Chapter 5 Findings

After the careful analysis of the opinions received from the 1133 young respondents from the Ahmedabad city, the research has received some interesting facts and highlights.

- Across the age group of 15 to 35, the young social media users are decently divided even in terms of gender ratio with almost 60% respondent were male and the rest were female respondents.
- Highest number of respondent fall under the age bracket of 21 to 25 whereas undergraduates and postgraduates lead the chart with almost two third majorities in terms of the number game.
- Similarly, in terms of occupation, the students and the service going crowd together form the largest chunk of the respondents with almost a two third majority. They form the most active audience on the stage of social media (across both the genders), considering the students get required amount of time out of their routine schedule relatively more than the other respondents.

  The soft most target of social media since its evolution have been the teenagers and the young adults, mostly into education as the occupation, as they get along easily, are affected by public opinion, have lot many aspirations and want to have a platform where they can easily showcase their personal life/thoughts and can also follow others’.

- Around 3% of the respondent were found to be unemployed and were active social media users.
- Since the entire Ahmedabad city was divided into 10 major parts after certain nearby areas were clubbed into same cluster, we have observed decent participations out of most of them, and the respondents not belonging to these main clusters were considered in the last option i.e. other parts of the city.
- Around 40% of the respondents out of the total 1133 fall in the family income of 2.1 lacs to 5 lacs per annum, meaning these young social media users are part of the largest socio-economical classes i.e. lower and middle - middle class. This also refers us that the lower
and the middle classes in the city are considering social media as a vital tool for sharing content/ideas/thoughts/memories/images etc. and in a sense they get entertained by using social media.

- Around 60% of the total respondents have rated their usage with reference to Facebook as ‘always’, making this social media the having the largest market.

- Interestingly a single percent of the total respondents, nearly 11 respondents, have found not to be using this particular social media at all, although they have been using some social media for at least a period of six months.

- Around 37% of the total respondents are found to be active on Twitter, a social media different from the earlier one where the focus is on tweets of individual account holders, more actively used by celebrities and followed by their audiences.

- In terms of LinkedIn, a social media popular in the corporate world, around one third of the general respondents are found not to be using the same. Around half of the population together falls under the response of hardly and using this particular social media platform.

- Considering the age of the overall respondents, a huge chunk of them is into teen-ages and relatively younger life phases, LinkedIn can be their future social media and facebook is present one; since facebook is a mass market product, used by the people across various age groups into different proportions out of their schedule.

- Around 32% respondents have checked the relatively neutral ‘sometimes’ option, denoting their choice which is neither strong nor weak and they offer an relatively indifferent position with reference to LinkedIn. An another analysis here could possibly be that the young audience of the city is not really using the social media other than the core function of making their social presence seen and felt.

- Even more scattered responses have been received in terms of understanding how regularly people use google+. At the same time, merely around 11% of the total respondents are denying to be using the same platform, most people are having an account but we don’t find any strong side in the responses with the same social media.

- Most of the respondents have been using social media at least for more than a year, and around one third of them have been found to be using social media for more than 4 years.
• Around 17% of the users were fresh users and they fall in the category of 6 month to a year. This data also lets us know about the penetration of social media sites in the youngsters of the city and how vital element this social media is, in their lives.

• Almost one third part of the respondents can be called as the ‘seasoned’ respondents and they form the right audience to study the influence of social media in their lives. We have the cut-off of at least six months of usage for the users so that we can actually study the influence of social media in their lives. Anything more than a year should have a relatively stable influence; and in terms of people using social media for more than four years, should this have been a vital part of their lives or not is also a matter of study. We have studied the various possible influences that possibly can play the role in the lives of youngsters and have analysed their influenced in the coming topics in this research.

