

ROLE OF SELF-IMPORTANCE ON SOCIAL MEDIA USAGE ATTITUDE AMONG YOUTH

Dr. M. KAVITHA¹ & P. RAJU²

¹Assistant Professor, Research Guide & Supervisor, PG & Research Department of Commerce,
Guru Nanak College, Chennai, Tamil Nadu, India

²Research Scholar, PG Department & Centre for Research in Commerce, Guru Nanak College,
Chennai, Tamil Nadu, India

ABSTRACT

The study is an endeavor to scrutinize empirically the upshot vanity trait of respondents on their facebook usage attitude. The study was conducted on a sample of One hundred and sixty eight (168) respondents residing in Chennai city using non-probability convenience sampling method. Multivariate ANOVA was applied to answer research questions and it was found that the effect of vanity is significant for social media usage at personal and social levels not for academic learning usage.

KEYWORDS: Social Media, Attitude, Self Importance & ANOVA

Received: Oct 21, 2019; **Accepted:** Nov 11, 2019; **Published:** Jan 20, 2020; **Paper Id.:** IJSMMRDJUN20202

INTRODUCTION

In India, internet users are rapidly increasing with the help of mobile phone companies and technical advancements day to day and the result was a tremendous growth in the current competition. Social media applications are playing a vital role in the recent trend to enlarge the friendship circle with other country. India has become one of the largest user bases for social media and it is going to increase both in quantum and commitment levels. All these clearly highlight that the India has become one of the emerging markets for social media. Every technical advancements and applications come with its own pros and cons and social media is no exception to it. In this study, youth's outlook towards social media usage become an interesting and must do kind. Hence, the present study discovers the result of self importance of respondents on their social media usage manner.

REVIEW OF LITERATURE

Netemeyer (1995) defined physical importance as an excessive concern for, and or a positive view of one's physical appearance. Self importance consists of two components concern for and positive view of one's physical appearance.

Durvasula & Lysonski 2001 mentioned that self-importance refers to a person's concern with and the perception of social achievements and physical appearances.

M. Patricia Odell, O. Kathleen, D and Michael 2004 in their study carried out on the gender differences in usage of social media in colleges and hence this study explored that male have the favorable usage of internet towards social media sites like face book than the Female.

Lampe (2008) observed that there is a significant increase in positive attitudes towards Facebook even though some negative effects.

(J. K Jonathan) 2009. Usage of face book with internet in the college campus may disturb the student's concentration on studies in college and also it diversified the class listening skills

(T. Joe 2013). Achievement self importance consists of two components concern for and positive view of one's personal achievements. If self promotion on Face book is a rough metric for vanity, it has raised steadily the number of profile pictures uploaded to Face book user multiplied between 2006 and 2011

Empirical Gap

Though large number of academic attempts made to explore stance of youth towards social media usage not many studies have explored the role of self importance on youth attitude towards social media usage in Indian context. This study helps to seal in this space by studying in it.

METHODOLOGY

The present study was executed on 168 respondents residing in Chennai during (June-Aug, 2019). Structured questionnaire was the instrument used for the study. First part of the questionnaire had questions on demographic profile and social media usage. Second part contained 12 items measuring vanity traits (Netemeyer 1995) and 18 items measuring attitude with relevance to social media usage and the scale has been subjected to Cronbach alpha reliability test and the values are is shown as 0.902 & 0.875 which show high internal consistency of the scales. Descriptive statistics and Multivariate GLM ANOVA were used to answer research objectives. Data were collected from 200 respondents in Chennai by employing a non probability sampling method out of which 168 responses found complete and useful for the study. The Sample respondents encompass of One hundred and four (104) male and Sixty four (64) female whose mean age is 21. Majority of them are undergraduates and belong to the monthly family income range between Rs 15,001 & Rs 30,000. All respondents are found to be active users of social media. On an average, the respondents spend 4-8 hours a day over social media networking sites, based on their responses it was found that Facebook topped the list of preferred social networking sites. Mobiles are their preferred mode to keep them connected with social networking sites.

OBJECTIVES

- To make an investigation about an overview of social media marketing.
- To study the approach of youth self importance towards social media usage
- To discover the effect of self importance on position towards social media usage among respondents

ANALYSIS & INTERPRETATION

Table 1: Gender wise Descriptive Statistics of Youth Attitude towards Social Media Usage

S. No	Attitude towards Social Media	Gender	N	Mean	Std. Dev
SM1	SM helps to meet new people	Females	64	4.16	.761
		Males	104	3.93	1.079
		Total	168	4.01	.980
SM2	SM 'LIKES' encourages me to be creative and innovative	Females	64	4.08	1.059
		Males	104	3.94	1.067
		Total	168	3.99	1.063
SM3	SM helps to express my individuality	Females	64	3.97	.959

