

# Pattern of Social Media usage among IT Professionals in Kerala

**Dr. M. Sumathy<sup>1</sup> and Vipin K P<sup>2</sup>**

Professor and Head, Department of Commerce<sup>1</sup>

Ph.D, Research Scholar, Department of Commerce<sup>2</sup>

Bharathiar University, Coimbatore, Tamil Nadu, India

**Abstract:** *The study tries to identify the social media usage pattern of Information Technology (IT) professionals in Kerala. It analyses the demographic profile, social media sites used regularly, approximate time spent on social media, most preferred social media sites etc.*

**Keywords:** Social Media, IT Professionals, Social Networking Sites, Social Media Advertisements

## I. INTRODUCTION

Over the past decade, much innovative Information and Communication Technology (ICT) platforms have emerged, providing people with an array of novel communication possibilities. A new category of interactive ICT has been characterized as social media which allows users from across the world to communicate via text, instant messaging, and social network site pages, thereby establishing a global community. One of the most popular functions of Social Networking Sites is the posting and sharing of photos with others on one's social media networks. Social media describes "internet-based applications that help consumers share opinions, insights, experiences, and perspectives" (Kaplan and Hanlein 2009).

### 1.1 Statement of the Problem

The employed personnel, especially Information Technology professionals have a greater propensity to use the internet and social media because of the nature of the job. Online social networks are one of the most promising tools in the digital advertising environment (Brettel et al., 2015, Carlson & Christopher Lee 2015). Facebook is an effective advertising channel such as television and radio (Nelson-Field, Ribe & Sharp, 2013). Social media have been acclaimed for having dramatic influences on every stage of the consumer decision-making process as well as influencing general opinions and attitude formation (Mangold and Faulds, 2009). Social media differ from traditional media in different ways such as quality, reach, frequency, accessibility, usability, immediacy, and performance. Advertisements are subject to budget constraints, if the advertisements are not reached rightly to the audience and do not form a better attitude, then the advertisement will be a waste. Capital investments in online advertising are often targeted wrongly due to the lack of knowledge and limited research done on consumers' opinions of online advertising which caused advertisers to choose the wrong advertisement characteristics; send an unclear message; and cannot identify the target audience (Hadija, 2008). Social media is a new platform for marketing communication as there is a wide avenue on social networking sites.

### 1.2 Research Questions

What is the pattern of social media usage among IT professionals in Kerala?

### 1.3 Objectives of the Study

To study the pattern of social media usage among IT professionals in Kerala,

## II. REVIEW OF LITERATURE

**Bandara, D. (2021)** examined the impact of Social Media Advertising on Consumer Buying Behavior with Special Reference to the Fast Fashion Industry. The study used a descriptive quantitative survey design and data was collected through a self-administered questionnaire. The subject matter of this survey was active social media users in the

western state, and a sample of 300 consumers was selected using convenience sampling. The hypothesis was tested using correlation and regression analysis because the purpose of the study was to measure the effect of each independent variable on the selected dependent variable. This study shows that social media advertising has a positive impact on consumer buying behavior in the fast fashion industry. Three of the four independent variables: entertainment, friendliness, and social imaging have a significant impact on consumer behavior, while the remaining variable, advertising spending, has no statistically significant impact

**Singh et al. (2021)** in their paper examined the research studies done on the impact of social media on consumer behavior. The study considers the relationship between elements like consumers involvement, branding on social media, and how it can help the marketing of products and services by businesses. The study found that user-generated content has a great role in promoting a product or service which will help in the marketing of a company.

**Sriram et al. (2021)** examined the influence of social media advertisements on consumer purchase intention. The goal of this study is to figure out what elements influence how people interpret social media ads and how that affects customer buy intent. They conducted a survey and used exploratory factor analysis to see which variables had a major impact on how individuals saw social media ads. The effect of consumer factors on purchase intention was investigated using structural equation modeling. Creative qualities, attention-grabbing elements, emotional appeal, and celebrity endorsement all had an impact on how social media advertising was judged, according to the study. Customers' purchase intentions are significantly influenced by features such as attention-grabbing details, celebrity endorsement, and emotional appeal, according to the study.

