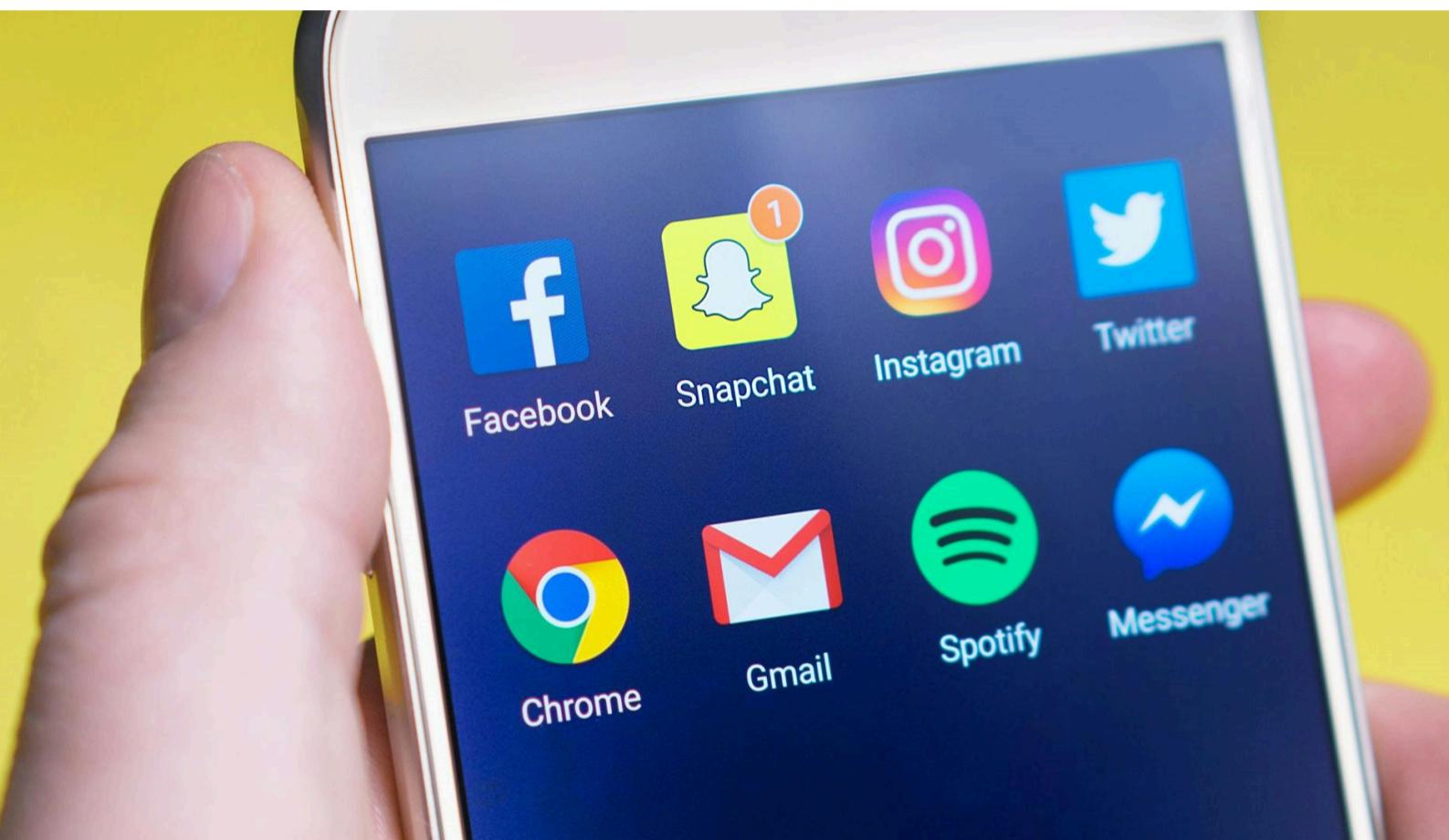




# DIGITAL CONSUMER BEHAVIOR ANALYSIS: MOTIVATIONS & LIFESTYLE IMPACT



by Esha Sinha

This study analyzes the shift from functional social media usage to high-intensity engagement across diverse age groups.

By evaluating online survey data, the research quantifies how these evolving digital patterns have impacted modern lifestyles.



