

## A Qualitative Analysis of Zoomer's Perception of Social Network Sites in India

1. Prof. Ripudaman Gaur

Research Scholar, Galgotias University, Greater Noida (UP)-India

Email: [ripudamangaur@gmail.com](mailto:ripudamangaur@gmail.com)

2. Dr. Sarita Chaudhary

Professor, SOB, Galgotias University, Greater Noida (UP)-India

Email: [Sarita.chaudhary@galgotiasuniversity.edu.in](mailto:Sarita.chaudhary@galgotiasuniversity.edu.in)

3. Dr. Vandana Pareek

Associate Professor, Lloyd Business School, Greater Noida, (UP) -India

Email: [vandanapareek1@gmail.com](mailto:vandanapareek1@gmail.com)

**Abstract:** The growing generation in India is witnessing a digital transformation with the emergence of digital and electronic landscape. So many researchers have been conducted to evaluate & understand the positive and negative impact of SNS on Indian population. This research is an attempt to understand behavioral aspects of generation Z & Generation I. Study found that most of the Gen Z & Gen I youth are so used to of social network sites that they are creating new amplitude and avenues out of technology. Right from seeking information to building and nurturing relationship to getting business and employment opportunities, SNSs are becoming new world of avenues to this population. However the present study has also shown negative behavioral dimensions of SNS among youth. High involvement in social media is also throwing a darker behavioral and psychological impact on the psyche of youth. Over dependency of youth on SNSs is resulting in to addiction and the decreasing efficiency.

**Key words:** SNS, Generation Z, Generation I.

### Introduction

Anyone who is born after 1997 is generation Z (Pew 2021). Generation Z is the youngest population, most diverse and largest chunk of country's population. Gen Z is born at the time of in the time of technology boom and information overload. They are technology responsive and enormously hooked to social media. The Oxford Dictionary describes Generation Z as "the generation reaching adulthood in the second decade of the 21st century."

It is the world of social media and internet and this recent generation is over utilizing these tools to connect and communicate. This generation is a shift from mobile phone games to digital games, Internet to SNSs and of course from physical to virtual.

Social Network Site (SNS) is an online platform which is used to build social network, Maintain relationship with other people of similar interest, goal and profession (Obar, Jonathan A, Wildman and Steve, 2015). Social Network sites/Services vary in format and applications. They also vary in applicability, interest of target audience, and tools for information and communication.

William Arruda (2007) propounded a model that classifies the social media users into four categories:

**Digitally Dissed-**In this category SNS user has less on the Web through SNS, and what is there is either negative or irrelevant with how he/she wants to be known. Here user is advised to improve the usage of SNS and the content has to be more relevant.

**Digitally Disastrous-** Users are found more on SNS and there is much information about the user on the Web, but the information about user is irrelevant. Viewer cannot identify users profile meaningfully. Users in these categories are advised to focus on their content.

**Digitally Dabbling-**This category of users is about when there is some information on the Web through SNS about you but the usage of SNS by the users are very low. Users are advised to maximize the use SNS to create the awareness and leverage the benefits of SNS.

Philosophical Readings XIII.4 (2021), pp. 3323-3328. 3323

Info@philosophicalreadings.org

10.5281/zenodo.5929205

**Digitally Distinct**-Digitally distinct are the users who have been SNS quite effectively and they are very cautious about their content they put on SNS. Such are the users who are creating and leveraging their personal brand through Social media usage.

Figure 1



Above model propounded by William Aruda (2006) helps the Generation Z to understand and guide about the volume and relevance of Social Media Services.

The researchers tried to delve into usage pattern of Social media Networks among youth especially Gen Z and comprehend different dimensions from Behavioral, Psychological and cultural perspectives. Lately, the researchers and academicians endeavored to reflect on positive and negative aspects associated with the usage of Social Media Services.