**Findings of Descriptive Analysis:**

• As per the responses received, ‘friends’ are the ‘most chatted with’ persons by the respondents on the platform of social media. Probably the reason is that the students are heavy users and considering their age group and occupation, they also get relatively free time to share things with their classmate friends on social media. To add to this, being online and talking and gossiping online about various matters is also considered ‘cool’ in the groups of these young generations. Further to this, the penetration of mobile phone also has been playing key role in the heavy usage of social media by these little citizens of the city. Mobile phone is offering them the required comfort to talk to their friends at their leisure time; and because of the penetration of internet in India in the recent years, this is happening at a very low cost as well. In the young groups, not being on social media must have been not much ‘socially acceptable’ and one who is not on social media must be missing on lot of important news and announcements about the social, marketing, organizational and various others including health related matters. This has replaced the actual social gatherings and made youngsters more active in the virtual world. Even on public places and restaurants, we observe people occupied in their phones and constantly taking pictures and ‘selfie’ and instantly uploading them on various social media.
The responses are again well scattered on the positive side when young people are asked to rate their frequency of chatting with family members. More than 70% of the respondents are using the platform of social media for chatting with their family members. Around 6% of the respondents i.e. 69 responses have responded to be never chatting with family members. This data leads us to think of social media as a strong platform for ‘friends’ and users have been using it beyond the perceived core part for which it is seen to be existing.

In terms of chatting with co-workers, around 65% of the total respondents have been using social media for chatting with co-workers, while 20% of the respondents don’t chat with their co-workers at all and around 19% chat with their co-workers on a very rare basis. Together, these comprises of almost one third of the responses, while half of the responses reflect to be chatting with co-workers. It would be interesting to understand that social media is not really available to every user in his/her academic places/workplaces. Most of the academic institutes and/or workplaces do not generally allow the students/employees to access social media on campuses.

Social media has also been a very strong platform for the youngsters in relationships. It has offered them a great medium to stay in touch almost at any time and any place. This has played a real role in making relationships of long distance talk on a relatively regular basis. Tremendous development in the area of telecom services internet revolution have added to the remaining push, and easy access of high speed internet has made every single social media users approachable in the city. Introduction of 3G and now 4G mobile phones has pushed the growth story to the next level since they offer swift and smooth connectivity and rapid data sharing between the users of social media.

Almost 50% the total respondents do not chat with unknown persons on the platform of social media. Around two third of the respondents are not comfortable talking to strangers on social media. We are living in a society where it is not perceived safe to openly interact with a total stranger, particularly for the female users of social media. Even in recent scenario, we have observed many cases where social media has been negatively and effectively used as a platform to meet girls. Only a small proportion of the users rated ‘always’ as their frequency of talking to unknown people on social media.
Precisely, 64 male respondents rated ‘always’ option with response to the same question whereas as only 17 female respondents opted for the same option.

Descriptive Analysis Findings:

- The respondents strongly feel that social media has played a key role in getting them in contact with the lost friends of past. In fact, this should have been one of the prime motivations for a potential social media user to come online and open an account. The heart of the social media is to connect to one another and to have a virtual reunion with the old lost friends.

- Youngsters of the city, relatively do not consider this to be the same greatly vital platform to get in touch with the famous personalities, although speaking on a general level, people follow and send messages to their favourite celebrities on this platform, and this is equally greatly vital medium for the celebrities to respond and create a bigger fan base via social media.

- Most of the respondents also respond strongly to the role of social media in making them aware about the society and the nearby area they live in. As such this is the core part of any social media, it at least makes sense to be more socially useful at least virtual!

- The respondents seem not agreeing to the statement of social media making them feel jealous and inferior looking at the success and fame of other users as it has the lowest mean in the entire question. To further understand this, the respondents really don’t show the feeling of inferiority complex and the feeling of jealousy while looking at others materialistic gains as well as their leisure times.

- At the same time, most users agree at a noticeably figure that social media has affected their lives and privacy at a remarkable level. Most of the young users today click pictures easily and upload them almost within no time. This is almost like a virtual competition amongst them to click and to upload pictures and ultimately to seek appreciation from the other online friends.
The respondents also shared a strong opinion of advice that the people should not expose their very personal life and private matters on the worldly platforms of social media; this suggests that most of the social media users of the city are rational and they value their privacy and are against the posting of personal content on the pages of social media.

As per the respondents, the social media is an effective platform to get the updates of school/colleges/organizations/professional networks. This way, we could say that the social media is also competing successfully with the traditional mediums of communication and that too at a varying range from the educational institutes and the corporate organizations. All the physically present or absent members of any organization are always available and approachable on this unique platform of social media; without any time constraints and at almost negligible costs.

Relatively lowest agreeableness is found in terms of social media affecting results of an individual in a positive manner. As a matter of fact, the time spent on this platform is direct opportunity cost with many other possible activities those originally were the part of daily routine of a youngster prior to the introduction and penetration of social media. Maximum respondents have not agreed in this particular statement; this denotes their opinion that the social media is not helping them in their performance in a positive manner.

