

AN ANALYSIS OF FACTORS INFLUENCING IN SOCIAL MEDIA AND E-COMMUNICATION AMONG YOUNGER GENERATION

E. SAMBASIVAN,

Department of Commerce, Faculty of Science and Humanities,
SRM University, Kattankulathur, Chennai, Tamil Nadu.
esambasivan@gmail.com

S.GUNAPALAN,

Department of Management , Faculty of Management and Commerce
South Eastern University of Sri Lanka, Oluvil, Sri Lanka
sgunapalan@seu.ac.lk

Abstract

Humans have always communicated with each other in a number of ways. Human communication was revolutionized formerly with speech, symbols, writing and in the recent time with e-communications and technology. With the advancement of technology, the scenario of communication has changed forever. By way of regular telephone links, private cables, internet access, microwave relayed by communication satellites or by land based repeater stations, many activities which were considered impossible have now become possible. Money can be transferred between banks and across oceans, an entire manufacturing facility can be monitored without the need of physical presence through tele-computing or software and data can be shared and distributed to innumerable people over long distances almost instantly. All these activities have been made possible by the development of various technological tools like telephones, voicemail, cellular phones, facsimiles, internet, emails, blogs and many other types of soft wares available for composing, transmitting and sharing data. Thus, the evolution of communication has been truly phenomenal and the use of technology enabled communication has and will continue to open new frontiers in the days to come. These new possibilities also bring along new opportunities and challenges. In this paper, through an empirical study, an effort is made to find out the analysis of factors influencing in social media and e - communication on the younger generation. Questionnaire method is adopted for data collection and statistical tools used for analysis include Mean, Ranking and ANOVA. Data is interpreted and ideas for factors influencing in social media and e - communication on the younger generation. Finally give the suggestions and conclusion.

Keywords: *e-communication, Tele communication, Social Media Communication, media communication, etc.,*

The Twentieth and Twenty-first Centuries can be considered as most noteworthy in the growth of technology enabled communication. And in present era, technology has given a new dimension to communication and has created a wide spectrum of tools that not only provide faster and better long-distance communication

but also has widened its range i.e. innumerable people can be contacted or informed at the click of a button. Technology has made the impossible possible and its development in the past century and the present one has been truly phenomenal. As delineated in the history books and the web sources studied by the researcher

some of the prominent inventions in the field of technology communication are as follows:-

1. Printing press 2. Telegraph 3. Telephone 4. Television 5. Computer 6. Internet 7. Laptop/Ultra Book 8. Tablet etc., With the advent of the 21st Century, technological advancements opened up an altogether new realm of possibilities. Communication entered a different level when it was facilitated by controlled waves and electromagnetic signals. The new technological tools: like personal computers, internet and mobile technology, made communication speedier, cost effective and increased its range to a large extent. At the click of a button, one can have access to any kind of information required and communicate it to innumerable people. One can exchange messages almost instantly. Another revolution of e-communication is chatting and video conferencing with allows one-on-one or face-to-face communication. In addition to this, it is also cost-effective and, therefore, used widely. With easy internet access to all and cheap availability of technological tools (such as PCs, laptops etc.) e-communication became one of the most the preferred mode of communication in present era.

Everything in the world of computer technology these days seems to be prefaced with the letter 'e'. Apparently, a golden letter to those with the skills to master technology of the e-world .

Research has been carried out on number of aspects of communication like ICT tools, role of technology in teaching, business communication and correspondence; but no pointed research has been carried out in the area that the researcher has chosen. It has remained

to a large extent untouched. Therefore, the researcher intends to inquire into and critically examine analysis the present topic in detail.

Research methodology

Sampling Frame and Data Collection Procedure

Primary data needed for the study were collected through questionnaires issued to 670 respondents, who constitute the sample for the study. They represented a wide spectrum of Government university, private university, private college, aided college and government college. Sample consists of respondents to different faculties.

Convenience sampling was adopted considering the availability and approachability of respondents for the purpose of data collection efforts.

A total of 670 questionnaires were issued through personal contacts, after obtaining official permission from educational institutions and through the assistance obtained from many respondents. Completed questionnaires received were 628, which represent 94% of response rate but only 600 questionnaires were used, remaining 28 questionnaires were discarded because of incomplete answers or partially filled defective responses, as they are not useful for statistical purposes.

Objectives of the study

1. To study the Profile of the sample Respondents on factors influencing in social media and e-communication on the younger generation.

2. To Analysis of factors influencing in social media and e-communication on the younger generation.
3. To know the gender differences of factors influencing in social media and e-communication on the younger generation.