**Theoretical Background and Research Framework**

In a General term Social media has been defined as any electronic services through which users can create communicate and share content through internet. Social media Sites have evolved as an inordinate platform for businesses and marketer to showcase their offerings. Qualman E. (2011) opined that SNS enables the users to gather significant information, acquire vital feedback and communicate with other parties. By being socially engaged people on Social media get anxious about knowing and understanding each other. This is turning in to a new shift of virtual relationship (Jacobson & Forste, 2010). Ad age staff (2012) posited that Marketing companies are shifting their budget towards digital and social media to influence buyers behavior.

Generation has been classified based on the year of birth in different time span. This classification includes Gen X (1961-80), Gen Y (1981-90) and Gen Z (1991 and after). Gen Z are the people who have grown in the time internet and have seen unprecedented transformation of technology (Brosdahi & Carpenter 2011).

The Z'ers who belong to the 14-25 of age group are more inclined to use social media for exploring new relationship, providing feedback, citing opinion and searching new product in comparison to any other generation (e Marketer, 2011). People of Gen Z are more technology savvy and internet lovers. They understand and adopt technology faster than any of other generation group. Gen Z is most closely cloned with millennials on key social and political aspects (Andrew Meola 2021). Sixty six percent of Gen Z consumer feels that Social media is an essential part of the life but the purpose of using SNS is to kill time. Gen Z is the only Generation which keeps killing more time than connecting with family & Friends through SNS (Sprout social 2021). With passage of time, Social media usage by Gen Z has been climbing. Sixty five percent of consumers have increased the use of SNS in last year. Gen Z is very optimistic in using Social media for brand interaction, 76 % of Z'ers believe that social media enable them to interact with brands.

According to Sprout Social survey (2021), Sixty four percent of Generation Z buyers want a more customized experience on Social media based on previous interaction, Sixty one percent of Z'ers want companies to know them better based on their social media activity and Fifty two percent of Gen Z expect companies to read and analyze their social media content.

Based on literature reviewed and, a need was felt to investigate the impact of social network sites on the performance of youth (Gen Z) and diagnose the factors that influenced the usage of SNS amongst youth to use SNS with a fresh perspective.

The respondents were subject to structured interview by the researcher to extract the categories and themes in the responses. 30 Participants selected for the interview were Z'iers (14 to 25 years) wherein 10 each were selected from school, college and university to conduct the present research. The interview was conducted face to face so as to understand the nonverbal cues.

### Results and Discussions

The researcher started the interview with enquiry into time spent on SNS by the respondents. Based on the responses it was found that 70 percent of youth used social media for 2-4 hours in a day where as 10 percent used for a significant period of 4-6 hrs. Equal percentage of youth i.e. 10 percent used for more than 6 hours. So it was found that majorly Z'iers spend a significant period of time on social media platforms and a meagre of 10 percent used it for less than 2 hours.

**Table 1: Time Spent on SNS**

Time spent	Frequency	Percentage
Less than 2 hours	3	10
2-4 hours	21	70
4-6 hours	3	10
more than 6 hours	3	10
	30	

Researcher further tried to explore the reasons from youth perspective, behind the usage of social media. The qualitative research is conducted by applying the Inductive Content Analysis, with an Inductive starting line or with loosely defined themes following an open data collection method (Kynge, 2020a). The following steps were followed in conducting inductive content analysis: (I) preparation; (II) organization; and (III) reporting (Elo et al., 2014). The abstractions of the data define a total of 18 codes, 4 categories, 2 generic categories, which are the (i) Formal usage, and (ii) informal usage

Table 2

Codes	Categories
New friends (15)	Networking & Communication
Stay Connected (28)	
Job Avenues (25)	
Professional growth (20)	
Academic knowledge (10)	Learning & Information
News (15)	
Market Knowledge (17)	
Job Avenues (25)	

Academic institutions (20)	
Trends (24)	
Personal videos and pictures (22)	Information Sharing
Achievements (17)	
General (22)	
Stress management (23) Expression (25)	Psychological Comfort
Entertainment (22)	
Relationship (20)	
Communication (19)	