Most of the respondents agree to the side effect of social media as it gets an individual unnecessarily diverted into various topics and get the attentions driven away from the educational purposes of social media. This statement goes in support for the marketers of the present era, where individual customer is believed to be the single segment and he/she can be tapped individually on internet and social media. Around 44.5 amount of proportions show that maximum numbers of respondents have agreed upon this statement in positive manner. On the other hand, relatively least number of respondents agreed to the statement of social media wasting their time in following, liking and commenting on various pages.
Responding to the statements on the positive role of social media in terms of marketing related application of the same has decently strong internal consistency in the data received. The statements are framed on the positive role of social media to help an individual customer be aware about the various marketing related activities with the use of social media.

- Using social media makes the young users be updated about the various newer products in the market. This is further being supported by the fact that the platform of social media has been utilised in a very effective and professional manner by most of the corporate in the present day scenario. Not only the corporate, but even the governments and political parties along with most other types of organizations like non government organizations are quite active on social media these days as they get their target audience in a desired time and space.

- The youngsters get updated about the new product launches by the use of social media; relatively the least positively rated statement is in their response if they buy the product! The youngsters definitely get updated about various marketing related activities on social media, but this not necessarily is converted to the sale from a marketer’s point of view.

- A large chunk of the respondents agree to the statement that social media can give undue advantage to a product/brand/company/event/celebrity. Interestingly, at the same time the young respondents think that the social media has the power to negatively affect a product in a relatively less amount.

- Social media has been effective in creating the ‘social influence’ in the life of the users. In terms of ‘Increased social network’ the young respondents have responded with highest mean of 3.92, clearing indicating the effective of this platform in terms of making their social network wide and large.

A large part of the respondents strongly believe that the use of social media has made them have a bigger social network and have increased their friend circle to a remarkable level. This probably is because the platform where users feel connected with their near and dear ones and can extend their natural contacts by adding the friends of their friends in their network. This way the circle can be broadened and newer acquaintances can be converted to friends and so on,
given the platform of personal communication other than the webpages, users can share words internally and strengthen their relationships. Once connected, they mostly stay connected and further they can connect to the friends of friends and so on their natural contacts can get expanded with this platform.

Users have most of their friends and relatives and co-workers connected over here as it gets easy to search and approach any individual on social media even after a period of time (once connected, it does not get disconnected even if the user change his/her contact number or change the phone or even any instruments, additionally this is virtual connection hence the locational change has no real influence).

In addition to being connected, social media offers a platform where individuals showcase the important events of their life and other users can see, like, share and respond to all these. This prompts communication between users, which further supports communication between two and more users.

- With one of the highest mean of 3.95, majority of the respondents strongly agree to the fact that social media has helped them remember important life events of their friends and relatives. This fact adds to the role of social media as a strong platform which supports, enhances and motivates easy communication between the users. Since it reminds the other users about the important life events like birthdays, anniversaries, engagement, wedding, promotion, job change, travel plans etc; the other users gets to be updates and they like, share and respond to the respective events. This communication can be seen by other users and they can even respond to the messages of other users. So in a nutshell, this basically is made in such a way that can tremendously spur the communication between and across the connected users. This is the heart of the platform of social media and it has been successful primarily because of this reason.

- In terms of meeting their life partner via the platform of social media, we have scattered answers and a responses are not so positive on either side. The response to this statement shows a relatively lower mean, reflecting the discussed fact. Although social media seems an effective stage for making friends and keeping touch with the old ones, as per
the response, it has not been really effective in making young users meet potential regular or temporary life partners!!

- Social media has helped the users to remove the shyness and make them remove the fear of talking to people. Many of the respondents have positively rated the statement on social media helping them to remove the shyness. Most of the users have agreed to the statement with a Median of 4 and around 62% of them have reacted to this statement in a positive manner. Since this is a virtual platform and a few basic areas of in person communication like eye contact, body language, gesture and postures etc are not really important over here, what really matters is the choice of words and the timing of putting the message; this platform has certainly helped many shy individuals to easily be able to talk to the person they want to without any fear or feeling conscious.