## Data & Tools

127 survey responses via  
[questionnaire](#) ; **SPSS, Power BI**

## Statistical Methods

Chi-square, Exploratory Factor Analysis, Descriptive Statistics

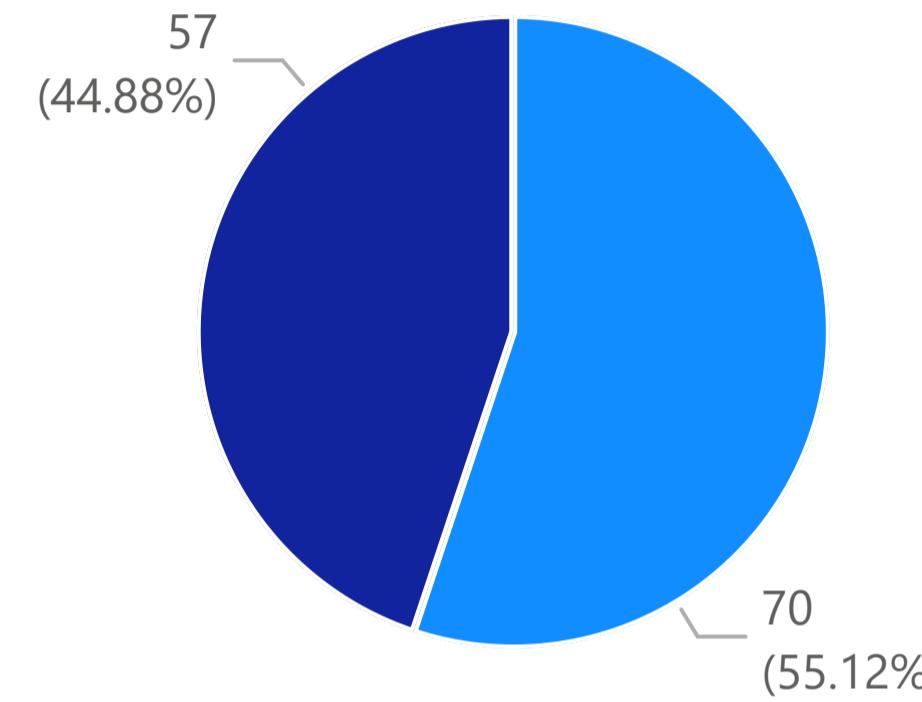
## Behavioral Drivers

**Salience, Tolerance & Conflict**  
(Based on EFA results)

# DEMOGRAPHY

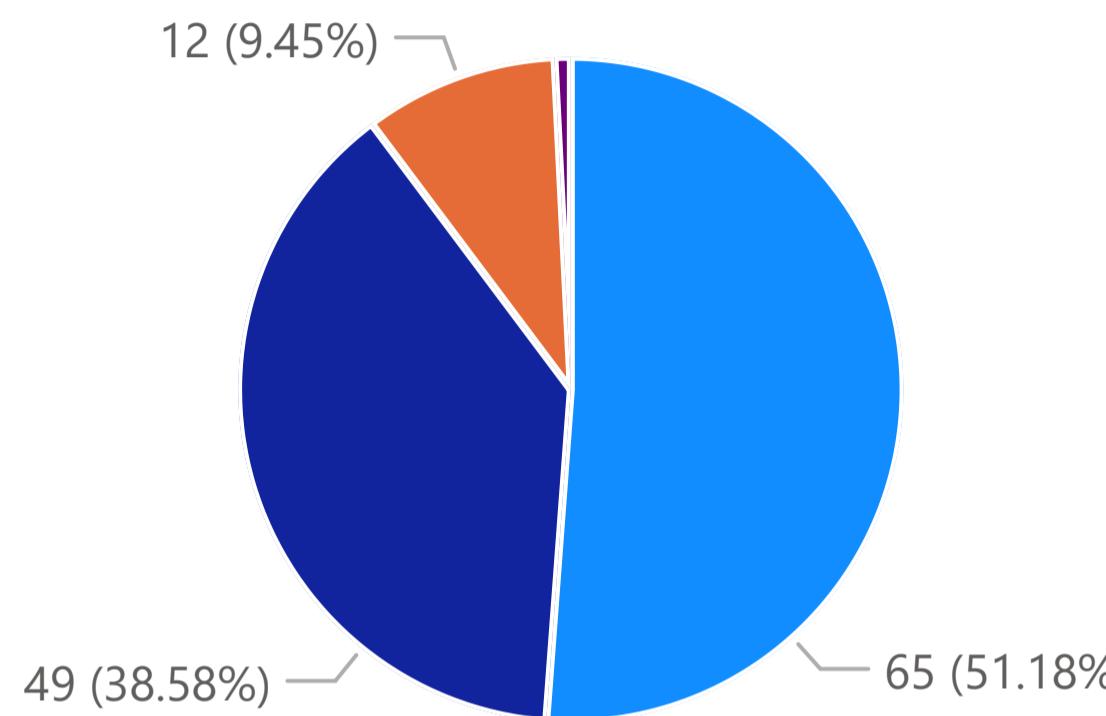
## Gender

Female   Male

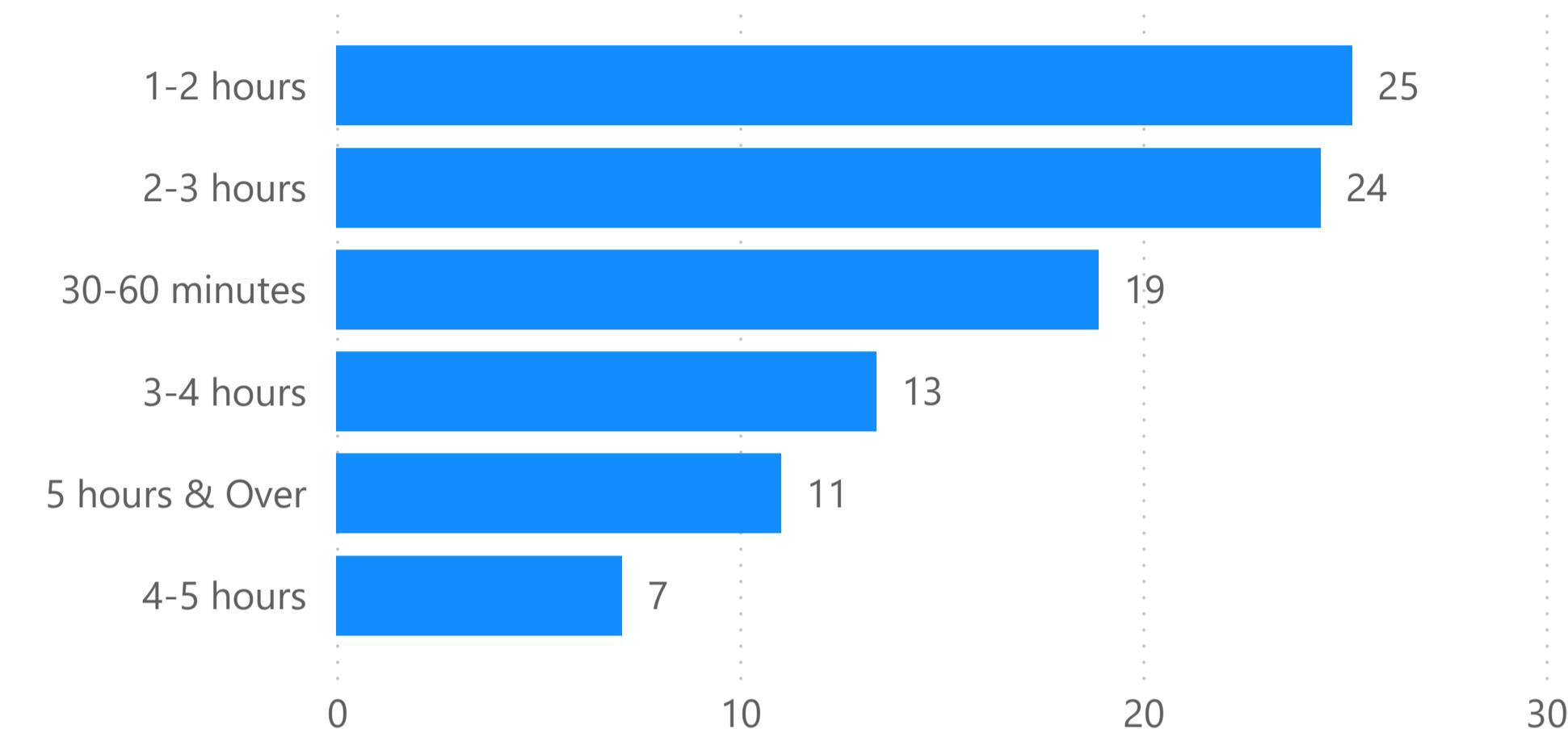


## Employment Status

In Education   Working   Not Seeking Work   Seeking Work