		Males	104	3.83	1.064
		Total	168	3.88	1.027
SM4	Sharing videos and spreading comments on the SM make me feel connected with closed ones	Females	64	3.53	.992
		Males	104	3.57	1.160
		Total	168	3.56	1.099
SM5	SM gives me power to say what I can't say in person	Females	64	3.38	1.076
		Males	104	3.57	1.197
		Total	168	3.50	1.156
SM6	I feel if I don't have account in social media means I am out of the world.	Females	64	3.31	1.082
		Males	104	3.60	1.028
		Total	168	3.49	1.054
SM7	SM helps to create security alerts like ATM, Trial Room cheat etc.,	Females	64	3.39	1.121
		Males	104	3.37	1.091
		Total	168	3.38	1.099
SM8	SM helps to educate people on things happening around us	Females	64	3.55	1.126
		Males	104	3.45	1.220
		Total	168	3.48	1.185
SM9	SM helps me to involve actively in environmental awareness campaigns	Females	64	3.97	.975
		Males	104	3.98	1.056
		Total	168	3.98	1.025
SM10	SM helps to create lot of social awareness	Females	64	3.52	1.141
		Males	104	3.50	1.250
		Total	168	3.51	1.208
SM11	SM helps to participate in social issues	Females	64	3.63	1.016
		Males	104	3.72	1.018
		Total	168	3.69	1.015
SM12	SM helps to create awareness on privacy issues, cyber crimes	Females	64	3.78	1.099
		Males	104	3.73	1.173
		Total	168	3.75	1.144
SM13	SM helps to gain knowledge	Females	64	3.27	1.212
		Males	104	2.97	1.186
		Total	168	3.08	1.200
SM14	SM reduced the pain I usually take for academic learning	Females	64	3.03	1.083
		Males	104	3.12	1.065
		Total	168	3.09	1.070
SM15	SM gives room for exchange of academic materials	Females	64	2.92	1.088
		Males	104	2.83	1.247
		Total	168	2.87	1.190
SM16	SM added new dimension to academic learning	Females	64	3.19	1.097
		Males	104	3.21	1.237
		Total	168	3.20	1.185
SM17	SM helps in academic performance	Females	64	3.05	.999
		Males	104	3.15	1.099
		Total	168	3.11	1.062
SM18	SM makes learning easy and fun	Females	64	3.27	.996
		Males	104	3.19	1.072
		Total	168	3.22	1.043

Note: SM stands for Social Media

From Table 1 it can be seen that both males and females hold more or less similar attitude towards social media usage (Independent t-test has been carried out and results were found to be insignificant).

Table 2: Descriptive Statistics of Attitudinal Components of SM Usage

Attitudinal Components	N	Mean	Std. Deviation
Social usage	168	22.43	4.144
Personal usage	168	21.74	4.618
Academic usage	168	18.57	4.025

Table 3: Multivariate Tests

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^b
Intercept	Pillai's Trace	.045	4.169 ^a	2.000	165.000	.017	.045	8.339	.729
	Wilks' Lambda	.955	4.169 ^a	2.000	165.000	.017	.045	8.339	.729
	Hotelling's Trace	.048	4.169 ^a	2.000	165.000	.017	.045	8.339	.729
	Roy's Largest Root	.048	4.169 ^a	2.000	165.000	.017	.045	8.339	.729
Vanity	Pillai's Trace	.885	675.419 ^a	2.000	165.000	.000	.885	1350.837	1.000
	Wilks' Lambda	.115	675.419 ^a	2.000	165.000	.000	.885	1350.837	1.000
	Hotelling's Trace	7.719	675.419 ^a	2.000	165.000	.000	.885	1350.837	1.000
	Roy's Largest Root	7.719	675.419 ^a	2.000	165.000	.000	.885	1350.837	1.000

Table 4: Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^b
Corrected Model	Social usage	1954.444 ^a	1	1954.444	316.962	.000	.643	316.962	1.000
	Personal usage	2891.145 ^c	1	2891.145	575.974	.000	.766	575.974	1.000
	Academic usage	1584.527 ^d	1	1584.527	217.335	.000	.553	217.335	1.000
Intercept	Social usage	24.916	1	24.916	4.041	.046	.022	4.041	.516
	Personal usage	35.419	1	35.419	7.056	.009	.039	7.056	.752
	Academic usage	.921	1	.921	.126	.723	.001	.126	.064
Vanity	Social usage	1954.444	1	1954.444	316.962	.000	.643	316.962	1.000
	Personal usage	2891.145	1	2891.145	575.974	.000	.766	575.974	1.000
	Academic usage	1584.527	1	1584.527	217.335	.000	.553	217.335	1.000
Error	Social usage	1085.247	166	6.166					
	Personal usage	883.445	166	5.020					

	Academic usage	1283.164	166	7.291					
Total	Social usage	92613.000	168						
	Personal usage	87871.000	168						
	Academic usage	64233.000	168						
Corrected Total	Social usage	3039.691	167						
	Personal usage	3774.590	167						
	Academic usage	2867.691	167						

From Table 2-4 by looking at the overall vanity (total), one can safely conclude that there is a significant impact of vanity trait on attitude towards social media usage among youth respondents. When analysing attitudinal components wise this effect is significant for social media usage for personal and social levels and not for academic learning level. These results are on the expected lines as one could see the personal and social usage of social media by youth is mainly focused on heightening their public image to feed their vanity trait or inflated views about themselves.

