A Study of College Students using Social Networking Sites and Their Relationship with Demographic Profile

Dr. Suman Ghalawat*, Dr. Sunita Mehla* & Dr. Amita Girdhar**
* Asst. Professor, Mob-09466280882; E-mail: sahrawat_s@yahoo.com
* Associate Prof., Mob-9466479109; E.mail: sunitamehla02@gmail.com
**Asst. Professor, Mob-09416544916; E-mail: amita_girdhar@yahoo.com
Dept of Business Management, CCS Haryana Agricultural University, Hisar

Abstract

Background & objectives: Social networking sites become a medium for sharing information in a routine manner. The study was conducted to attain mainly two objectives: first to identify the factors related with the services of social networking sites among students and secondly to determine the relationship between demographic variables and factors influencing overall satisfaction with the services of social networking sites among students. People put a lot of time on these sites for searching a lot of information for finding jobs, career opportunities, finding literature and uploading and downloading videos.

Methods: Present study is based on primary data with a sample of 200 respondents from Hisar district of Haryana and used factor analysis and ANOVA analysis to attain the objectives of the study.

Results: factor analysis discloses six factors namely threat to a system, customer care, information sharing, social media/traditional advertising and lastly environmental schemes. ANOVA analysis discloses that demographic variables have significant relationship with these six factors influencing overall satisfaction with the services of social networking sites among students.

Keywords: Social networking sites, factor analysis and ANOVA.

Introduction:

A way to reconnect with old buddies, to make new friends and to share their views can be done easily with a common platform called as Social network. Social networking sites provide novel and different ways to exchange with the use of internet, either with the help of PC or their cell phone for example like Skype, Facebook and Myspace etc. These sites provide people flexibility to make their own webpage or profile and connect with as many friends on the network. People can contacts through their profile not only with their friends but with friend's friend. These sites also help people to find out their classmates in schools, colleges and colleagues as well as relatives too. These sites have numerous usages like sharing information, discuss assignments and project submission to your teacher, download movies, like and comment on page of your friend.

Internet is the network of networks, life without internet is next to impossible. With the help of social networking sites you can have as many friends with whom you can share, chat and discuss a lot of things. You cannot live an isolated life, everyone needs a friend, a mentor and a guide, which you can easily get on these sites. These all things you can do with the easy access to internet. With the help of few clicks of mouse, internet leads us to connect with the whole world. The days were the gone when you need a lot of money for talking to a relative who is sitting abroad, but now this is possible through internet. Internet helps us to connect to ISD calls with the help of Skype with just minimum amount. Majority of the users have integrated social networking sites like facebook, youtube, and twitter into their daily routine.

People used to remain online most of the time in chatting with friend, discussions, watching latest movies trailers and upcoming sales. This becomes the habit of every

youngster and that leads them to no time for study. Now a day's students prepare their assignments very smartly with the help of log into these sites and getting good grades. On the other hand some students are very poor at academics and can't even manage and even got fails in the exams. Even parents are searching information for their children's school assignments and update their knowledge. It becomes very easy to get latest information at your doorstep.

The origin of social network makes information accessible to everyone on all burning issues around the world. If we are talking about days when we don't have internet, to get information, you need to purchase newspaper, magazine, watching TV set or listening radio. Internet altogether changes everything and social network has become user interface. Now usage of SNS is frequent and common among the youth as well as older one. These SNS fascinated majority of the users incorporated into their day to day matters. Some of the sites focus on different category   of users while some sites catch the attention based on the dialect or nationwide distinctiveness by making their own ids on the web. The reason for accepted these sites so well liked particularly by youngsters is that their comfort level is at their best. In addition virtual community augments individual's friendship and affection relationship. Mainly SNS provided three features to their users- at first, user can prepare their profile and connect with themselves and users can easily do editing as and when they need to share their any information with friends by tagging them. Secondly, immediate messaging facility provides the user to correspond with anybody anywhere in the world. At last, user can also check out the pictures, and any personal information without their permission. Moreover, present generation has become so techno-savy that they are searching Google for their assignments, projects and handling their problems. But later on when they are logging onto Google they are also looking into social networking sites and finally losses interest from the main task i.e. assignments and wasting a lot of time in chatting and posting pictures.

Review of Literature:

Now a day's lot of review is available regarding social networking sites and its impact on the youngsters of any country, children, and teenagers and overall on families during the last few years. According to the study conducted by Steyer James, (2009) on teenagers and adolescents, he found that 22% of teenagers logging their favorite social site more than 10 times in a day, whereas more than fifty percent adolescents logging more than once a day. This research also focuses on alertness by parents regarding the content and type of social sites as most of these sites are not suitable for children and teenagers. Hence there is a great need of Pediatricians arises to guide the families regarding the problems like facebook depression, getting expose to unsuitable content and cyber bullying etc. arising due to usage of these sites (Keeffe, G.S. 2012).