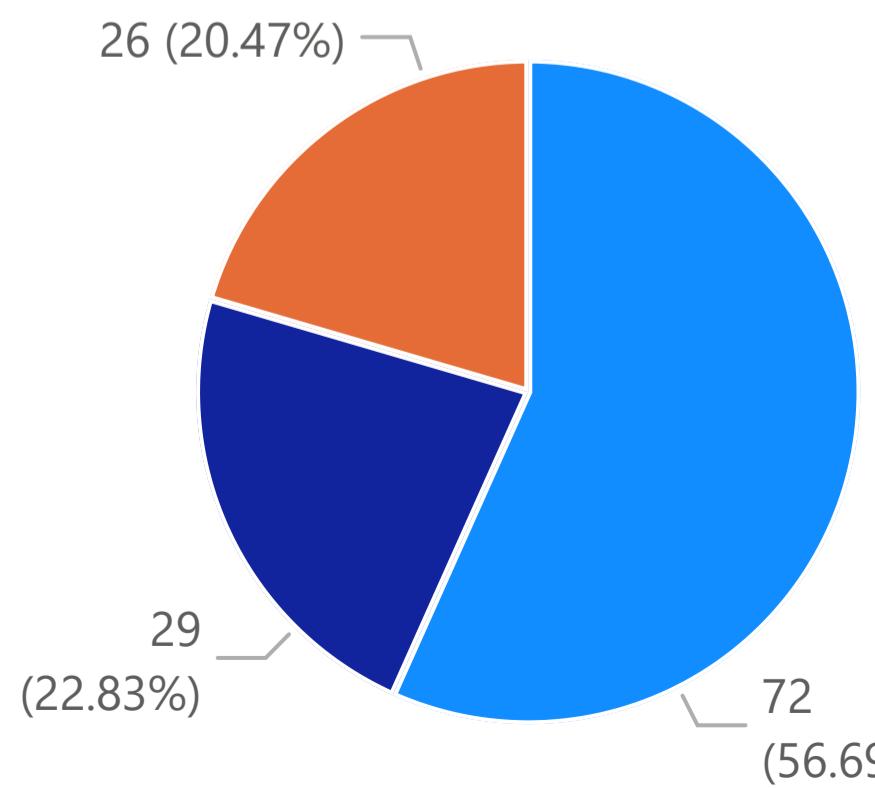


## How Much Time Do Users Spend on Social Media Platforms Per Day (in %)?



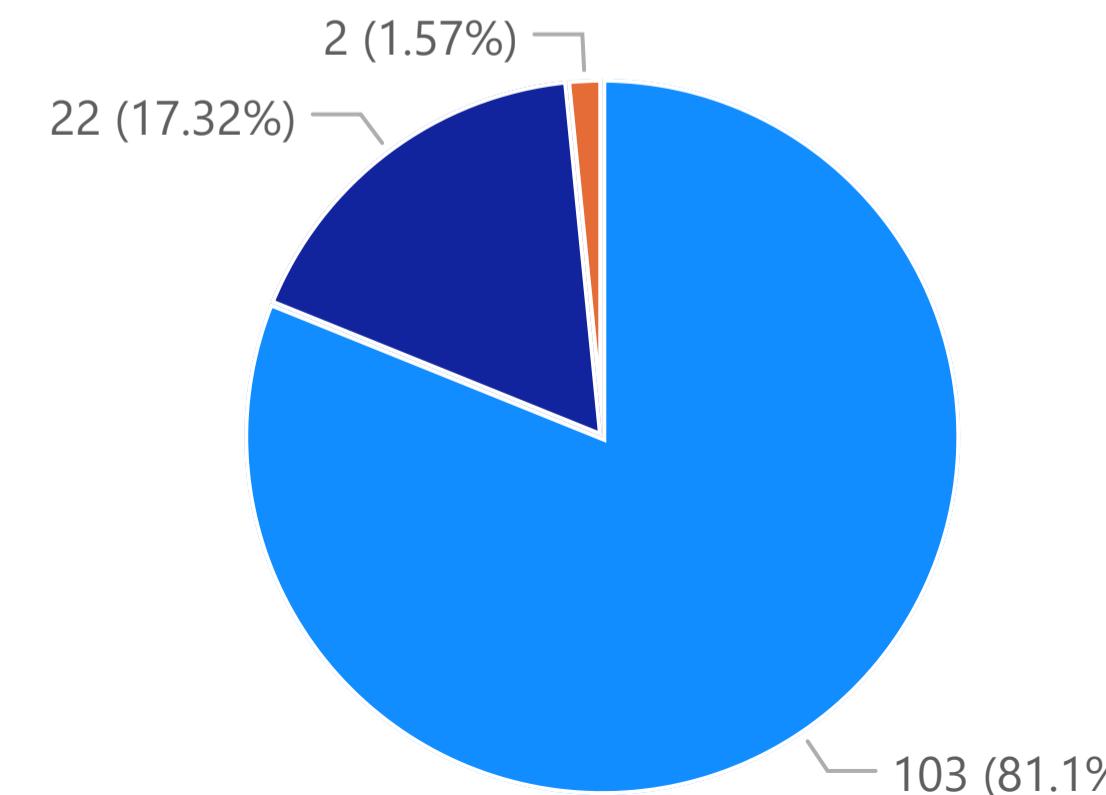
## Age Group

15-24   25-44   45-65



## Level of Education

Degree Programs   Below Higher Education   Diploma/Certification



## Distribution by Age Groups

Time Frame	15-24	25-44	45-65
1-2 hours	14	14	4
2-3 hours	20	6	5
30-60 minutes	8	3	13
3-4 hours	12	3	2
4-5 hours	5	2	2
5 hours & Over	13	1	0

Chi-square ( $\chi^2$ ) = **34.63**, this means there is a statistically significant association between age group and time spent online.

## Distribution by Gender

Time Frame	Male	Female
1-2 hours	16	16
2-3 hours	17	14
30-60 minutes	8	16
3-4 hours	7	10
4-5 hours	4	5
5 hours & Over	5	9

Chi-square ( $\chi^2$ ) = **3.45**, this means there is no statistically significant association between Gender and time spent online.

