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*Analysis of the impact
of social media
on the millennial*

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Abstract:

Social media is an increasingly important part of modern life. Social media refers to web-based services that allow people to interact and communicate with colleagues, and friends, strangers. Social networking sites include YouTube, Instagram, Twitter and Facebook, blogs, Flickr, and a variety of other web-based messaging applications. Millennials are people who were born between the years 1980 and 2000. Digital Natives and Generation Y are two terms used to describe them. "Millennials and Generation Z" grew up in a world where digital technology was commonplace in almost every country. Social media, on the other hand, is a useful tool for having to interact with one another and exchanging information. of the Millennial generation's digital social media usage experiences and feelings.

Keywords:

Social media, the Millennial generation, Generation Z, Social networking, effective communication

1. Introduction:

1.1. Background of the study:

Twitter, Linked In, Facebook, and other initial sites saw exponential growth in participation when publishing became popular in the late 1990s. Social media is a crucial technology for connecting ordinary people. As a result, if such technologies are made as widely available as possible, anyone can use them in their daily lives. It would be a "power to the people," as described in "Groundswell: Winning in a World Transformed by Social Technologies" by (Li and Bernoff, 2011).

1.2. Aim of the study:

The research aims to understand more about the current social media habits of Millennials. Millennials' use of social media will be examined as a whole in this research. Social activities, as well as attitudes, are examined as well as the influence of internet media on this subgroup and how it might improve communication to be more successful.

1.3. Objectives of the study:

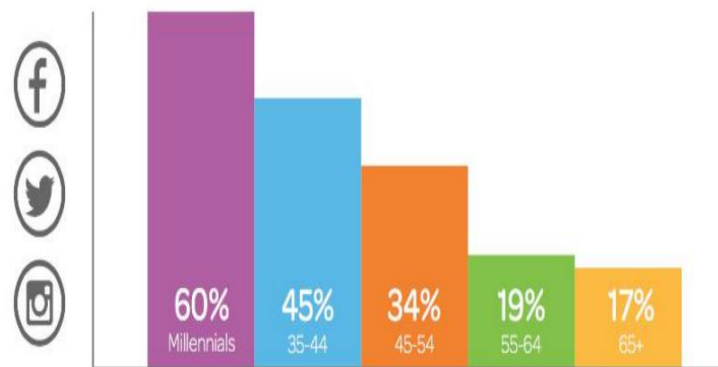
This research will cover all aspects of how social media affects the mental health of youth.

- (1) Identify the reasons why people utilize social media.
- (2) Customer demand, as well as the acceptability of social media marketing, are to be discovered.
- (3) Investigate the effect of online advertising on millennials' preferences based on various demographic characteristics.

1.4. Research questions:

The study focused on "Millennials born between 1980 and 1994, Gen Y born between 1995 and 2015, and Cuspers born between 1990 and 2000." The effects of social media on adolescent mental health were also studied. That would be the study's main focus. There are several approaches to focusing on key questions:

- 1) How do Millennials communicate differently than earlier generations?
- 2) Using social media has both pros and cons.
- 3) To what extent can mass media effectively communicate with youth to increase their well-being?



*Figure. 1: social media use by various age groups on different platforms
(source: millennials: fuelling the experience economy, 2022)*

As shown in fig.1, the education was prepared by Harris Poll united states from June 27 through July 1, 2014. The study comprised 2083 adults (18+), 507 of which were Millennials (18-34). This study demonstrates that Millennials seem to be the most active internet users, making up 60% of all users.

2. Literature Review:

2.1. Introduction:

Several social advancements have made it possible for a boom in consumer content, worldwide groups, and the dissemination of customer attitudes through web-based social networking. It can alternatively be characterized as a group of Web 2.0-based applications that make it possible to create and transmission of user-generated content following its ideological and inventive basis (Kaplan and Haenlein, 2011). Businesses utilize social media such as YouTube, Google+, Twitter, LinkedIn, Facebook, and others to promote their goods and brands in social media marketing (Iblasi, Qreini, and Bader, 2016).

2.2. Impact on social media:

Social media has two effects people who use social networking sites have grown in popularity, giving the perception of power. More research is being done as more people utilize social media like Instagram and Facebook. The influence of social media on adolescent mental health has increased, as per a paper in the Journal for "North Carolina Medical." Usage of social media to communicate boring tasks or ideas with friends and followers is prevalent. A North Carolina Research Journal study found conflicting results, with many demonstrating the internet had a detrimental effect on one's psychological health (Nesi, 2020).

3. Methodology:

3.1. Sampling size:

It includes a detailed data consent form as well as contact information for the analyst and thesis supervisor in case of questions or clarifications. The questionnaire was circulated to three out of every ten people, and it gave respondents the option of participating in the research based on their consent.

3.2. Data collection:

This study will collect primary data from real-time responders. This can be gathered qualitatively or quantitatively. The questionnaire approach involves a written set of questions and responses. The questionnaire's performance was assessed by subject experts and ten participants in a pilot study.