Youngsters are attracted towards social media sites as these sites allow user to make new friends, chatting with friends and family, sharing pictures and ideas that they cannot do offline. A lot of involvement in social media provides adolescents more benefits that expand their perception of society, self and the humanity (Boyd, D. 2007). Now a day's parents are becoming technosavy so that they can track their children's usage of technology very well and conveniently identify the sites their children are surfing. On the other hand it is very challenging to some parents to correlate and track their children online activities. Hence these parents slowly require thoughts for these new ways of socialization that becomes very important part of youth's life (Palfrey J & Gasser U, 2010). According to survey conducted by Hinduja S. & Patchin J., (2007), they found that 75% teenagers have their own mobile phones, 25% using their mobile phone for social networking sites, 24% are using them for chatting and 54% using them for messaging. Teenagers and adolescents generally prefer to take a way to risk and try with the social sites as they think that their capability of self control and vulnerability to friend circle is good enough. Offline thoughts can be easily expressed through online like harassing anyone, befooling, sexual videos and clique-forming found out by a latest research done by Lenheart A., (2009). As we know that majority of the population prefer to be on these sites and these sites give a platform to everyone for sharing knowledge and creative ideas. An optimistic thought can be developed from these technologies as we have lot of job opportunities or political activities organized via facebook well known but on the other hand developing

masses of research on these networks like LinkedIn favor this view as well. Hence it can be concluded that social media has both harmful and good impact on the learning of the youth (S. Kuppuswammy, 2010).

Objectives of the Study:

The present study was conducted to attain the following objectives as follows:

• To identify the factors related with the services of social networking sites among students.

• To determine the relationship between demographic variables and factors influencing overall satisfaction with the services of social networking sites among students.

Research Methodology:

This study was conducted to attain two main objectives: first to identify the factors related with the services of social networking sites among students and secondly to determine the relationship between demographic variables and factors influencing overall satisfaction with the services of social networking sites among students. For achieving the above said purpose, Hisar city was selected while using exploratory research design. In this study, primary data was collected through a semi-structured questionnaire was prepared with the help taken from experts and intellectuals. Two hundred sample respondents have been taken from the colleges in Hisar. The sample technique used in this research is simple random. Data has been collected from January 2016 – April 2016. A pilot study was also done on 10% of the sample i.e. 20 respondents to check out the adequacy of the questionnaire and necessary changes have been made afterwards. Reliability statistics has also been calculated with the help of SPSS 13 and found to be 0.681 which is significant as mentioned in Table 1.1. The students were generally a mix blend of Post Graduate and Graduate i.e. MBA (122), M.Sc. (110), B.Sc. (40), B.Tech (2). The questionnaire was designed into two sections: first section focuses on the demographic profile including age, gender, marital status, area, qualification, amount of money spend on online/ internet of the students whereas second part emphasis on questions related to factors related with the services of social networking sites among students.

Second part of the questionnaire comprises of 17 statements were based on Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree. To attain the above two objectives factor analysis and ANOVA has been used in the study. To collect review and information updates, secondary data has been collected through research papers, journals, websites, magazines and books.

Table 1.1: Reliability Statistics

Cronbach's Alpha	N of Items
.681	17

Regarding the demographic profile (Table 1.2) there were approximately equal number of male (48%) as well as female (52%) college respondents in the study. The majority age group comprises of 20-25 years (85%), followed by 25-30 years (14%). Most of the respondents were unmarried i.e. 85.5%. Majority of the respondents were Post graduate i.e. MBA (122), M.Sc. (110), B.Sc. (40), B. Tech (2). Regarding the area, majority of the respondents belongs to urban area (63%) followed by rural area (27%). Further the money spend on internet/ online, 40% respondents spend amount 501-1000, followed by 100-500 (31%), and 29% spend between 1001 and above.