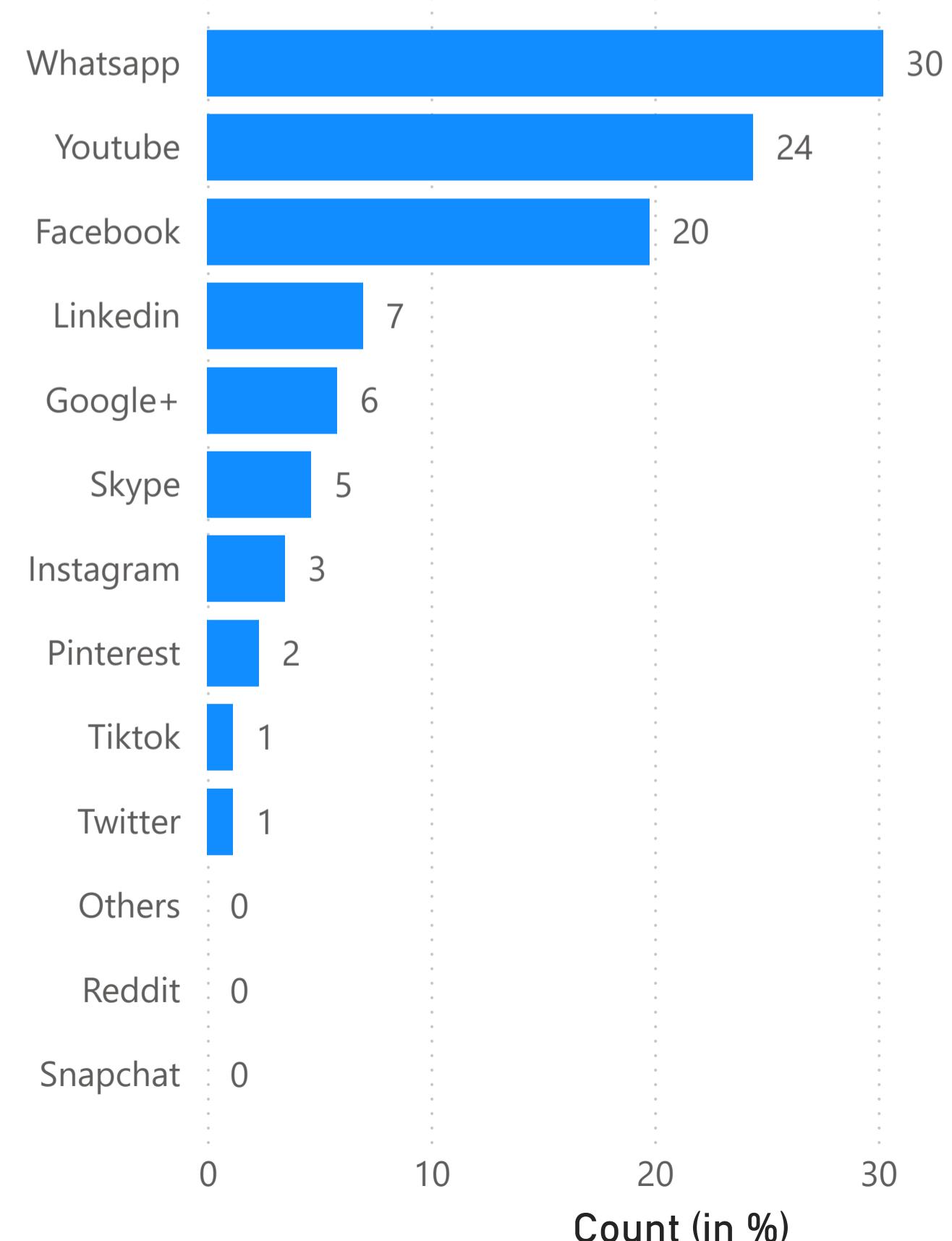
# SOCIAL MEDIA USAGE: PURPOSE,PLATFORMS & CHALLENGES

An overview of social media habits across demographics, showing leading platforms, top reasons for usage, and key negative impacts that shape users' digital experiences.