- In terms of getting recognition within the society, around 70% of respondents have been agreed with a mean of 3.87 and a Mode of 4 with variations of less than 1. This reflects the vital part the social media has played in the life of an individual user in Ahmedabad. Users have been able to ‘stay’ in the ‘market’ with the help of social media, and they get recognised by other people in the real as well as virtual world. Keeping in the stream with the various posts and comments helps the users to stay in the limelight of the world of social media and this helps them get an identity in their friend circle and/or family and/or society they live in.

- The platform of social media an important tool to show their major life events to the society has been positively rated with a mean of 3.47, and a mode of 4. In another vital objective for use of social media is that it plays the role of a show-case for individual users where he/she can highlight the various achievements of life, offering the glimpse of the life and the lifestyle of an individual to others users. People put many parts of their life on social media at almost no effort with the use of a Smartphone, they check-in the places they visit like restaurants, malls, musical concerts etc; they click and upload pictures and videos taken; in a fresh trend, the users can go live on the facebook and other
users can watch, share, like and comment about this in absolutely real time; all in all, offering a live ‘bio-data’ of an individual easily.

- The young users have rated social media to offer them increased academic development with a mean of 3.64 and a median and mode of 4 each. The range of 4 denotes that some of the respondents have strongly disagreed to the statement as well. Social media must have been playing the role of a constant motivator by showing the developments of other connected users; and providing the users a competitive feel to work in their academic performances. Recently we have seen the trends of students uploading their academic results and tagging the friends and faculties and showing their growth stories online. Even the working class people and the businessmen have been uploading various competitions won, the trophies received, appreciation letters received, appointment letters/ promotions letters and trying to showcase the achievements; this should be playing the active role in offering other users to achieve such results and to showcase later on. Even the pictures, videos and live videos shared on social media platform motivate other users and plant such ideas in the mind of other users.

- Nearly 60% of the respondents have felt to be upgraded by being a better person in terms of knowledge after using social media with a mean of 3.69 and a median and mode of 4 each. This is the platform offering the users information from various backgrounds, and not only about their natural groups of friendships; most of the media companies, educational institutes, doctors, beauticians, dieticians, psychologists, religious organizations, political organizations; all are active on this platform and offering the users customised content which they can decide to follow or not well in advance; also offering the users their voice of reactions, making them feel more connected to various pages; eventually ending up making a better knowledged person and as a whole a society with more practise of data and information sharing.

- With an average of 3.63, youngsters have positively responded to the statement of being updated and well versed and they give the credit to the social media platform for this.
More than 56% young users have positively responded to the statement, with a mode of 4 and a standard deviation of 1.073. This advocates the fact that social media sites are influencing their lives more on the positive side.

- Almost half of the young respondents positively react to the statement of social media helping them to have a better career and job prospects or updating them in terms of related to job. This advocates the active role played social media these days even in terms of recruitment, and people have been actively found networking with present, past and potential future colleges or bosses and co-workers to have better career prospects.

- In terms of marketing implications of social media, and its appropriateness, young social media users rate social media to be a platform to get them aware about various online shopping deals and offers. Around 50% of responses have been positive and rest negative in this reference with a mean of 3.41 and a median of 3; with range of 4. Most of the corporate and MNCs particularly in the B2C market are present on social media in the present day scenario and they keep actively posting and buzzing on social media to defend their markets shares and to attract new potential ones. But as the responses suggest, there still needs huge scope of the marketers to tap on as half of the responses in this research does not positively with the same statement.

- 63% of the respondents have given positive replies in terms of being aware about the various products and their marketing campaigns. With an average of 3.72 and a mode of 4, the responses clearly support that social media has been relatively effective to make the young social media users become aware about various products and marketing campaigns. This opens another relatively entirely fresh and hugely potential avenue for the marketers across the various products categories and they can definitely think beyond the conventional and traditional approaches for marketing and promotions. Social media offers a greatly vital and relatively not so cluttered platform where each single user can be considered a single unique segment, and his/her reactions and behaviours can be understood and even can be pro-acted, reacted and responded by the companies.
• In relation to the knowledge about the markets and not the products, nearly 57% of respondents have reacted positively with an average of 3.63 and a median and a mode of 4 each. The marketing of various types of organizations is making the social media users being aware about the various products, their categories and about the markets as well.

