Social Networking Sites: Antecedents of Social Formation and Social Presence of Millennial Generation in Digital Era

Dr.A.Arunprakash, J.Srinivasan, Dr.U.Vani

Abstract--- In the recent scenario the trend of expressing oneself in Social networking sites is a popular phenomenon among Gen Y. An internet based tool literally used for facilitating the communication wisely, that has now used to exchange personals in several means. This socializing habit has boomed up with the existence of Face Book in the year 2004. Most recently it has developed as the world's most preferred online networking site. It is found that there are a very few authentic studies on SNSs status in the Indian scenario especially on Gen Y. Thus it is essential to assess the determinants of Gen Y user perception among SNS. Researcher is also attempted to sort out the paperin order to get the overall view of the by the college goers and will present a comparison of the usage by the male and female undergraduates.

Keywords--- SNS, socializing, Digital Era.

INTRODUCTION

Socializing is an ultimate goal in resent scenario. This is an intellectual platform that is connected to an internet tool literally used for facilitating the communication wisely, that has now used to exchange personals in several means.

Comparing to Z generation Gen Y is not that much influenced and attentive in the social platform. It is an intensive pressure that expects to fulfill their practices. This social networking bridges the gap between the trend and behavior of the online site users.

In the recent scenario the trend of expressing oneself in Social networking sites is a popular phenomenon among Gen Y. This socializing habit has boomed up with the existence of Face Book in the year 2004. Most recently it has developed as the world's most preferred online networking site. It is found that there are a very few authentic studies on SNSs status in the Indian scenario especially on Gen Y. Thus it is essential to assess the determinants of Gen Y user perception among SNS.

REVIEW OF LITERATURE

Ariyachandra et al (2009) says about the elder generation perseverance of Web based social networking sites and its users' intention. Joly et al. (2009) said the adolescents' usage of social networking sites and its influence in the

[1] *Dr.A.Arunprakash, Assistant Professor, Department of Commerce AF, Sri Krishna Arts and Science College*
[2] *J.Srinivasan, Assistant Professor, Department of Commerce IT , Sri Krishna Arts and Science College*
[3] *Dr.U.Vani, Assistant Professor, Department of Commerce, PSG College of Arts and Science*

wellbeing Ophus and Abbitt (2009) has revealed about the possibilities of using SNS in the form of advanced teaching and learning. Thoene (2012) has examined the consequences of using SNS with regard to the consumption patter of college students.

STATEMENT OF THE PROBLEM

In the recent scenario the trend of expressing oneself in Social networking sites is a popular phenomenon among Gen Y. This socializing habit has boomed up with the existence of Face Book in the year 2004. Most recently it has developed as the world's most preferred online networking site.   It is found that there are a very few authentic studies on SNSs status in the Indian scenario especially on Gen Y. Thus it is essential to assess the determinants of Gen Y user perception among SNS.

SNS is not influenced much on Gen Y. This research article creates a fulfillment between the influencing factor and SNS usage patter. For this reason the researcher has framed four input variables which make the millennials to understand the core aspects of this online platform. Merely once when it is clearly understood by the millennial users the adverse effect of the overall users is perceived to the at most satisfaction with social cause. It is proved by adopting the AMOS model and result for the framed variable.

OBJECTIVES

The specific objective is expressed to know how an individual Gen Y users are inculcated the content indulged in Social Platform? This also gives a post result on Gen Y users' behavior through structural model.

SCOPE OF THE STUDY

This technical investigation will lead the users to know about the persistence and principles within the limit. It also express clearly the extent of content that will be covered by the means of the research in order to come to more logical conclusions and give conclusive and satisfactory answers to the research.

RESEARCH METHODOLOGY

It is a blue print of the study. It explains nature of the research paper, methods adopted to generate the data from the respondents and it also describes about the targeted population and arrived population size.

RESEARCH DESIGN

Descriptive research is a combination of theoretical and raw data. This particular research is specifically concerned with descriptive research for which it is adopted to differentiate the technical aspects of SNS usage into theoretical framework.