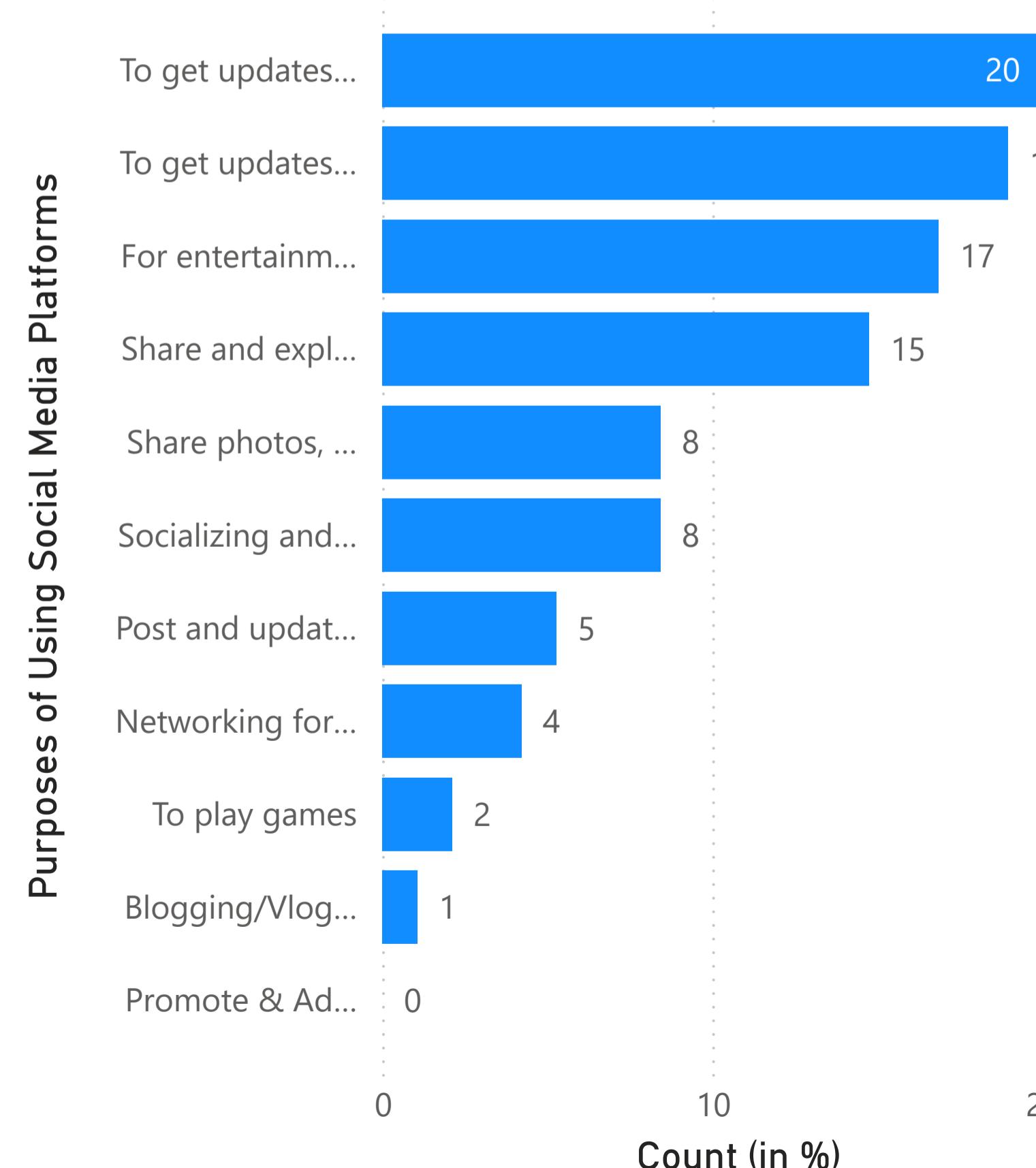
Groups

45-65

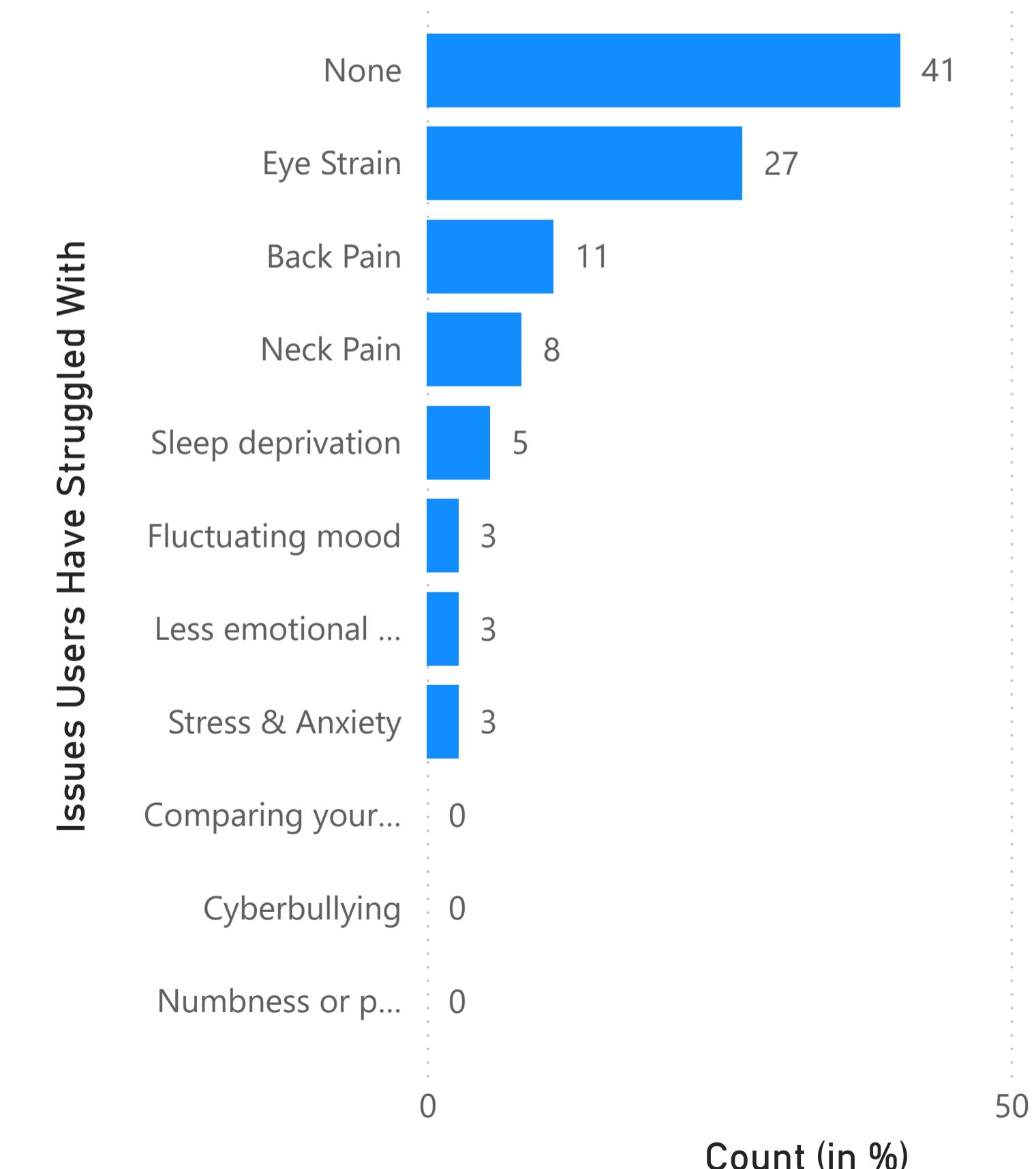
Most Used Social Media Platforms



Purposes of Using Social Media Platforms



Issues User Have Struggled With



# MEDIAN TIME SPENT ONLINE PER DAY

Hover on the boxes

**Male**

Median = 2.3 hrs.

**Female**

Median = 2.2 hrs.

**15-24**

Median = 2.7 hrs.

