



## **THE IMPACT OF SOCIAL MEDIA AMONG ARTS AND SCIENCE COLLEGE STUDENTS IN COIMBATORE CITY**

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### **ABSTRACT**

This The Social media has both positive and negative effects on arts and science college students in Coimbatore. It offers a platform for collaboration and sharing, but excessive usage can lead to distractions and mental health issues. Students should strive to strike a balance in their social media usage for optimal benefits.

The purpose of this study is to look into how social media influences college students' shopping decisions, specifically focusing on them. Since social media platforms are now widely used, marketers may use them to engage with their audience and influence their purchasing decisions.

### **INTRODUCTION**

People utilize social media to connect with friends, family, classmates, and clients. Social networking can be done for personal or professional reasons. The program identifies relationships between individuals and helps make new contacts. Consider social media networking platforms.

- ❖ ☐ Telegram
- ❖ ☐ You Tube
- ❖ ☐ WhatsApp
- ❖ ☐ Facebook

Initially, social media was not prioritized, but it has gradually gained importance and is now a major focus in studies. Social Media Serves both jewels and distractions on the same plate .Students who are easily distracted tend to use the regressive mode instead of the progressive one. Social media can positively impact students' intellectual development. However, the negative aspects of social media have overtaken the advantages. In general, social media can lead to misinformation for kids and young people. Social media has become an integral part of the lives of college students, including those in arts and science colleges in Coimbatore city. Social media platforms like Facebook, Instagram, Twitter, and Snapchat have profoundly influenced the way students communicate, interact, and consume information.

### **THE OBJECTIVE OF THE STUDY**

- To determine the level of social media usage among arts and science college students in Coimbatore city.
- To examine the impact of social media on the academic performance of arts and science college students.

- To analyze the influence of social media on the social and personal life of arts and science college students.

### SCOPE OF THE STUDY

The study can explore how social media usage impacts the academic performance of arts and science college students in Coimbatore city, such as the relationship between time spent on social media and grades.

### Research gap

The Even while social media has become a vital component of students' artistic and social lives, study on how it affects their overall wellbeing, academic performance, and health is still underway.

Although media can help people connect with like-minded people and provide support networks for underrepresented groups, concerns regarding its possible detrimental impacts on students' mental and physical health still exist.

S. No.	Particulars	No. of respondents	Percentage
1	YES	64	63.3
2	No	46	32.7
	<b>TOTAL</b>	110	100%

### REVIEW OF LITERATURE

**Constantinides, E. (2018),** - The This article provides a critical analysis of the traditional marketing mix and proposes a new framework for digital marketing. The article covers topics such as customer relationship management, online branding, and integrated marketing communication.

**John Rossiter and Steve Bellman (2019)<sup>2</sup>** – This article explores the potential of internet advertising as a tool for building brand awareness and influencing consumer behaviour. The authors argue that online advertising can be more effective than traditional advertising due to its ability to target specific audiences and track consumer behaviour.

**Laura O. Olusanya and Ijeoma L. Nwachukwu (2020)** The authors investigate the many forms of political participation and the significance that various social media platforms play in molding political behavior. The study found that social media platforms promote youth political participation. The authors conclude that social media is most beneficial for non-traditional political activity, such as online petitions and campaigns, rather than traditional forms.

### PERCENTAGE ANALYSIS

**Table-4.1.1**

#### Age of the Respondents

**Source:** Primary Data

#### Interpretation:

The number of respondents any education information pages on social media Platform above table. Nearly 63.3% of the respondents pay attention on social media advertisements and 32.7% of respondents No.

#### Majority

It is inferred that the majority (63.3%) of the respondents are male.

**Table-4.2.1**

#### HOW MANY HOURS PER DAY DO YOU SPEND ON SOCIAL MEDIA ?

S. NO	PARTICULARS	Nu.OF RESPONDENTS	PERCENTAGE
1	less than 1 hour	35	31.8%
2	1-2 hours	37	33.6%

3	3-4 hours	25	22.7%
4	More than 5 hours	13%	11.8%
<b>5</b>	<b>TOTAL</b>	<b>110</b>	<b>100 %</b>

**Source:** Primary Data

### **Interpretation:**

From the above table 31.8 % of respondents are in Less than 1 hours , 33.6% of the respondents are 1-2 hours , 22.7% of the respondents are 3-4 hours,11.8% of the respondents are more than 5 hours of the respondents

### **Majority**

It is inferred that the majority (100%) of the respondents use social media.

### **FINDINGS**

- It is inferred that the majority (39.1%) of the respondents are Age
- It is inferred that the majority (38.2%) of the respondents are in the alternative social media platform do you use.
- It is inferred that the majority (33.6%) of the responsible of hours per day do you spend on social media.
- It is inferred that the majority (63.6%) of the respondents of socail media has made communication easier or more challenging among college students.
- It is inferred that the majority (67.3%) of the respondents of social media encourages healthy competition among college students in the arts and sciences.
- It is inferred that only (58.2%) of the respondents of education or information pages/accounts on social media platform
- It is inferred that the majority (56.4%) of the respondents feel that social media has positively impact your socail life?
- It is inferred that the majority (52.7%) of the respondent of social Media influence your career aspirations or goals in any ways.
- It is inferred that the majority (52.7%) of the respondents of social media platform with same advertisements influence your purchase decision
- It is inferred that the majority (38.2%) of the respondents engage in online discussion or debates regarding academic topic through social media.
- It is inferred that the majority (54.5%) of the respondents ever participated in virtual events or webinars related to arts and science through social media.
- It is inferred that the majority (58.2%) of the respondent of social media is a useful tool for networking with professional in your field.
- It is inferred that the majority (52.7%) of the respondents feel that social media has affected your mental health?
- It is inferred that the Majority of (80%) the respondents of believe that social media is a reliable source of information.
- It is inferred that the majority (37.3%)of respondents of social media has had a more positive or negative impact on your college experience as an arts and science student

### **SUGGESTIONS**

1. They can also read customer reviews of products before deciding whether or not to buy one. Finally, parents should keep a close eye on what their children are accessing on social media.
2. Excessive time spent on social media networks not only squanders time but also health issues and vision problems.
3. Therefore, people shouldn't spend too much time on social media Moreover, it is not appropriate to reveal or publish private or intimate information on social media platforms.

**CONCLUSION**

social media has had a significant impact on arts and science college students in Coimbatore city. It has become an integral part of their daily lives, influencing their communication, learning, social interactions, and overall behavior.

The study has shown that students use social media platforms for staying connected with friends and family, accessing information, and seeking entertainment.

**REFERENCES**

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- 2) Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015), This article discusses the shift from multi-channel retailing to omni-channel retailing, and the implications for digital marketing strategies.
- 3) Constantinides, E., & Fountain, S. J. (2011), This article explores the concept of Web 2.0 and its impact on digital marketing. The authors discuss the key features of Web 2.0, such as user-generated content and social media, and the implications for marketing strategies.
- 4) John Rossiter and Steve Bellman (2005), This article explores the potential of internet advertising as a tool for building brand awareness and influencing consumer behaviour