This study is also considered with analytical data where it is adopted to find the exact cause of an individual's usage and its reflections in the society.The survey method is adopted to find the answer derived from the Analytical research. For this process the study is classified into five variables. In this each variable five statements are framed and enquired. Therefore 25 statements are taken for the research study with a structured manner.

SAMPLING TECHNIQUE

The population is unknown for this research study. Hence for this reason the Non probability technique is adopted. In that judgmental method is preferred to collect the responses.

AREA OF THE STUDY

The Research has been done by deputing the respondents who are the residents of Coimbatore District.

SAMPLING DESIGN

The research area is been classified into four geographical area. It is espoused from the data provided in the district municipal corporation.

S.NO	AREA	POPULATION	SAMPLE TAKEN
1	North Coimbatore	524312	95
2	South Coimbatore	967215	95
3	East Coimbatore	622137	95
4	West Coimbatore	402350	95

For this research the 95% of confidence level is adopted and the overall population is around 25,00,000. 20% of population proportion is taken. Finally 380 samples are taken for the study with the assistance of sampling calculator. Merely it is concluded the margin of error in this study is 4.02%. Consequently the researcher has classified the sample respondents equally in the four areas.

SOURCES OF DATA

The major two different sources are aiding the research article to the better understanding. They are Primary and Secondary.

Primary: Articulated from the structured questionnaire

Secondary: Compiled and gather from the various journals, books, Periodicals and so on.

LIMITATION OF THE STUDY

This research articles is confined within the geographical limit

## ANALYSIS OF INTERPRETATIONS

FRAMING OF HYPOTHESIS

H0: The input variable has no impact on customer perception and it does not reflect an adverse effect.

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The above framed hypothesis is tested through structural equation model created to arrive the qualitative results. The research consists of four input variable, a moderator and an output. The four variables are co-insisted between each variable with the moderator framed. The moderator is co-insisted with an output with the framed variable.

CONCEPTUAL FRAME WORK

The proposed research model (as depicted in figure 1) provides an operational relationships between the different variables. The current model is been structured as an exploratory theory which employs the Consciousness, persistence of practice, Impact, problems and satisfaction of the SNS users that has the greater impact with the service rendered to the consumer. Based on these variables it is found that how the users' behavior is influenced by the observed variables
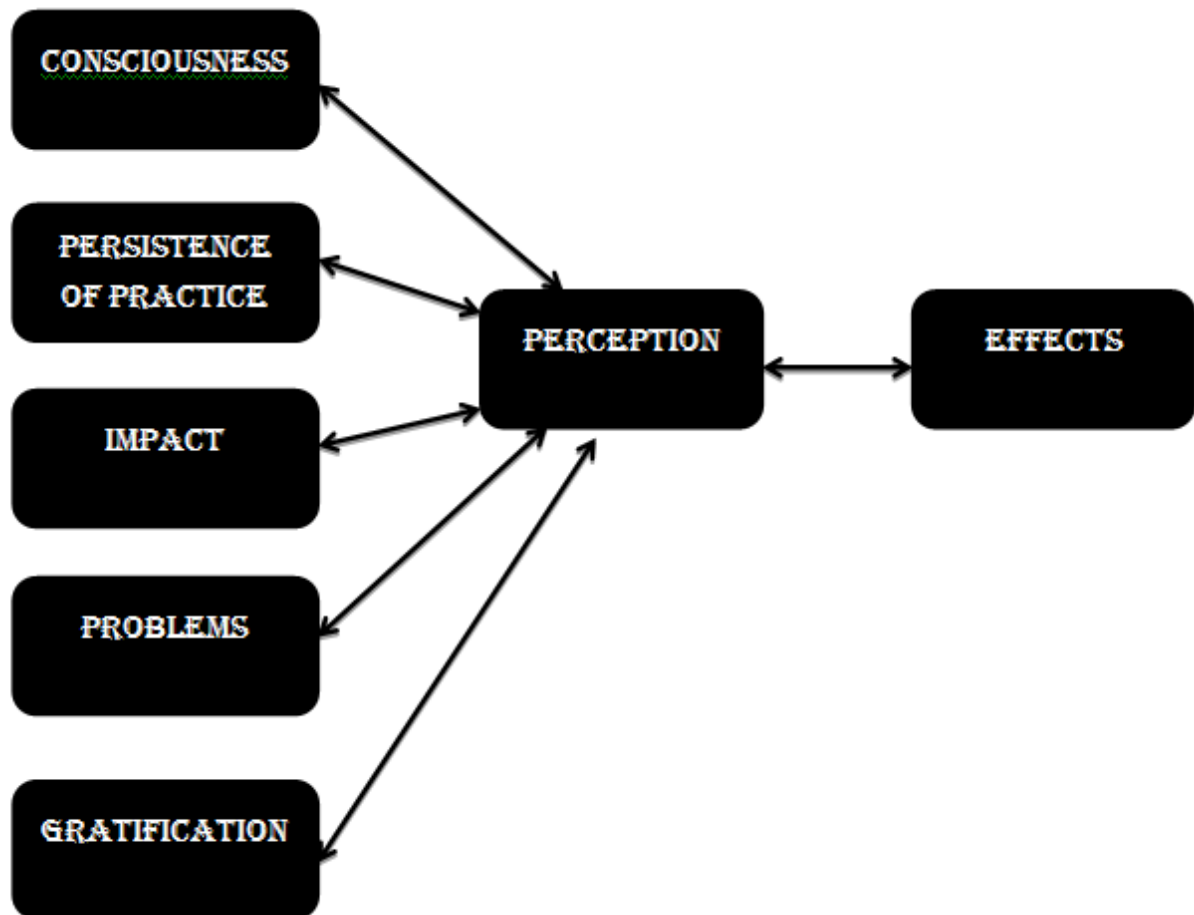
CONSCIOUSNESS