• Around 53% of users have responded positively to the statement of social media has played an effective role in making them an extrovert person in life. The response looks positive with a mean and median of 4 each; and a range of 4 as well. Since this platform doesn’t need an individual to work on his body language, eye contact, gesture and posture, voice modulation etc., and what a user needs is an account and use of phone or computer to share his voice, this offers a great opportunity for the shy users to share their thoughts with the world without hesitation. By offering such a great platform of communication and interaction, social media is making them habitual and comfortable in terms of communication with different online social media users. Practising this over a period of time can and does make a young social media user more extrovert as per the research.

• Around a little more than 50% of the responses have been positive in terms of considering social media to have inspired them to bring the change in their life style. Since people post various images, videos, thoughts on the platform of social media which can be seen by the users connected with them, it must be making them feel inspired to have a change for the other users. Users not only watch the pictures and videos on this platform, but they are consciously or subconsciously affected by all these in multiple ways. They not only follow the social part of the social media but are also affected by the various brands and companies active on the platform social media.

• Around 50% of the respondent has positively responded to the fact that social media inspired them to participate for some social cause. Social media is also flooded with various NGOs showcasing their work in their respective areas and trying to seek more donations and more human support. Various NGOs are active and they are working in
different areas like animal welfare, birds, environment, girl child, rights of women, women empowerment etc, and such NGOs constantly ‘sell’ their ideas on this platform, particularly with the targeted audience. Social media has been a vital platform not only for the MNCs and the corporate world but also for various services focused organizations like NGOs (Non Government Organizations) and NPOs (Non Profit Organizations). As a matter of analysis, social media has been used by many NGOs and other alike formal as well informal association to share various events and create public attention; which is also not restricted to a particular geographic region. As a matter of fact, marketing of different religious institutions is also quite seen and this denotes a new era in this particular ‘industry’ as well.

- With an average of 3.43 and a mode and median of 4 each, half of the respondent gave assertive reply in terms of the use social media has been making them feel refreshing. This is probably because the social media is offering them all together a different artificial world with different perspective. Connecting to the online world and sharing things with the friends might be making the users feel detached of the real world issues and making them feel relaxed. And the interesting aspect to learn is it is the individual user who decides with whom he/she wants to connect and not! He/she can even block the particular user and restrict anyone to follow, message, and interact over here; hence this virtual world is their own creations and it reflects their choices, giving them a better time to spend. This also denotes that social media must have been a vital part of the routine life of young individuals in the city.

- Around 49% of respondents have responded favourably to the fact that social media make them feel confident. An interesting fact over here is that all the respondents have been using social media for at least 6 months in their lives, and a large chunk of the users feel confident. This data suggests further supports the basic fact that communication is a strong tool in itself to overcome multiple problems. Social media provides a tremendously effective platform for any single individual to share his/her thoughts in the society and it reaches beyond geographical boundaries and time zones in the world. By
the way of communicating and sharing their voices in the public on this effective platform, in so much effective way, the users feel being important part of the society and their voice is being heard.

- Around 41% of respondents, with a mean of 3.21, median and mode of 3 each; and a range of 4, the responses have been positive to the statement of social media making them socially fit and energetic. This virtual world would have been giving them a platform where they can be present and interact with the other members of virtual world; and this way they create virtual relationships with one another which can partially replace actual personal meetings and gatherings. Most of the interactions being virtual on social media, the probable vacuum of social relationships in the life of today’s young users has been taken care with a substitute product. This makes more sense particularly with the time constrained young individuals who are fully occupied in their educational or monetary occupations and/or those users who are living at a far distant from their natural social sources; such users can be socially updated in terms of various events and developments in the life of other people and feel to be socially fit.

- Around one third of the total respondents have reacted on positive side and they agree to the statement that their health has been improved by using social media, with a mean of 2.96 and a median a and mode of 3 each. Interestingly around 37% of respondents have denied to the given statement in a negative manner and around 30% respondent gave neutral opinion on the same. The responses of users seem to be divided into three areas in this statement. Although the highest percentage are on the negative side of the statement, mentioning that the respondents have not agree to the statement that their health has been improved by using social media; we find almost equal amount of responses on the positive side as well; and around 30% of the respondents have found to be neutral with reference to the given statement.