Table 1.2: Demographic Profile of Respondents

S. No.	Demographic Profile	Frequency	Percent
Sex	Male	96	48.0
	Female	104	52.0
Age	15-20yrs	2	1.0
	20-25yrs	170	85.0
	25-30yrs	28	14.0
Marital Status	Married	29	14.5
	Unmarried	171	85.5
Education Level	B.Sc.	40	20.0
	M.Sc.	110	18.0
	MBA	122	61.0

	B.Tech.	2	1.0
Area	Urban	126	63.0
	Rural	74	37.0
Amount of money spend on online/internet	100-500	62	31.0
	501-1000	80	40.0
	1001-1500	32	16.0
	1501&above	26	13.0

Table 1.3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.621
Bartlett's Test of Sphericity	Approx. Chi-Square	878.769
	df	136
	Sig.	.000

Discussions:

To attain first objective, researcher used factor analysis, so as to judge the adequacy and suitability of sample Kaiser-Meyer-Olkin (KMO) test and Bartlett's Test of Sphericity was used. The value of KMO and Bartlett's Test of Sphericity as 0.621 and 878.769 respectively, which are statistically significant at 1% level of significance as mentioned in table 1.3. The factor labels, their loadings, cronbach alpha value, eigen value, % of variance and cumulative variance is shown in table 1.4. Factor analysis reduces the 17 statements to six factors and the cronbach alpha values ranged from 0.437 to 0.675 which indicates a fair to good internal consistency among the items of each dimensions. Six factors have been extracted which accounts for 65.439 percent of variance. The percentages of variance explained by factor 1 to 6 are 18.411, 15.479, 9.880, 7.558, 7.432 and 6.678 percent respectively.

Table 1.4: Name of Factors and Their label

S. N o.	Factor Name	Statements	Factor Loading	Cronb ach Alpha	Eigen Value	% of Varian ce	Cumulat ive %
1.	Threat to a system	b8 Unethical hacking activities	.773	.675	3.130	18.411	18.411
2.		b11 Fear of virus	.759				
3.		b9 It's not trustworthy	.609				
4.	Customer care	b4 Shares opinions about a product	.845	.632			
5.		b14 Organizations that use social media for marketing purpose are more innovative than others who are not using it	.703		2.631	15.479	33.890
6.		b17 I refer to the opinion of ex perts on social media sites while considering any product or service	.696				
7.		b6 Helps in decision what to buy and where to buy and how to buy	.377				
8.	Informatio n sharing	b13 I feel comfortable in sharing any information on social media sites	.693	.572	1.680		
9.		b10 Lack of information about products	.613				
10.		b15 Through social ne tworking learning environment I can get what information I want	.487			9.880	43.771
11.		b7 Fake advertisements	.466				

12.	Social media Vs traditional advertising	b12 Advertisements through social media are more interesting than traditional advertising	.832	.482	1.285		
13.		b16 Social media advertising is more informative than traditional advertising	.645			7.558	51.329
14.	Awareness	b1 It help s in seeking information of products and services	.730	.437	1.263		
15.		b2 Helps in creating an idea about products and services even before consumption	.705			7.432	58.760
16.		b3 Helps in creating brand awareness	.494				
17.	Schemes	b5 Provides in formation about exclusive offers and discounts	.879		1.135	6.678	65.439

Further the names have been assigned to these factors according to the nature of variables loaded on each factor. The six factors are: threat to a system, customer care, information sharing, social media/traditional advertising and lastly environmental schemes. Each of these factors is discussed below:

Factor 1: Threat to a system: This factor contributes for 18.411% of the variance and eigen value is 3.13 i.e. greater than 1. This factor comprises of statements like unethical hacking activities, fear of virus, it's not trustworthy. This factor has been named as threat to system because risk is associated while logging into social networking sites.

Factor 2: Customer Care: This factor leads to 15.479% of the variance and eigen value is 2.63, which is highly significant. In social networking sites expert advice/help is available, if there is any query. Moreover these sites are promoting their products time to time and help customers in deciding what to buy and when to buy?

Factor 3: Information Sharing: This factor contributes for 9.880% of the variance and eigen value is 1.6. Social networking sites gives a platform for sharing information and customers have to check out whether information is fake or original.

Factor 4: Social media Vs Traditional Advertising: This factor accounts for 7.558% of the variance and eigen value is 1.2. Social media is more interesting/attractive as well as more informative than traditional advertising.

Factor 5: Awareness: The fifth factor accounts for 7.432% of the variance and eigen value is 1.2. These sites give an idea to the customer about a product before using it whether to go with that product or not. Moreover feedbacks are also attached with the products you want to buy so as to get an idea about the product.

Factor 6: Schemes: The sixth factor accounts for 6.678% of the variance and eigen value is 1.13. These sites always used to give updates regarding various schemes and discounts to their customers.

Objective 2: To determine the relationship between demographic variables and factors influencing overall satisfaction with the services of social networking sites among students.