Users level of Awareness towards the usage of the social networking siotes are insisted as consciousness

PERSISTENCE OF PRACTICE

The frequency and purpose of using social networking sites is mentioned as an persistence of practice

IMPACT

The attainment of positive or negative impact is what concerned in the variable impact which reflects the utmost output in using SNS.

PROBLEMS

This variable is exclusively concerned with the practical hitches of using SNS among Gen Y respondents.

SATISFACTION

The at most gratification and self-attainment of the users in using SNS is concerned in this variable.

PERCEPTION

The overall users' insight towards Social Networking Sites and its efficient/no efficient usage and practice is what reflected in this mediating variable.

EFFECT

The reflection of the input variables with regard to the mediating variables is concerned with the overall output of the SNS users that might reflect in both the ways.

ANALYSIS AND INTERPRETATION

OBSERVED, EXOGENOUS VARIABLES

☻ Perception

☻ Persistence of Practice

☻ Impact

☻ Problems

☻ Satisfaction

☻ AdverseAffect

These variables are framed to know the relationship between SNS and GenYrepondents. Further it is classified into variables (5), Moderator (1) and an output.

PARAMETER SUMMARY (GROUP NUMBER 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	0	0	0	0	0	0
Labeled	0	0	0	0	0	0
Unlabeled	0	6	7	7	0	20
Total	0	6	7	7	0	20

It is clearly portrayed from the parameter summary, that the intercepts' values of the fixed, labeled and unlabeled are '0' this shows that there is no deviations in the model.

RESULT (DEFAULT MODEL)

Minimum was achieved

Chi-square = 201.316

Degrees of freedom = 15

Probability level = .000

The probability value is derived as .000 which is highly significant for Digital wellbeing with Social Reflection in the digital portal.

MEANS: (GROUP NUMBER 1 - DEFAULT MODEL)

	Estimate	S.E.	C.R.	P	Label
Experience	3.802	.041	92.539	***	par_7
Presistence	3.456	.039	88.698	***	par_8
Impact	4.167	.036	115.520	***	par_9
Problems	3.922	.036	109.794	***	par_10
Satisfaction	4.110	.033	122.820	***	par_11
Perception	3.938	.030	130.053	***	par_12
AdverseAffect	3.669	.086	42.759	***	par_13

Adverse effect is highly influenced by the variable Impact of using Social Networking sites. It is proved with the mean value of (4.167) which is high among others variable.