Learning and information was found to be the reason behind use of SNS amongst 80 percent of the respondents. Students used number of e learning websites like-NTPL, YouTube, Udemy, Course Era etc, Shared notes/videos/audios and other important learning via SNS, clarified their doubts via SNS, and also used SNS for knowledge relate to job avenues and current trends. Networking was found to be the main reason behind SNS usage by almost 92 percent of the respondents. Respondents reported using SNS for building personal and professional relationship through social media platforms like-Facebook, LinkedIn, Instagram, Twitter etc and also nurturing and maintaining relationship through connecting with people on their special moments like- Birthday, anniversary etc.

Further, Zier's opined that they got lots of exposure through scrolling social media Sites like twitter, as it helped them to understand trends and technology, understand diverse culture like culture, traditions, language, lifestyle, food habits, and many more striking aspects.

95 percent Respondents reported that they used SNS for exploring the job avenues and stay updated with job trends. As believed by respondents companies update their job requirement on social media platforms like LinkedIn, Facebook etc., existing network helped in identifying job opportunities, the SNS also assist to hone employability skills by understanding skills requirements and preparing resume, providing interview tips etc and Social media is the best medium to create and promote personal brand.

All participants agreed that besides formal and professional reasons, SNS are equally used for informal or personal reasons like Stress management, Entertainment, strengthening Relationship, Communication and Expression.

The present study also attempted to understand the impact of SNS on youth. Majorly it was reported that SNS helps in communication followed by knowledge improvement and building better relationship. Notably, 67 percent respondent believed that social media is killing their time, which is in disparity with the common notion that generation Z is captivated under the influence of social networking sites. Researcher tried to explore the reason behind the finding and respondents said that they become habituated to the extent that throughout the day they used to explore the social media and were engaged in activities with zero productivity or value. They also shared that, although tough initially they deleted their social media account.

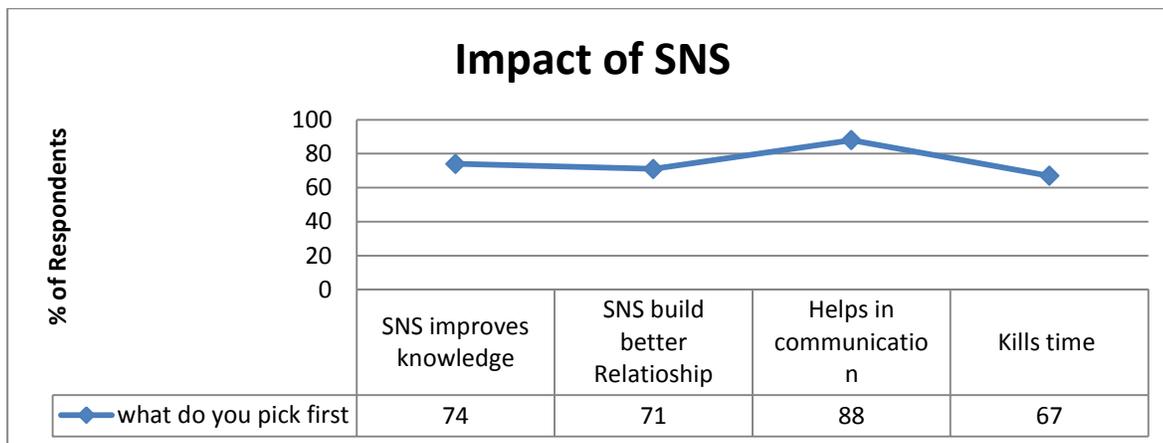


Fig 2- Impact of SNS on youth

Further it was found that youth who are using SNS are so accustomed that their frequency of use was too high. It was found that youth is spending a significant time on using social media platforms. Majority of youth, using SNS used very frequently whereas very less percentage reported using the sites when it was indispensable.

