged as Market Leader worldwide in January 2018 with 2.2 billion active users monthly and; Instagram, a photo-sharing app, stood at seventh rank with more than 800 million active accounts monthly (as per the latest insight from the comScore panel in their 2018 Global Digital Future in Focus). According to the survey conducted by Fortis Healthcare in June 2016, more than 74 per cent of students think that social media is the best platform for information, facts and latest happenings. In India, YouTube and Facebook are the most popular SNS as per Statista, Q3, 2017, both with 30 percent penetration each, followed by WhatsApp with 28 percent reach. India is at second in rank in the world with maximum Facebook users contributing to 11 percent of global audience in April 2017.

### Literature Review

**Thirumoorthi, P. and Kumar, C. R. (2015)** tried to know the effect of social media on social life of youth. The researchers also measured the time spent by youth on social media and their attitude towards it. This empirical study reflected the benefit right utilization of social network, which benefits youngsters. **Kavita (2015)** presented the impact of social media on Indian education, students and on teenager's life. **Arora, S. (2014)** took a representative sample of Delhi University students to analyze the pattern of usage to see whether youth have been caught in the trap of Social Networking addiction. **Reshma (2014)** focused on the impact of SNS on students of M.D.U., Rohtak i.e. the Indian youth and ethical responsibilities of the users of these sites (**Shah, T. B. and Patel, M. H., 2015; Ahuja, R. and Bharadwaj, A., 2016, Jain, P., Sachdev,**

R.). The effect of social media on society has been described broadly with focus on the particular field like business, education, society and youth (**Siddiqui, S. and Singh, T., 2016**). **Chowdhury, I. R. and Saha, B., 2015** made an attempt to point out the status of Facebook in order to identify its positive as well as negative impact on the psychological upbringing among the youths in Kolkata and also to assess how this social site is becoming user friendly for sharing trendable comments to others through internet accessibility. **Deshmukh, P., Deshmukh, S. and Tathe, C. (2014)** focused on the increased use of social networking and helped to understand the background for using it. **Mahat, S. S. and Mundhe, S. D. (2014)** conducted the research on youth between age group of 12-30 years with a view to know the level of consciousness on the community issues and the role of SNS in motivating the today's youth in expressing their views on burning issues like corruption, human rights, education etc. **Neelamalar, M. and Chitra, P. (2009)** tried to assess the outcome of SNS in the social behavior patterns of youth (17-22 yrs). **Parvathy J. and Suchithra R. (2015)** focused on presenting an insight into impact of SNS usage on the minds of youth population. **Thoene, W. S. (2012)** examined the impact of Facebook and Twitter on buying behaviour of college students.

### Research Methodology

Primary Data and Secondary Data Collection Method methods were used to collect the relevant data via Structured Questionnaire from 200 youth in Ambala District, Haryana. Convenience Sampling Method was used for the purpose.

### Objectives

1. To know the impact of social networking sites on youngsters.
2. To recommend some measure for proper use of social media in right direction to inform and educate the people.

### Data Analysis

Marketing Engineering for Excel (**MEXL**), Tutorial, Version 2.1.0 '*Positioning*' submenu has been used to analyse the data. Marketing Engineering for Excel (**ME>XL**) refers to Marketing Engineering software as an Excel Add-in.

### Positioning Analysis and Perceptual Mapping Model

Positioning Analysis software incorporates several mapping techniques that enable owners and managers to develop differentiation and positioning strategies for analysing the impact of Social Networking Site(s). Perceptual-mapping helps them understand how customers view their Social Networking Site(s) relative to competitive SNS.

### Positioning Analysis

**Perceptual data** (or the averages of respondents' ratings) describe the market space occupied by various SNS, as perceived by customers in the target segment(s). These data refer to customer perceptions of the SNS along those selected attributes. For example, they indicate how the target market perceives LinkedIn on the 'Employment' dimension (but not actual 'Employment' ratings of SNS). Perceptual data comprises the number of dimensions (rows) along which the SNS were

compared (viz. employment, marketing, personal growth, sharing of information and business generation).