- 43% of the respondents have updated their thought process by interacting on the platform of social media. With a mean of 3.31 and a median and a mode of 3 each; with a standard deviation of 1.167, and a range of 4, partial youngsters give social media the credit to have upgraded their thought process by providing them a vital platform to express
themselves and to view others’ as well. Social media offers a great platform for the users across the globe to come online and share various contents, and is not only restricted to individual accounts but the various corporate, educational institutes, non profit organizations, thinkers, people into social service etc all are part of this online world. This way, an individual account user is being exposed by the contents/pictures/videos/ideas shared by so many other entities and after sharing some hours in a routine manner, this process of exchange of content becomes more and more rich. A single user sharing a single idea and a large chunk of individual and organizational users sharing multiple ideas on a decently regular basis can create a real reflection of multiple ideas on an individual social media user. This particularly becomes more effective when the user is active on social media for at least six months and upto many number of years.

- Around 52% of the respondents feel to be over connected over the platform of social media. The platform of social media has been penetrated in the life of an Ahmedabadi young users to such an extent that out of the 1133 respondents, more than half of the respondents agree to the statement of having a feeling of being over connected because of social media. Almost 27% of users have chosen to give a neutral response where they neither agree nor disagree to the given statement. Social media is a platform offering a virtual world and a substitute of getting in contact with the near and dear ones in the actual real manner, and with a mean of 3.47 and a median and a mode of 4 and 3 respectively, the responses agree to the statement in a larger picture.

- Around half of the population responded assertively to the statement, agreeing to the fact that use of social media ended in loss of personal time of their life; around 22% young users neither agreed nor disagreed to the statement. With the mean of 3.38; median and mode of 4 each, it becomes quite evident that the youngsters of the city accepts the loss of personal time as an opportunity loss of being active on the platform of social media. This platform is neither time bound nor task bound, where a users constantly gets updates about friends and various pages he/she has subscribed, on a constant basis. This process goes on and on and there are different attractions additionally like online chatting, various
advertisements going on in the same screen, all this can easily distract the user
and keep him/her involved without any limit of the platform. This is called huge
penetration where the social media is effectively increasing the usage with individual
customer and becoming more and more stronger part of his/her life on a routine basis.

• On a very interesting statement, the feeling of inferiority or superiority complex being
felt by an individual by using social media, the response to the statement is majorly
divided into three parts: agree, neutral and disagree; and the responses have been almost
equal in each i.e. 30, 34 and 36 %. With a mean of 3.03 and a median and mode of 3
each, the respondents agreeing to the statement lead with a small majority. Although this
shows a broken mandate, yet around 36% of the respondents are supporting the statement
proving that they have fallen into either of the superiority or inferiority complex after
using social media. Social media is such a platform where everyone is living a virtual life
and people put the best phases of their life to attract others towards them. The identity
created by most of the users on this platform is an extrapolation of their real life. People
highlight the attractive most parts of their life and create a larger than life image for
themselves. Since everybody is trying to impress everybody, the users ultimately end up
into either of the complexes as discussed.

• Around 40% of the users are living in the virtual life and fantasy world because of using
social media. A majority of the users agree to the statement of living in the virtual life
and in fantasy world by using social media with a mean of more than 3 and a median and
mode of 3 each; with the range of 4. Almost 31 % of young social media users responded
to the statement in an indifferent way. As discussed in the earlier analysis, the social
media users are creating their virtual image here and they live that image for the most of
the time. They are concerned about the likes they receive, the shares people click, the
positive comments and appreciation they receive on these social media and all this
constantly makes them think about getting more and more response on social media.
They keep working and thinking in this direction on how to become more and more
popular and how to have maximum attention in the social media platforms. They click
pictures, take videos, use live online videos etc with the aim of making the social media image as big as possible. All of these has made them live in the virtual social media life and it gets more and more penetrated with the upgradation of technology every single day.

- 45% of the respondents have agreed to the statement of using social media has ended in relatively less number of personal meetings. The standard deviation of 1.254 shows how the responses are falling near the average of 3.26; while the median and the mode are 3 each reflecting the responses of the young users of the city. Social media has been a strong substitute of real personal meetings and face to face communications. Rather than meeting the friends and relatives on various occasions and spending quality time with them, knowing what is happening in their lives in a live interaction is seen relatively very less these days in the young social media users. Instead, they are connected to the world most of the times and the real personal face to face conversation are replaced by texts and likes and shares on the platform of social media and this has eventually lessened the actual gatherings and meetings. Mobile phone and social media has even been a hurdle in face to face communication as many of the people have been found to be engaged in their phones and on various social media even while they are out with the friends in a cafe or a place alike.