### Conclusion

The generation Z is spending significant amount on using social media. Majority of youth are spending about 2-6 hours on social media. This figure rose at an alarming rate post covid. The youth have a high tendency of being social through SNS. But virtual presence is cutting them off from the physical world and more so the social skills and human values are declining. The real connectivity is giving way to virtual connectivity. They are referred to a loneliest generation and face depression and anxiety due to their ceaseless screen hours. The young generation is using social media for varied reasons including Networking & Communication, Learning & Information, Information Sharing and Psychological Comfort. Of course the benefits of social sites as quoted by the respondents does exist but over use and addiction to SNS is reported by some respondents that is effecting their work and life negatively notwithstanding positive contributions viz. improvement in knowledge, performance and relationship.

### Implications

This research tried to comprehend the intent of Z'iers behind usage of social networking sites from their perspective. The study also tried to explore the time spent on social sites and impact of social networking sites on youth. The study assisted in defining and generating themes behind the usage of social networking sites. It was found that formal (professional) and informal (personal) categories were equally contributing to the use of social networking sites. The sub categories identified were Networking & Communication, Learning & Information, Information Sharing and Psychological Comfort. This implies that Z'iers are making wide usage of social networking sites for professional growth as well as also seeking psychological relaxation in the comfort of virtual world. The presence which is further expected to grow based on recent trends like Metaverse, the companies must ensure that their content should be market driven and should contribute some vale to their audiences to combat the negative perception of certain percentage of youth who reported that social networking sites killed their time. The lesson is to engage the Z'iers in more fruitful way as they are digital natives who are more pragmatic and financial minded. They are shrewd consumers who cannot be enticed with emotional stuff.

### References

- [1] Matthew N. O. Sadiku et al (2019) Social Networking ,International Journal of Trend in Scientific Research and Development, 126-129.
- [2] Ainin, A., Naqshbandi, M. M., Moghavvemi, S., & Jaafar, N. L. (2015). Facebook usage, socialization and academic performance. *Computers and Education* , 64-73.

Philosophical Readings XIII.4 (2021), pp. 3323-3328. 3327

Info@philosophicalreadings.org

10.5281/zenodo.5929205

- [3] Archer, & Davison. (2008). Graduate Employability: What do employers think and want. *Council for Industry & Higher Education* .
- [4] Bennett, Dunne, E., & Carre. (1999). Patterns of core and generic skill provision in higher education. *Higher Education* , 71-93.
- [5] Finch, D., Hamilton, Baldwin, & Zehner, M. (2013). An exploratory study of factors affecting undergraduate employability. *Education & training* , 681-704.
- [6] Holcomb, Ireland, D., Holmes, M., & Hitt. (2009). Architecture of entrepreneurial learning: exploring the link among heuristics, knowledge, and action. *Entrepreneurship Theory & Practice* , 167-192.
- [7] Kanupriya, Kaur, A., & Rita. (2016). A STUDY OF BEHAVIOUR OF CONSUMER TOWARDS ONLINE SHOPPING. *Orbit-Biz-Dictum* , 44-55.
- [8] Kempster, & Cope. (2010). Learning to lead in the entrepreneurial context. *International Journal of Entrepreneurial Behavior & Research* , 5-38.
- [9] Mahadevi, & Vijaylaxmi. (2012). Role Based Performance And Role Efficacy Of Aircraft Employees In Relation To Their Emotional Labour: A Study For Developing Employability Skills. *J.E.M.S* , 24-28.
- [10] Ozygen, & Baron. (2007). Social sources of information in opportunity recognition: effects of mentors, industry networks, and professional forums. *Journal of Business Venturing* , 174-192.
- [11] Pittaway, L., & Cope, J. (2007). Simulating entrepreneurial learning integrating experiential and collaborative approaches to learning. *Managemnt Learning* , 211-233.
- [12] Reid, J. (2016). Redefining “Employability” as something to be achieved: Utilising Tronto’s conceptual framework of care to refocus the debate. *Higher Education Skills & work based learning* .127-135.