VARIANCES: (GROUP NUMBER 1 - DEFAULT MODEL)

	Estimate	S.E.	C.R.	P	Label
Perception	.348	.025	14.061	***	par_14
Experience	.645	.047	13.820	***	par_15
Presistence	.581	.042	13.838	***	par_16
Impact	.498	.036	13.838	***	par_17
Problems	.489	.035	13.838	***	par_18

	Estimate	S.E.	C.R.	P	Label
Satisfaction	.424	.031	13.749	***	par_19
AdverseAffect	2.820	.204	13.838	***	par_20

MINIMIZATION HISTORY (DEFAULT MODEL)

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	0	1803.062		9999.000	371.899	0	9999.000
1	e	0	165.834		.480	265.656	6	.000
2	e	0	175.938		.242	211.634	1	1.038
3	e	0	173.109		.157	201.817	1	1.123
4	e	0	180.144		.039	201.319	1	1.049
5	e	0	177.633		.003	201.316	1	1.005
6	e	0	177.559		.000	201.316	1	1.000

It is expressed clearly from the aforesaid table that there is no negative eigen values in the formulated model. It also projected the input variables are positively synchronized with the model.

CORRELATIONS: (GROUP NUMBER 1 - DEFAULT MODEL)

			Estimate
Perception	<-->	Experience	.820
Perception	<-->	Presistence	.940
Perception	<-->	Impact	.914
Perception	<-->	Problems	.911
Perception	<-->	Satisfaction	.996

			Estimate
Perception	<-->	AdverseAffect	.847

It is expressed clearly from the aforesaid table that there is no negative Correlated values in the formulated model. It also projected the input variables are positively synchronized with the model. This value explains the variables are correlated in excellence.

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	20	201.316	15	.000	13.421
Saturated model	35	.000	0		
Independence model	7	371.899	28	.000	13.282

MODEL FIT SUMMARY

S.NO	PARSIMONY – ADJUSTED MEASURE	RECOMMENDED (R<=0.05)	OBTAINED VALUE (0.000)
1	NCP	(R<=0.05)	0.000
2	RMSEA	(R>0.90)	0.879
3	AIC	(R>0.90)	70.00
4	ECVI	(R>0.90)	0.983
5	HOELTER	(R>0.90)	0.963

The afore said table reveals that the recommended value according to the Parcimony adjusted measure and the obtained value clears that there exists a significant relationship between framed variables. Hence the null hypothesis is rejected. It is proved from the analysis the drafted variable are supplementing the moderating variable (Perception). The moderating variable is reflecting the expected output.

FINDINGS

- It is clearly portrayed from the parameter summary, that the intercepts' values of the fixed, labeled and

unlabeled are '0' this shows that there is no deviations in the model.

- The probability value is derived as .000 which is highly significant for Digital wellbeing with Social Reflection in the digital portal.

- Adverse effect is highly influenced by the variable Impact of using Social Networking sites. It is proved with the mean value of (4.167) which is high among others variable.

- It is expressed clearly from the aforesaid table that there is no negative eigen values in the formulated model. It also projected the input variables are positively synchronized with the model.

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SUGGESTIONS

- Sustainable growth in digital platform has been given the wider scope to adopt and improve the technological practices in wider area which is left as a boon for the current generation.

- Utilization of these sites for the social welfare and for the wellbeing will lead the utilization for the betterment of the technological up-lift-ment.

- Growth perspective with the security aspects has to be concerned by the users for their informational threat.

- Revealing more information that too personal and sensitive information might pay way for the greater crime in the users platform.

- Effects and impacts might reflect in both the way. The users' perspective is concerned to identify the optimistic returns in the increased usage of social sites.

CONCLUSION

The utilization of resources is a better practice that enriches the knowledge and experience that are about to be attained or about to be accomplished. Any sort of accomplishment toward usage of Social sites has to be decoded and encoded with the true cause and benefit. Gen Y, A millennial generation who has the attention and attraction on the digital platform has transformed the traditional nature and mode of communication with in the short span of time. It also encouragethe online portal usage and prospective SNS users in the millennial era.

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