- Surprisingly, nearly 40% of the respondents agree to the statement of excessive use of social media affecting their personal relationships in a negative and harmful manner. The average responses fall at 3.09, with median and mode of 3 each. 40% of the respondents have been agreed on the damaged personal relationships because of excessive use of social media in their lives. As earlier noted, social media has been affecting real gatherings; in a similar manner it is affecting the personal relationships of the young users in an adverse manner. Excessive use social media can harm the though process of an individual and can constantly make him think about the virtual world and how to enhance and add value to the profile of social media; his/her most of the acts can be in concentration to adding more attraction on the virtual profile and this can eventually affect real personal relationships as individuals spend more time online and rest of the time thinking to have better online profile! In addition to this, social media has come up
as an interesting tool for the purpose of spying on individuals, since the young users put most of their personal life and its events on this platform, they are most of the time exposed to the possibility of being spied; and if not exact spying, an attempt of spying can cause damages to the trust and relationships of an individual social media user.

- 36% respondents agree to have hampered productivity and adverse effects on their performance because of using social media in an excessive manner. This means there are a large number of people feeling that excessive use of social media has indeed hampered their efficiency and productivity. Social media has been recently introduced in our lives and has been occurring at the opportunity cost of many academic/educational/entertaining related aspects. Constantly living online on social media, and living the virtual life hampers the creativity and affects the thought process of an individual user. Additionally, this is not really a productive task and is carried out on the opportunity cost of many relatively more productive tasks including sports activity or having a walk or meeting a friend or academic/educational development. Eventually, the productive capacity of an individual suffers and ultimately this affects his/her academics or organizational performance.

- Interestingly, 37% have rejected the statement of being negative towards the online shopping portals because of social media. Since this is relatively fresh area for the new generation marketers, and even for customers, this is quite experiential marketing where they get the opportunity to interact with the various brands and products, it has widened the scope for future of marketing. Most respondents have replied not too positively to this particular statement, which shows that there is still huge scope for the various marketers to explore the platform of social media and they still have lot of time to reach the saturation level in this market.

- Around 41% of the respondents reject the statement of getting disturbed / distracted by the advertisements shown on social media. Social media has been utilized as a great
platform of showing advertisements particularly to the required target segment, and this practice has gathered pace with the passage of time. Usually, an individual is exposed to various advertisements on the platform of social media based on his/her characteristics; and such ads are well planned and targeted towards them. Probably these specific targeted advertisements are the major reason why an individual young social media user is not getting irritated and distracted because of the advertisements. Infact, the use of information about the users is being carried in a very detailed manners and an organized attempt is made to understand his/her area of interests and similarly the data is sold to marketers and they tap on the users with related products. Hence this entire result makes sense in terms of users not being annoyed with advertisements on social media which is quite differing from the traditional mediums of advertisements.

- More than 41% of the respondents disagree to the statement of having a feeling of frustration or depression because of using social media, whereas around 34% of respondents have reacted positively to the same statement. This negative response to the to the given statement shows either social media is not causing them the feeling of frustration/ depression or they are not in a state of it altogether. As per various literature review sighted in this research earlier, social media is a potentially major cause of making a user feeling frustrated and depressed but the research over here provides mixing reviews.

- Around 37% of the respondents have mood swings because of using social media. The users have found abrupt and sudden change in their moods without any strong external factors, which affect their relationships with the friends and relatives in adverse manner. State of depression and frustration can make an individual have sudden mood swings and he/she can behave in an abnormal manner with different situations, this is a psychological disorder and needs to be treated by an expert medical practitioner with close supervision. This can be quite harmful and is not a good sign for the society if such kind of mental disorders become natural in the society.
• 36% of the respondents agreed to be addicted to social media. The interesting part is that they are aware about this addiction, which is certainly not the case for every social media user. The real explanation of being addicted is the distress and uneasiness which arises when not being able to access the addiction which in this case is the social media. These are the heavy users of social media and they have most of the updates about the world this online world. this audience get the most affected when there are any major changes in the platform and are easily exposed by the various positive and negative marketing, social, health and educational related influence on the platform.