**Minam Yomso (2021)** in his article will examine how customers use social media during the decision-making process, as well as the Social Media Factors that Influence Consumer Buying Behavior and influences their decisions. A survey of 100 customers was done in the East Siang district of Arunachal Pradesh to determine how social media influences their decision-making and what function it plays in their decision-making process. Around 66 percent of respondents said they have paid attention to advertisements on social media platforms, and 69 percent felt that social media influences their purchasing decisions. The implications of these data advise where enterprises in Arunachal Pradesh's east Siang district should concentrate their efforts.

### III. METHODOLOGY OF THE STUDY

This section describes the methodology applied by the researcher in conducting the proposed research work entitled "Effect of Social Media Advertisements on Consumer Behavior with Special Reference to Information Technology Professionals in Kerala".

It provides the details about the research design, area of the study, sampling design, source of data collection, and tools used for the analysis of the study.

#### 3.1 Research Design of the Study

Research design organizes the blueprint for the collection, measurement, and analysis of data. The study is descriptive as well as causal in nature in the background of consumer behavior of IT professionals in Kerala towards social media advertisements.

The researcher has tried to describe the demographic pattern, and social media penetration of IT professionals.

#### 3.2 Area of the Study

The researcher conducted the study in three IT parks in Kerala namely Trivandrum (TechnoPark), Kochi (Info Park), and Kozhikode (Cyber Park).

#### 3.3 Data Collection

The study is mainly based on primary data. The primary data are to be collected from the IT professionals of Kerala with the help of a well-structured questionnaire.

The study also uses secondary data from various sources like books, journals, the internet, etc.

### 3.4 Sampling Design

There are three technoparks in Kerala namely Trivandrum (TechnoPark), Kochi (Info Park), and Kozhikode (Cyber Park). 112666 IT professionals are working in these three IT parks. The researcher proposed to collect data from IT professionals in Kerala by using the Proportionate Random Sampling method. The total number of sample respondents is fixed at 384 based on Krejcie and Morgan sampling table, (Krejcie, R.V. and Morgan, D.W. (1970) (384 samples is enough for 112666 population).

## IV. RESULTS AND DISCUSSION

This section deals with the analysis and interpretation of the socio-demographic profile of the IT professional employees such as their age, gender, by using a simple percentage analysis.

**Table 1:** Gender of the Respondents

Gender	Respondents	Percentage (%)
Male	164	42.7
Female	220	57.3
<b>Total</b>	<b>384</b>	<b>100.0</b>

Source : Primary Data

Table 1 reveals the gender of the respondents. It is inferred from the above table that out of the total respondents taken for the study, 164 (42.7 percent) of the respondents were male and 220 (57.3 percent) of the respondents are female. Hence, it is found that the majority of the respondents were female.

**Table 2:** Age of the Respondents

Age (in years)	Respondents	Percentage (%)
Below 30	129	33.6
30-50	137	35.7
Above 50	118	30.7
<b>Total</b>	<b>384</b>	<b>100.0</b>

Source: Primary Data

Table 2 depicts the age of the respondents. Among the 384 respondents, 129 respondents (33.6 percent) fall under the category of age group below 30 years. 137 respondents (35.7 percent) belong to the age category of 30 – 50 years, and 118 respondents belong to the age group above 50 years (30.7 percent). It is inferred from the table that the majority of the respondents were under the age group of 30-50 years.

**Table 3:** Social media sites used daily

Social Media	Responses	
	Frequency	Percent
Facebook	348	19.0%
Twitter	156	8.5%
Instagram	364	19.9%
YouTube	373	20.4%
WhatsApp	384	21.0%
Linkedin	116	6.3%
Quora	88	4.8%
<b>Total</b>	<b>1829</b>	<b>100.0%</b>

Source: Primary Data

Table 3 shows social media sites used daily. A dichotomous question asked respondents to mark their responses on Social media sites used daily. All of the respondents (100 percent individually and 21.0% among the seven social media) used WhatsApp on daily basis. 373 respondents (97.1 percent individually and 20.4% among the seven social media) used YouTube on daily basis, 364 of the respondents were (94.7 percent individually and 19.9% among the seven social media) used Instagram, 348 respondents (91.0% individually and 19.0% among the seven social media) were used Facebook on daily basis, 156 of the respondents (40.1% individually and 8.5% among the seven social

media) were used Twitter, 116 of the total respondents (29.6% individually and 6.3% among the seven social media) used LinkedIn and 88 of the respondents (23.2% individually and 4.8 % among the seven social media) were used Quora. It is observed that the majority of the respondents were using WhatsApp.