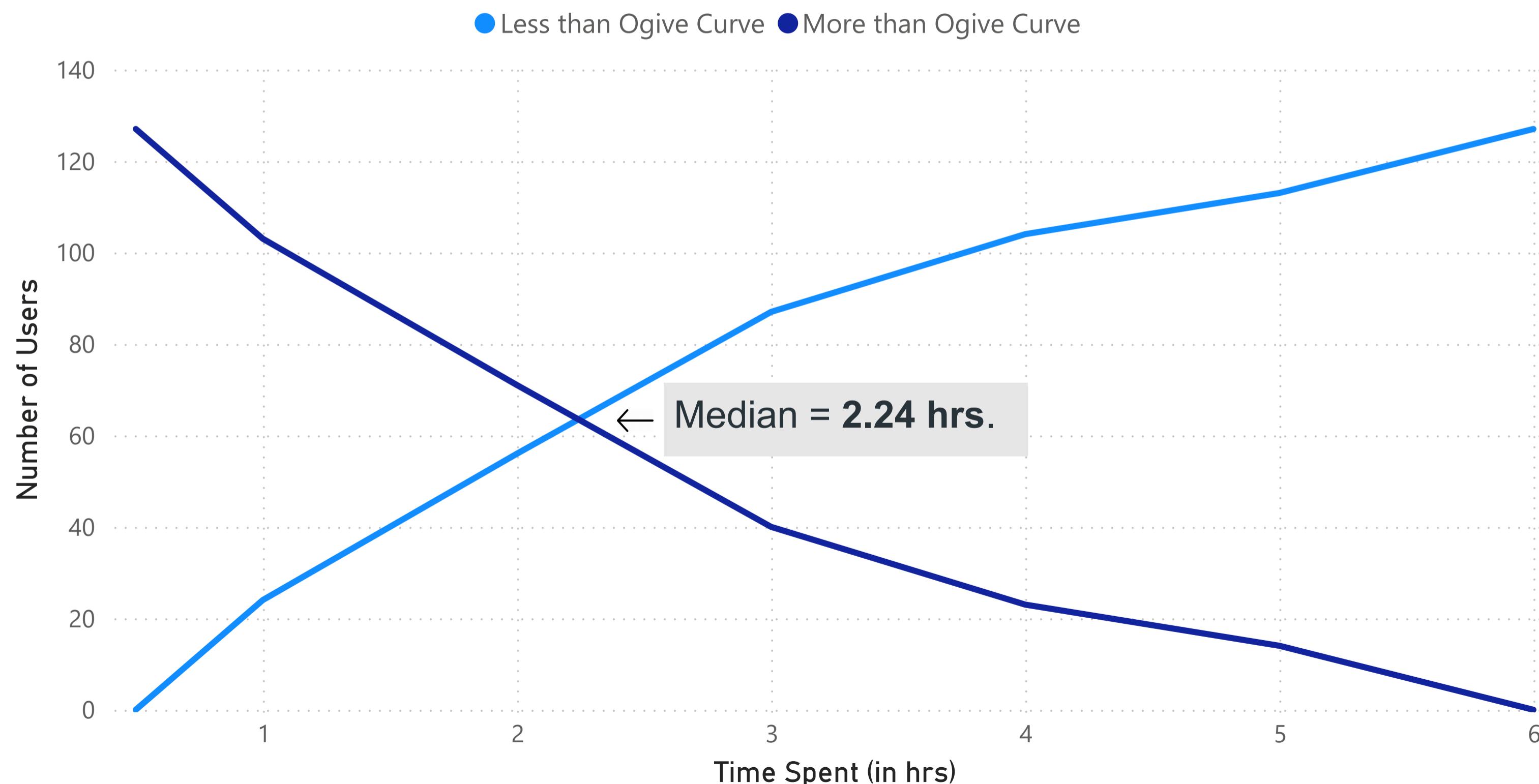
**25-44**

Median = 1.8 hrs.

**45-65**

Median = 1 hr

Median Time Spent Online by Overall Users Per Day (in hrs)



- A median of ~2.2 hrs/day shows that social media has become a regular part of daily life across demographics, though intensity varies.
- The data suggests that age/generation is a stronger differentiator of online behavior than gender.
- Usage is very similar between males and females.
- Gen Z (15–24) spend the most time online (~3 hrs/day, ~19 hrs/week). This reflects high digital immersion.
- Millennials (25–44) balance online time with work/family, showing moderate use (~13 hrs/week).
- Gen X (45–65) spend the least (~1 hr/day, ~7 hrs/week), reflecting lower dependency on social media for socializing and entertainment.

# CONFLICT

Conflict arises when social media use begins to interfere with important areas of life, such as personal responsibilities, work, relationships, or health. It reflects the negative consequences experienced due to excessive or uncontrolled use.

**Coefficient of Variation (C.V.)** was used to measure consensus of users with each statement - to show how closely respondents' opinions align across key statements, highlighting areas of agreement and disagreement. Lower values reflect stronger alignment in opinion among respondents. The C.V.s were ranked ascendingly to emphasize statements with aligned opinions.

Hover on  
the boxes

0.87

Cronbach's Alpha

29.81

Chi-square ( $\chi^2$ )