On the basis of these six factors namely: threat to a system, customer care, information sharing, social media/traditional advertising and lastly environmental schemes, researcher wants to determine the relationship between demographic variables and factors influencing overall satisfaction with the services of social networking sites among students. These six factors regression coefficients have been taken as dependent variable, whereas demographic factors including age, gender, marital status, area, qualification, amount of money spend on online/ internet of the students were taken as independent variable. ANOVA has been used to calculate the significant difference between demographic variables and factors influencing overall satisfaction with the services of social networking sites among students. The demographic variables affect various factors differently. Hence, following null hypothesis have been formulated:

H0 (1): There is no significant relationship between gender and factors influencing overall satisfaction with the services of social networking sites among students

H0 (2): There is no significant relationship between age and factors influencing overall satisfaction with the services of social networking sites among students

H0 (3): There is no significant relationship between marital status and factors influencing overall satisfaction with the services of social networking sites among students

H0 (4): There is no significant relationship between qualification and factors influencing overall satisfaction with the services of social networking sites among students

H0 (5): There is no significant relationship between pocket money spends and factors influencing overall satisfaction with the services of social networking sites among students

Impact of Gender on Factors:

Table 2.1 displays that the null hypothesis H0 (1) is partially rejected as it discloses that there is a significant difference between the views of male and female relating to two factors i.e. threat to system and information. From the descriptive analysis, it is evident that the females have assigned more significance to threat to system as compared to man. The reason for this could be females are very much sensitive towards security as their pictures can be hacked by anybody and post by them on porn sites. Moreover females assigned more significance to information sharing as well. The reason being is that females generally share their each and every moment on social networking sites like birthday, anniversary, new sari, new suit, new jewellary etc. with her friends on these sites. Hence it can be concluded that show your profile only to your friends not with everyone. So that misuse will be less.

Table 2.1: ANOVA between Gender and Various Factors

Factors	Male	Female	Sig.
Threat to System(Fact1)	-.24	.22	**.001**
Customer care(Fact2)	.07	-.06	.320
Information Sharing(Fact3)	-.13	.12	**.050**
Social Media Vs Traditional Advertising(Fact4)	-.063	.059	.386
Awareness(Fact5)	-.006	.005	.935
Schemes(Fact6)	.021	-.019	.775

Note: * shows significant values at 5% level of significance.

Effect of Age on Factors:

Table 2.2 displays that the null hypothesis H0 (2) is partially rejected as it discloses that there is a significant difference between the age group to two factors i.e. social media vs traditional advertising and schemes. From the descriptive analysis, it is evident that respondents of age group between 15-20 years have given more significance to social media vs traditional advertising followed by age group of 20-25 years. The reason being teenagers are very much curious regarding their profile and routine activities and posting on these sites. On the other hand age groups 20-25 years have assigned more significance to schemes as compare to other age groups. The reason for this could be respondents were more attracted towards these sites because of schemes introduced by these sites for shopping. Hence it can be concluded that no doubt products are cheaper on these sites as they are offering lot of discounts as compare to retail outlets.

Table 2.2: ANOVA between Age and Various Factors

Factors	15-20yrs	20-25yrs	25-30yrs	Sig.
Threat to System(Fact1)	-1.086	-.007	.122	.249
Customer care(Fact2)	-.949	.015	-.027	.395
Information Sharing(Fact3)	-.193	-.001	.025	.955
Social Media Vs Traditional Advertising(Fact4)	2.59	.030	-.368	**.000**
Awareness(Fact5)	.324	.009	-.083	.812
Schemes(Fact6)	-2.267	.0102	.099	**.005**

Note: * shows significant values at 5% level of significance.

Effect of Marital status on Factors:

Table 2.3 displays that the null hypothesis H0 (3) is partially rejected as it discloses that there is a significant difference between the views of married and unmarried relating to one factor i.e. threat to system. From the descriptive analysis, it is evident that married respondents have assigned more significance to threat to a system as compared to their unmarried counterparts. The reason for this could be that married respondents become more responsible and have family with them. Hence it can be concluded that married respondents are very much particular when they chat with their friends and sharing information with them. They better know about what to share and not to share on these sites. They are not going to share personal information on these social networking sites.

Table 2.3: ANOVA between Marital status and Various Factors

Factors	Married	Unmarried	Sig.
Threat to System(Fact1)	.193	-.032	.262
Customer care(Fact2)	.458	-.077	**.007**
Information Sharing(Fact3)	-.081	.013	.634
Social Media Vs Traditional Advertising(Fact4)	.177	-.030	.303
Awareness(Fact5)	-.170	.028	.322
Schemes(Fact6)	-.051	.008	.763

Note: * shows significant values at 5% level of significance.