Pretesting and Pilot Study

The present study was conducted through a structured questionnaire. To understand the communicability of the questionnaire and content validity, as would be perceived clearly by the impact of social media and e-communication on the younger generation – a study with reference to higher education students in Chennai city, Preliminary survey was conducted. A draft questionnaire was given to educationalist belonging to different institutions in Chennai and also given to academicians in the field of commerce and management, to obtain their views on the design and dimensions considered for the study. On the basis of the comments received from academicians and social media executives, revisions were made to make the language more communicable. It also resulted in deletion and addition of some dimensions. The structure was also improved.

Then the questionnaire was administered for pilot study to 150 executives, belonging to different education institutions in Chennai city. The data obtained is verified for the reliability of the questionnaire by computing Cronbach’s Alpha co-efficient.

The results are as follows:

- 1) Social media and e-Communication on the Younger generation – A study with reference to Higher education students in Chennai city = 891

The above reliability co-efficient are considered satisfactory. The final version of the questionnaire was then prepared and used for the study.

Summarized presentation of the demographic profile of sample respondents and appropriate survey of related Impact of Social media and e-Communication on the Younger generation factors are presented below.

Analyses of Demographic Characteristics of Respondents:

Table displays the distribution of gender of respondent. Out of 600 respondent 54.5% of the respondent are male and remaining 45.5% of respondent are female. This shows that

Table 1- Gender distribution of Respondent

Particulars	Number of Respondent	Percentage
Male	327	54.5
Female	273	45.5
Total	600	100.0

Source: primary data

Table 2- Age group distribution of Respondent

Particulars	Number of Respondent	Percentage
Up to 21 Years	84	14
21 Years to 23 Years	127	21.17
23 Years to 25 Years	217	36.16
More than 25 Years	172	28.67
Total	600	100.0

Source: primary data

majority of the respondent (54.5%) are male respondent. Table explores the age distribution of respondent. Out of 600 respondent 14% of the respondent are having age below 21 years, 21.17% of the respondent are in the age group 21 - 23 years and 36.16% of respondent are the age group between 23 years to 25 years and another 28.67% of the respondent are having age above 25 years. This results shows that majority of the respondent are having age between 23years to 25 years.

Table explains the details of educational qualification of respondent from Chennai city. Out of 600 respondents 38.5% of the respondents are studying under graduates

degrees. 30.67% of the respondents are studying Post graduates and another 12.16% of the respondents are studying professional degree and 18.67% of respondents are studying research. This table shows that majority of the respondent (38.50%) are possessing studying under graduate degrees. Research like, M.Phil, Ph.D., etc., and Professional degree like, ICWA, CA, ACS, etc.,

The above chi – square values indicate that age, gender, educational qualification, faculty distribution and medium of instructions have significant associations with frequency of preferences for impact of social media and e-communication on the younger generation.

Table 3-Educational qualification distribution of Respondent

Particulars	Number of Respondent	Percentage
UG	231	38.5
PG	184	30.67
Professional	73	12.16
Research	112	18.67
Total	600	100.0

Source: primary data

Table – 4. - Demographic variables and impact of social media and e-communication on the younger generation

Particulars	Chi-square value	P value	Result
Gender	180.887	.000**	Significant
Age	129.040	.000**	Significant
Educational Qualification	90.535	.000**	Significant
Faculty Distribution	38.144	.000**	Significant
Medium of instructions	17.751	.010**	significant

Source: Primary data

**At 1% level of significance *At 5% level of significance

The results shows that significantly associate the demographic variables and impact of social media and e-communication on the younger generation.

H₁: There is significant relationship between the gender and impact of social media and e-communication on the younger generation

Gender and Impact of Social Media and E-Communication on the Younger Generation

Student’s “t” test shows the perceptions of sample respondents that gender status influences the social media and e- communication on the younger generations’ value not significant for gender categories. It is reflected by mean scores of male (78.6557) and female (78.4724). This results shows that the perceptions of male and female thinking’s are same in e-communication in college students. The above results shows

Hypothesis

H₀: There is no relationship between the gender and impact of social media and e-communication on the younger generation

Table 5- Gender and Impact of Social Media And E-Communication on The Younger Generation

Gender	Mean value	F value	t value	P value	Result
Male	78.6557	19.466	2.492	.230	Not Significant
Female	78.4724				

Source: Primary data

*At 1% level of significance **At 5% level of significance

Table 6 Age and Impact of Social Media and E-Communication on the Younger Generation

Age	Mean Value	F value	P Value	Result
Up to 21 Years	49.2693	8.079	.000*	Significant
21 Years to 23 Years	53.5550			
23 Years to 25 Years	55.1759			
More than 25 Years	59.8964			

Source: Primary data

*At 1% level of significance **At 5% level of significance

that there is no significant between gender and impact of social media and e-communication on the younger generation. The gender perceptions are same therefore the null hypothesis not rejected.