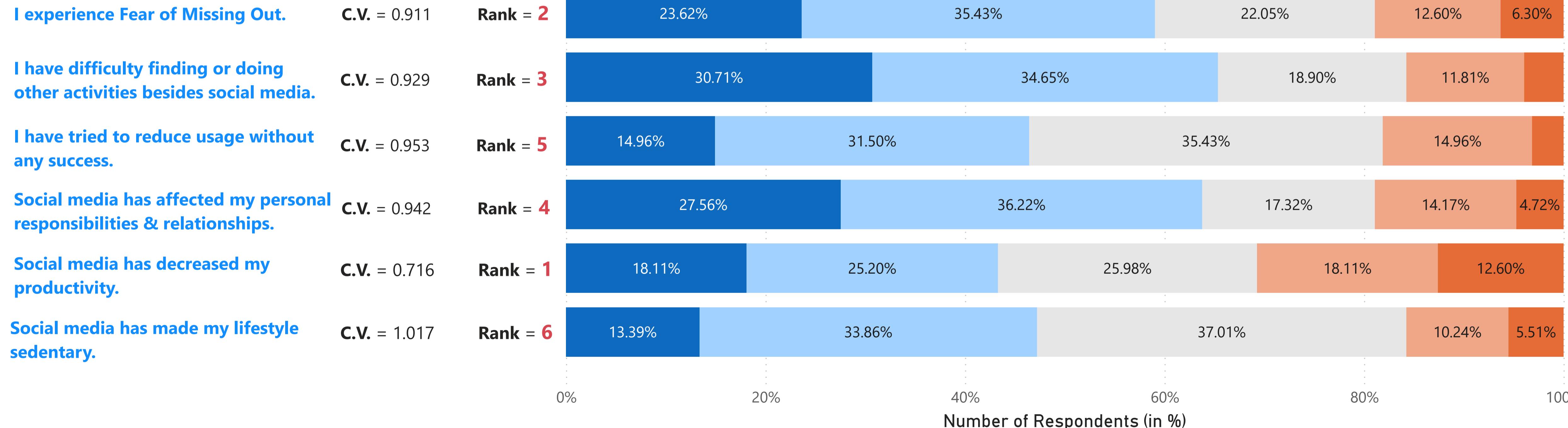
Group

All

**Highest Consensus**

Social media has decreased my productivity.

Scale Agree Disagree Neither Agree nor Disagree Strongly Agree Strongly Disagree



# TOLERANCE

Tolerance refers to the gradual increase in social media use over time, where greater amounts of engagement are required to achieve the same level of satisfaction. This highlights a shift in patterns as individuals spend longer periods online to fulfill the same needs.

**Coefficient of Variation (C.V.)** was used to measure consensus of users with each statement - to show how closely respondents' opinions align across key statements, highlighting areas of agreement and disagreement. Lower values reflect stronger alignment in opinion among respondents. The C.V.s were ranked ascendingly to emphasize statements with aligned opinions.

Hover on  
the boxes

0.82

Cronbach's Alpha

29.81

Chi-square ( $\chi^2$ )

Group

Male

## Highest Consensus

Checking social media accounts is the first thing I do in the morning.

Checking social media accounts is the first thing I do in the morning.

C.V. = 0.822

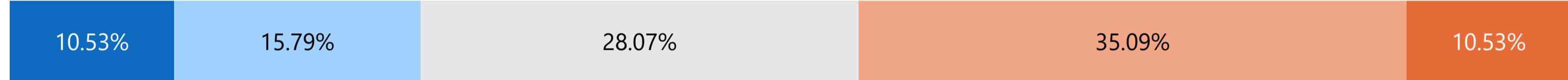
Rank = 1



I check social media accounts reflexively.

C.V. = 1.003

Rank = 4



I find myself using social media longer than intended.

C.V. = 0.965

Rank = 3



I often visit social media platforms with no specific goals in mind.

C.V. = 1.117

Rank = 5



I scroll through social media accounts despite feeling bored & unsatisfied.

C.V. = 0.938

Rank = 2



I use it to fill up my spare time.

C.V. = 1.208

Rank = 6



0% 20% 40% 60% 80% 100%  
Number of Respondents (in %)

# SALIENCE

Salience captures the extent to which social media dominates an individual's thinking, feelings, and behavior. It reflects when social media becomes a central focus of daily life, often taking priority over other personal or professional activities.

**Coefficient of Variation (C.V.)** was used to measure consensus of users with each statement - to show how closely respondents' opinions align across key statements, highlighting areas of agreement and disagreement. Lower values reflect stronger alignment in opinion among respondents. The C.V.s were ranked ascendingly to emphasize statements with aligned opinions.

Hover on  
the boxes

0.83

Cronbach's Alpha

47.67

Chi-square ( $\chi^2$ )

Group

Overall

**Highest Consensus**

I seek out validation from social...

I feel annoyed entering a room with no internet access.

C.V. = 0.819

Rank = 3



I feel the urge to use social media more and more.

C.V. = 0.930

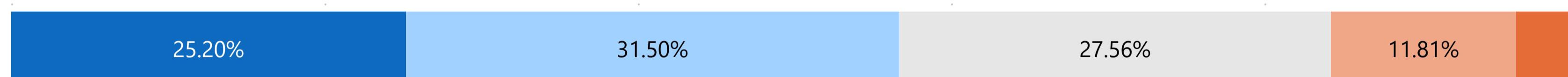
Rank = 5



I monitor my accounts for engagement all day.

C.V. = 0.845

Rank = 4



I prefer to interact with people online rather than face-face.

C.V. = 0.989

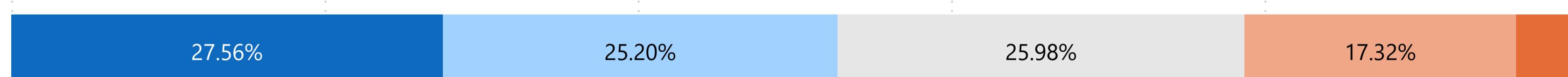
Rank = 6



I seek out validation from social media.

C.V. = 0.749

Rank = 1



I use social media as a distraction to forget about problems.

C.V. = 0.811

Rank = 2



0% 20% 40% 60% 80% 100%  
Number of Respondents (in %)