Effect of Qualification on Factors:

The results of one way ANOVA (Table 2.4) reveals that the null hypothesis H0 (4) is partially rejected as qualification has a considerable impact on respondents regarding social networking sites. It can be observed from the result that three factors i.e. threat to system, social media Vs traditional advertising and awareness have significant relationship with qualification.

The descriptive analysis confirms that the respondents having under graduate degree in education have higher agreement for social media Vs traditional advertising and awareness. This may be due to the fact that undergraduate students are more in touch of internet and social media as they want to be in fame and want to become famous among their group. On the other hand post-graduate respondents have agreement towards threat to system. This may be due to the fact that respondents were more sincere towards their career and do not waste time on social site. Hence it can be concluded that respondents know about the pros and cons of these sites and well aware regarding their career prospects.

Table 2.4: ANOVA between Qualification and Various Factors

Factors	B.Sc.	MBA	M.Sc.	B.Tech.	Sig.
Threat to System(Fact1)	-.243	-.527	.236	-.097	**.000**
Customer care(Fact2)	.040	.086	-.027	-.664	.728
Information Sharing(Fact3)	.117	.366	-.129	-1.048	.021
Social Media Vs Traditional Advertising(Fact4)	.422	.233	-.191	-.990	**.001**
Awareness(Fact5)	.414	.071	-.148	-.498	**.015**
Schemes(Fact6)	.173	.020	-.054	-.531	.548

Note: * shows significant values at 5% level of significance.

Effect of Pocket-money on Factors:

The results of one way ANOVA (Table 2.5) reveals that the null hypothesis H0 (5) is partially rejected as pocket money has a considerable impact on respondents regarding social networking sites. It can be observed from the result that three factors i.e. social media Vs traditional advertising, awareness and schemes have significant relationship with pocket money.

The descriptive analysis confirms that the respondents having pocket money ranging from 100-500 rupees have high agreement towards social media and awareness. The fact for this may be respondents want to enjoy and it is a cheaper way to enjoy and play games, chatting, watching latest songs, movies and many more things in just rupees 10 per hour. On the other hand respondents having pocket money ranging from 500-1000 rupees have high agreement towards schemes. The fact for this could be respondents are more interested in different schemes offered by these sites and they will take advantage of it. Hence it can be concluded that respondents prefer social networking sites for various reasons and it is a cheaper medium of information as well as entertainment.

Table 2.5: ANOVA between Pocket money and Various Factors

Factors	100-500	500-1000	1000-1500	1500&above	Sig.
Threat to System(Fact1)	-.136	.135	.044	-.144	.361
Customer care(Fact2)	-.036	.0704	-.093	-.014	.860
Information Sharing(Fact3)	-.198	.055	-.026	.334	.132
Social Media Vs Traditional Advertising(Fact4)	.228	.216	-.548	-.536	**.000**
Awareness(Fact5)	.308	-.080	-.439	.052	**.005**
Schemes(Fact6)	-.021	.182	.100	-.633	**.003**

Note: * shows significant values at 5% level of significance.

The combined results are also depicted in summary results of ANOVA (Table 2.6) highlighting the relation between demographic variables and derived factors.

Table 2.6: Summary Results of ANOVA

Factors	Gender	Age	MS	Qualification	Pocket money
Threat to System	√	X	√	√	X
Customer care	X	X	√	X	X
Information Sharing	√	X	X	X	X
Social Media Vs Traditional Advertising	X	√	X	√	√
Awareness	X	X	X	√	√
Schemes	X	√	X	X	√

Conclusion:

In this paper, the main objectives of papers were: to identify the factors related with the services of social networking sites among students and second, to determine the relationship between demographic variables and factors influencing overall satisfaction with the services of social networking sites among students. For attaining these objectives, researcher used factor analysis and then applied ANOVA on these regression coefficients to see the significant relationship between demographic variables and factors. Factor analysis reduces the 17 statements to six factors and the cronbach alpha values ranged from 0.437 to 0.675 which indicates a fair to good internal consistency among the items of each dimensions. Moreover Gender, marital status and qualification has significant relationship with threat to system. On the other hand, only marital status has significant relationship with customer care and gender has significant relationship with information sharing. Whereas age, qualification and pocket money has significant relationship with social media Vs traditional advertising. Qualification and pocket money has significant relationship with awareness also. Last but not the least age and pocket money has significant relationship with schemes. Hence it can be concluded that demographic variables has significant relationship with the factors influencing overall satisfaction with the services of social networking sites among students. Social networking sites are providing a platform to everyone generally the youth to play an optimistic outlook for changing our society mindset, which anyone can see in the queries for different replies. Most of the social issues get publicity through these sites and constructive thoughts can be generated.

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