3.3. Data analysis:

The questions under the impact of social media are:

An investigation on why people use social media in the first place:

1. Respondents were asked how much energy they spent online, which social networking sites they utilized and why; if brands were followed on Facebook or Twitter; and if customers bought things they saw on social media.

Table.1: Social networking usage (source: Arora, Agarwal, and Kumar, 2018)

Number of Hours	Number	Percentage
1-3	2	2.5
4-6	2	28.5
7-9	3	32.5
More than 10	3	35.5
Total	10	100

Table.1. shows that 35.5 percent of respondents used the Internet for more than 10 hours per week, 32.5 percent for 7-9 hours, 28.5 percent for 4-6 hours, and 2.5 percent for 1- 3 hours per week.

Analyzing the effect of social media marketing on millennials' predilections on the origin of different demographic features:

The survey is based on the respondent's gender, age, education, occupation, and income (independent variables). Table 2 shows the frequency of the subcategories Male, female, 18-35, 36+, UG, PG, and Student.

Table.2: Demographic analysis of the respondents (source: Arora, Agarwal, and Kumar, 2018)

Demographic Variables	Subcategory	Frequency	Percentage
Gender	Male	1	20
	Female	2	15
Age group	18-35	2	10
	36+	1	5
Qualification	UG	2	15
	PG	1	5
Occupation	Student	1	30

Men account for 20% of table. 2, with women accounting for 15%. The majority of respondents in the demographic variables are in the occupation category, with 30% in the student category. Only 5% of respondents fall into the age group and qualification categories of 36+ and PG in the Demographic variables.

3.4. Results:

Analysis for identifying the motives for online customers under social media usage:

This graph shows that 35.5 percent of respondents used the Internet for more than 10 hours per week, 32.5 percent used it for 7-9 hours per week, 28.5 percent used it for 4-6 hours, and 2.5 percent used it for 1 to 3 hours per week.

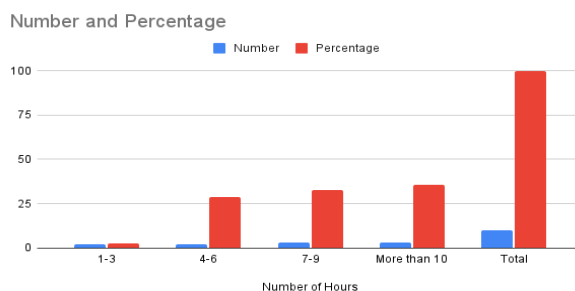


Figure.2: Online customers under social media usage

Number of followers under the brands on social interacting sites:

According to the graph, 84.5 percent of defendants follow the brands on social interacting spots, while 15.5 percent do not follow brands on social networking sites.

Analyzing the effect of social media marketing on millennials' predilections on the origin of different demographic features:

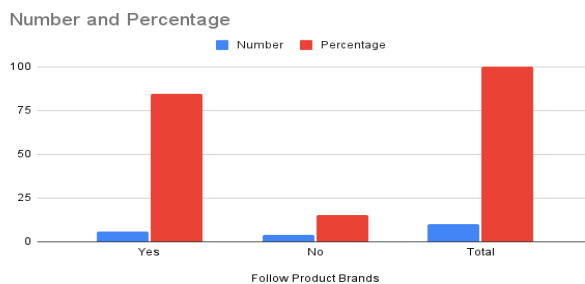


Figure. 3: Followers on sites (source: self-created)

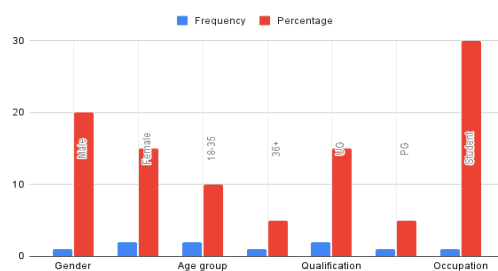


Figure.4: Effects of social media marketing (source: self-created)

Men account for 20% of the chart, while women account for 15%. The percent of people in Demographic variables are in the Occupation category, with 30% in the category of Student. In the Demographic variables, the Age group and qualification under the category of 36+ and PG is only 5% of the respondents.

4. Findings and Discussions:

The way youth and the rest of the world communicate has been transformed by social media, despite its immaturity. Since geography or time no longer matters in the case of social media, it's possible to connect with people from all over the world in previously unimaginable ways. It does, however, presuppose that there is a connection between poor mental health and social media. Instead, a lack of equilibrium among individuals as well as underlying issues like low self-esteem linked to such a low level of satisfaction was revealed through the investigation. It is possible that social media can be beneficial to one's health, despite the fact that they are linked.

5. Conclusions:

Consumer preferences are shaped by social media. It was found that the respondents enjoyed reading blogs and watching online adverts on a frequent basis, according to a frequency analysis. On social media, people preferred to share their thoughts on things and services they were planning to purchase or had already used.

Some of the people who took part in the survey used social media to stay on top of new products and services. Social networking has a tremendous impact on the formation of the personalities of millennials, according to this study. This is why it is important for millennials to use social media in a positive way.

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