**Table 4:** Time approximately spent on social media sites per week

Time spent	Frequency	Percent
Less than 5 hours	50	13.0
5 – 10 hours	74	19.3
More than 10 hours	260	67.7
<b>Total</b>	<b>384</b>	<b>100.0</b>

Source: Primary Data

Table 4 shows the approximate time spent on social media sites per week. It is clear from the table that 50 of the respondents (13.0 percent) use social media less than 5 hrs. in a week, 74 of the respondents (19.3 percent) spent 5 to 10 hours per week on social media and 260 of the respondents (67.7%) spent more than 10 hours on social media. It is inferred from the table that the majority of the respondents were using social media for more than 10 hours per week.

**Table 5:** Approximately how long have been using social media

Period of using	Frequency	Percent
Less than 5 Years	105	27.3
5 - 10 Years	233	60.7
More than 10 Years	46	12.0
<b>Total</b>	<b>384</b>	<b>100.0</b>

Source: Primary Data

Table 5 shows approximately how long have been using social media. It is evidenced from the table that 105 (27.3 percent) IT professionals were using social media for less than 5 years. It is also clear from the table that 233 (60.7 percent) IT professionals were using social media for less than 5- 10 years, and 46 (12.0 percent) IT professionals were using social media for more than 10 years. It is inferred that the majority of the IT professionals were using social media for 05-10 years.

**Table 6:** Reason for the Usage of Social Media

Reason Usage	Responses	
	Frequency	Percent
Networking	308	24.1%
Information of Products and Services	189	14.8%
Entertainment	253	19.8%
Touch With Friends Family	289	22.6%
Latest News & Gossip	241	18.8%
<b>Total</b>	<b>1280</b>	<b>100.0%</b>

Source: Primary data

Table 4.9 shows the reason for using social media. A dichotomous question asked respondents to mark their response on the reason for the usage of Social Media. 308 of the respondents (24.1 percent) were using social media for networking, 289 respondents (22.6 percent) were using social media with an intention to touch with friends family, 253 of the respondents were (19.8 percent) used social media for entertainment, 241 respondents (18.8 percent) were using social media for getting latest news and gossip and 189 of the respondents (14.8 percent) were using social media to search information of products and services. It is observed that the majority of the respondents were using social media for networking.

## V. FINDINGS

- The socio-demographic profile of the respondents, it is inferred that the majority of the selected respondents of the IT professionals were female.
- It is also found that the majority of the respondents belong to the age group of 30 – 50 years;

- All of the respondents (100 percent and 21.0% among the seven social media platforms) used WhatsApp on daily basis.
- 260 of the respondents (67.7%) spent their time more than 10 hours on social media. It is concluded that the majority of the respondents are using social media for more than 10 hours per week.
- It is also clear from the analysis that 233 (60.7 percent) IT professionals were using social media for less than 5- 10 years. So it is inferred that the majority of the IT professionals were using social media for 05-10 years.
- It is observed that the majority of the respondents were using social media for networking. 308 of the respondents (24.1 percent) were using social media for networking

## **VI. CONCLUSION**

As the landscape of media has gradually changed, new-generation media such as Internet-based social media keeps tremendously increasing, while the traditional media such as magazines and newspapers, televisions, etc. decline, especially among the young demographics of social media users.

## **REFERENCES**

- [1]. Bandara, D. M. D. (2021). Impact of Social Media Advertising on Consumer Buying Behavior: With Special Reference to Fast Fashion Industry. *Sri Lanka Journal of Marketing*, 7(2), 80. <https://doi.org/10.4038/sljmuok.v7i2.65>.
- [2]. Singh, A., Singh, T., Kaur, R., & Kaur, D. (2021). Impact of Social Media on Consumer Behavior *Turkish Journal of Computer and Mathematics Education Research*, 12(5), 1216–1225.
- [3]. Sriram K V, Namitha KP & Giridhar B Kamath | Teresa Villace (Reviewing editor) (2021) Social media advertisements and their influence on consumer purchase intention, *Cogent Business & Management*, 8:1, DOI: 10.1080/233119 75.2021.2000697.
- [4]. Minam Yomso (2021) A Study On Social Media And Consumer Behavior With Special Reference To East Siang District OF AP *International Journal of Advanced Research in Commerce, Management & Social Science (IJARCMSS)* 68 ISSN : 2581-7930, Impact Factor : 5.880 , Volume 04, No. 02(I), April - June, 2021, pp 68-76.