CONCLUSIONS

Social media is the buzz word with millions of active users across India thus necessitated the current study to look into the effect of vanity trait of respondents on their social media usage attitude. The results confirm that vanity has an impact on attitude towards social media usage in totality and attitudinal components wise except academic learning usage component where the effect is not statistically significant. A thorough and in-depth comprehension of the results will throw important clues for social media professional to further fine-tune their services to better monetize their business in India.

REFERENCES

1. M. Patricia Odell, O. Kathleen Korgen, S. Phyllis , D. Michael. *Internet Use among Female and Male College Students*, *CyberPsychology & Behavior* Vol. 3, No. 5, Published Online:5 Jul 2004 <https://doi.org/10.1089/10949310050191836> (2004)
2. Dr. E. Scott, *Cyber Psychology & Behavior*. <http://doi.org/10.1089/cpb.2006.9963> Published in Volume: 10 Issue 2: May 2, (2007)
3. N. B Ellison, C. Stein field & C. Lampe. *The Benefits of Face book "Friends:" Social Capital and College Students' Use of Online Social Network Sites*. *Journal of Computer-Mediated Communication*, 1143-1168 (2007).
4. J. JONATHAN KANDELL. *Cyber Psychology & Behavior* <http://doi.org/10.1089/cpb.1998.1.11> Published in Volume: 1 Issue 1: January 29, (2009)
5. K. Johnston, M. Tanner, N. Lalla & D. Kawalski. "Social capital the benefit of Face book friends". *Behaviour & Information Technology*. 32 (1), 24-36 (2013)
6. Agu, R. A., & Takon, S. *Attitude, Practice of Contraception Education and its Implication for Sustainable Development: A Study of Students in Tertiary Institutions in Enugu State Southeast Nigeria*.
7. Johnston Kevin, Chen Mei-Miao and Hauman Magnus. *Use, Perception and Attitude of University Students Towards Facebook and Twitter The Electronic Journal Information Systems Evaluation* Volume 16 Issue 3, (201-211) (2013)
8. C Lampe, B. Ellison. *Changes in Use and Perception of Facebook*. *Proceedings of the 2008 ACM conference on Computer supported cooperative work* (pp. 721-730) (2008)

9. Chand, H., & Singh, R. (2015). *Family life experiences: A foundation stoun for self concept. International journal of Humanities and Social Sciences*, 4(2), 21-24.
10. M. D Roblyer, M. McDaniel, M. Webb, J. Herman & J. V. Witty. *Findings on Facebook in higher education A comparison of college faculty and student uses and perceptions of social networking sites. Internet and Higher Education*, 13(2010), 134–140 (2010)
11. T. A Pempek, Y. A Yermolayeva & S. L Calvert. *College students social networking experiences on Facebook. Journal of Applied Developmental Psychology*, 30, 227–238 (2009)
12. Umamaheswari, S., & Kumar, M. A. (2014). *A special study on Coimbatore based salaried investors' awareness, attitude, expectation and satisfaction over their investments. Impact: International Journal of Research in Business Management*, 2(2), 99-108.
13. W. P Smith & D. L Kidder. *You have been tagged Employers and Facebook. Business Horizons*, 53, 491-499 (2010)
14. C. Mina, T. Elliot, & L. T Catalina. *When social media isn't social Friends responsiveness to narcissists on Facebook. Personality and Individual Differences*, 77, 209-214. doi:10.1016/j (2015)

AUTHOR PROFILE



Dr. M. Kavitha, M.Com. MBA, M.Phil, Ph.D. is serving as an Assistant Professor in Guru Nanak College (Autonomous), Chennai and qualified SET in Commerce and SET in Management with 15 years of UG , 11 years of PG Teaching and research experience (Masters and Doctorate Level). Recognized Research Supervisor of University of Madras. Currently 7 candidates are pursuing their Ph.D. under her guidance. Evaluator of academic projects and trainer for FDP. She has experience in providing coaching for Soft skills and Personality development programmes for UG and PG students. She is an Academic counsellor, Project Guide and Evaluator of IGNOU, Board of examiners of University of Madras and other universities and autonomous colleges. Executive Editor of Guru Nanak Journal of Multi-Disciplinary Research- special issues. To her credit she published more than 50 articles in reputed journals and conference volume proceedings, participated and presented several papers in many national and international conferences. She has successfully completed the ARPIT course of MHRD. She is a Women-in-charge of commerce department and Department Co-ordinator of IQAC . Organizing committee member of national and international conferences and serving as member in several committees and event organizer of various academic programmes.



Mr. P. Raju, is currently pursuing his Ph.D. under the guidance of Dr. M. Kavitha, Assistant Professor in Guru Nanak College. He Completed his M.Com. Degree in First Class in Guru Nanak College. He is presenting research papers in National and International Conferences. His articles have been published in leading international journals. He attended many workshops and symposiums. His area of Research is Marketing.