Age and Impact of Social Media and E-Communication on the Younger Generation

Hypothesis

H₀: There is no relationship between the age and impact of social media and e-communication on the younger generation

H₁: There is significant relationship between the age and impact of social media and e-communication on the younger generation

The above result reveals that there is a significant difference between age and the impact of social media and e-communication on the younger generation - A study with reference to Higher education students. With advancement of age, Respondents are using e-communications

are increases positively 25 yrs of age, but, it decreases school education level of age. It seems that after school yrs of age, students are liberal on spending the time to internet. This result strengthens the argument that age is an important factor influencing the impact of social media and e-communication on the younger generation as advocated by many researches. For example, Euro monitor, (2007), in its study on “computer using - United Kingdom”, stated that in terms of spending on computer, age is a stronger determinant of women’s budget than their socio-economic status.

Mintel, (2008) in his study titled “laptop - UK” found that 20-24 and 25-34 age groups are of utmost importance to the marketers as women are less anxious about quality than style in their laptop.

The study conducted by Van Ravenswaay and Hoehn (1991) titled “The Impact of e-communication purchase of electronic devises: A Case Study of Apples” found that age had a negative effect on demand for pesticide residue-

Table 7 Education and Impact of Social Media and E-Communication on The Younger Generation

Education	Mean Value	F value	P Value	Result
UG	66.8000	1.101	.324	Not Significant
PG	67.9353			
Professional	66.9063			
Research	67.1704			

Source: Primary data

*At 1% level of significance **At 5% level of significance

free apples (i.e., older consumers demanded fewer pesticide-residue-free apples). However, Jolly (1991) found no correlation between age and purchases of mobile produce.

The above results show that there is significant between age and impact of social media and e-communication on the younger generation. The age perceptions are same therefore the null hypothesis rejected.

Education and Impact of Social Media and E-Communication on The Younger Generation

Hypothesis

H₀: There is no relationship between the education and impact of social media and e-communication on the younger generation

H₁: There is significant relationship between the education and impact of social media and e-communication on the younger generation

The above ANOVA analysis indicates that

education of the impact of social media and e-communication on the younger generation - A study with reference to Higher education students does not play any significant role in the impact of social media and e-communication on the younger generation - A study with reference to Higher education students.

Ozhan (2004) report that as educational level increases, the level of negative attitude towards mobile phones increases also. These findings are supported by Sarker and Wells (2003) who consider economic conditions as an influencing factor on adoption and usage of mobile phones (Sarker and Wells, 2003). Therefore, it is concluded that the respondents with a higher level of education show a more negative attitude towards social media advertising and perceive a lower value.

The above results show that there is no significant between education and impact of social media and e-communication on the younger generation. The education perceptions are same therefore the null hypothesis not rejected.

Findings and Conclusions

The results show that:

Majority of the respondent (54.5%) are male respondent.

Majority of the respondent are having age between 23years to 25 years.

Majority of the respondents are belongs to faculty of engineering and science.

majority of the respondents are writing the examinations and studying the English medium

all the educational institutions students are using internet by the way of internet centre, home, cell phone and college campus wi fi network etc.,

maximum respondents are using internet facilities in their home only.

all the students are using e- communication through the social networking group by the way of internet.

all the students are having the social network account and operate their accounts.

student communities are always updating the information through social network blogs.

There is no significant between gender and impact of social media and e-communication on the younger generation. The gender perceptions are same therefore the null hypothesis not rejected.

There is significant between age and impact of social media and e-communication on the younger generation. The age perceptions are same therefore the null hypothesis rejected.

There is no significant between education and impact of social media and e-communication on the younger generation. The education perceptions are same therefore the null hypothesis not rejected.

There is significant between faculty distributions and impact of social media and e-communication on the younger generation. The faculty distributions perceptions are significantly influence the e communications so therefore the null hypothesis is rejected.

There is significant difference between medium of instructions and impact of social media and e-communication on the younger generation. The medium of instructions perceptions are significantly influence the e communications so therefore the null hypothesis is rejected.

There is no significant difference between Access to internet and impact of social media and e-communication on the younger generation. The respondent accesses to internet perceptions are not significantly influence the e communications so therefore the null hypothesis is not rejected.

There is significant difference between social blog access to internet and impact of social media and e-communication on the younger generation. The respondent social blog access to internet perceptions are not significantly influence the e communications so therefore the null hypothesis is not rejected.

There is significant difference between often to access to social blog into internet and impact of social media and e-communication on the younger generation. The respondent often to access social blog into internet perceptions are

significantly influence the e communications so therefore the null hypothesis is rejected.

There is significant difference between hours to access to social blog into internet and impact of social media and e-communication on the younger generation. The respondent hours to access social blog into internet perceptions are significantly influence the e communications so therefore the null hypothesis is rejected.

The results shows that significantly associate the demographic variables and impact of social media and e-communication on the younger generation.

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