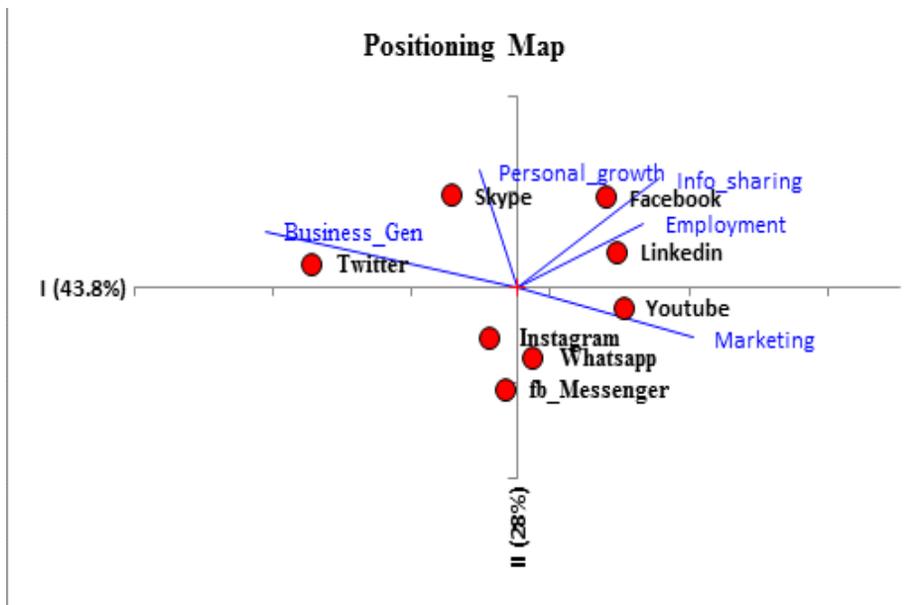


Figure 1

**Positioning Map(s):** The generated positioning map(s) consists of: One map to retain two dimensions (X-Y).

**Perceptual Map:** depicts a data matrix that consists of the average perceptions of different SNS (i.e. choice alternatives) in a target segment. The perceptions measures rely on selected attributes of the SNS, and the resulting map provides a visual representation, in two dimensions, of how the target segment perceives all the SNS.

**Data Interpretations**

- The distances between SNS on the map indicate their perceived similarities. SNS that are close together are perceived as similar, whereas those that are far apart are perceived as different.
- The clues related to meaning to each axis are provided by attributes aligned close to each axis.
- The variance explained by the horizontal dimension is 43.8% and the variance explained by the vertical dimension is 28%. It indicates the horizontal dimension is nearly one-and-a-half times as important in explaining customer perceptions.
- The direction in which an attribute increases is indicated by the lines on a perceptual map while moving away from the origin along that line. For example, if the 'Marketing' attribute uses a 1-5 scale, in which 5 represents the highest 'Marketing', then 'Marketing' increases along that line and away from the origin.

- The variance in the attribute is indicated by the length of a line on the perceptual map. The longer a line, the greater is the importance of that attribute in differentiating among SNS in the market.
- To position a Social Networking Site on any attribute on the map, an imaginary perpendicular line can be drawn from the Social Networking Site to the attribute. The farther a Social Networking Site is from the origin along the direction of that attribute, the higher is the rating of the Social Networking Site on that attribute.

### Reason for Retaining Two Dimensions

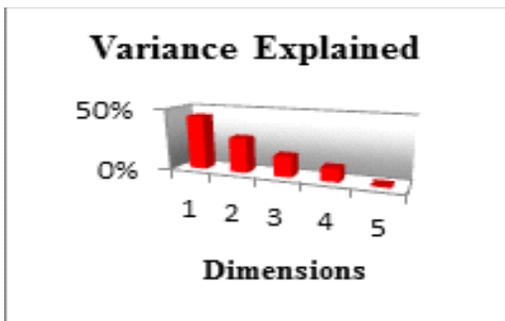


Figure 2

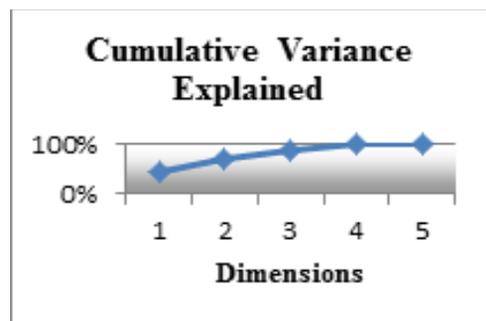


Figure 3

The first two factors capture 71.8% of the variance in the initial data, and adding a third factor captures only an additional 16.6%. Since the third factor does not capture significantly more variance (compared with the first two), only two dimensions (first two) are retained.

### Managerial Implications and Discussion

MEXL was used to discover consumers' evaluation of SNS along two major dimensions of:

- **Popularity'** (Dimension 1) and
- **User Friendliness'** (Dimension 1I).

The results revealed that 'YouTube' is the most preferred Social Networking Site for youngsters seeking 'Marketing' whereas 'Facebook' is preferred most by youngsters seeking 'Information sharing' based Social Networking Site. Thoene, W. S. (2012) found that Facebook and Twitter are being used to obtain sales information and promotions.

All the parameters converge on two major dimensions. These are 'Popularity' and 'User Friendliness'. Ahuja, R and Bharadwaj, A. (2016) observed the increasing importance of SNS in people's life day by day.

### Conclusion

It has been observed that people use SNS for different purposes. Though started as fun, these sites turned out to be a source of business generation and improved performance. All the parameters converge on two major dimensions: 'Popularity' and 'User Friendliness'. Patil, P. (2014) focused on the pros and cons of SNS on Indian youth and observed that 'entry' to SNS is easy but not the 'exit' which create many cyber crimes.

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