• Around 46% of the respondents have disagreed to the statement of having physical health related problems because of using social media. Most of the respondents have disagreed to have pain in eyes, or body etc because of using social media. Merely around 28% of the respondent gave positive replied with reference to the same, denoting they have physical health related problems. This either means they don’t have physical health related problems or they don’t want to blame the use of social media if at all they have any problem. Social media users within the teen ages and into fresh twenties generally do not have such physical problems until and unless they are extensively spend lengthy tenures in front of the screen; this way they potentially do invite problems with eye sight, neck pain and/or back pain; which is probably not the case with most of the respondents.

Cross-Tabulation Analysis Findings:

In our research study of analysing the influence of social media on the young generation of Ahmedabad city, we have considered to study various demographic factors which affect the behavior of the target audience. We have considered the demographic factors like age, gender, marital status, residential area, education, occupation, family income etc. To understand the association between the demographic factors, we have done cross tabulations and chi-square analysis, and the findings are as under.

Gender * Marital Status

Considering the various cross tabulation analysis, we can come to the various quantitative data like out of the total 1133 respondents, 253 were married male respondents whereas 434 were unmarried male respondents; and 157 were single female respondents whereas 289 were married
ones. In terms of the given criteria, the largest chunks of the respondents were Unmarried males and the second largest was unmarried females. As the target audience is the youngsters from the age group of 15-35, the largest part of them is unmarried.

**Gender * Age**

In the given criteria, the largest segment of the respondents is Male with the age group of 21-25, the second largest is females, with the same age group. In all, we have highest participation from this age group. Other than this, the second largest age group is 12-20 leaded by male and followed by female category. This also shows the relative active participation of the teenagers and the youngsters into their early twenties.

**Age Group * Marital Status**

Unmarried youngsters within the age group of 21 to 25 clearly lead the chart while we divide the entire data on the two criteria of Age and Marital status. Closely following is the 12-20 age group youngsters who have actively shared their responses about their social media usage. Not surprisingly the smallest group given the two criteria is Married within 15-20 age group, as naturally this is not the age for getting married in India in present day.

Another small bunch comprises of the reverse side, i.e. Unmarried at the senior youngster category within the age group of 31-35. Considering the age of education (graduation to masters), and also considering the flow of students towards the Masters degree these days, the near perfect age bracket for an individual to get married and get settled seems to be 25 to 30 across the cities and states in the country.

**Age Group * Occupation**

In terms of age and occupation, we have received the responses from the people across various combinations of age and occupations; we have 373 respondents belonging to the service class, 124 respondents are entrepreneurs, 101 house wives were part of the responses, 35 young individuals were unemployed and 384 students were part of the research. The highest segment considering the two given criteria i.e. age group and the occupation is 221 respondents, who are within the age group of 21 to 25 occupying themselves into studies. The second largest group comprises of 137 ‘students’ and they belong to the age group of 15 to 20. Even the ‘students’
category comprises of the largest segments in the research, falling into various levels of education ranging from school education to masters and a few are even into higher studies.

**Age groups* Maximum connections in Facebook**

Facebook is found to be the most popular social media in terms of having maximum connections on a given social media platform. We have received responses from various age groups youngsters on their total number of friends on all the four major social media, and we have found that users have friends in the range of 1 to more than 1000 on various social media. Most of the respondents i.e. 372 across the age groups have friends from 0 to 200, and the second largest chosen slab is 200 to 400 friends with a 349 respondents having their total friends in the given range in Facebook.

**Age groups* Maximum connections in Twitter**

The youngsters of Ahmedabad are less active on Twitter as they are on Facebook. In reference to Twitter, we have analysed that Twitter is relatively less used social media in the young social users of the city; 76 respondents have their maximum connections/friends/contacts in the same social media. Age group of 21 to 25 leads the low scoring chart with 13, the highest respondents having the friends in the range of 0 to 200.

**Age groups* Maximum connections in LinkedIn**

With reference to Twitter, a perceived professional online space for the corporate and business world individuals, we have found relatively less attraction in the young social media users. Our respondents have been found to be relatively less active on this platform. Even lesser than the total active users on Twitter have found be active on social media, totally 54 respondents have been using this social media. As a matter of exception, across the various age groups, there are totally 10 respondents who have connections in the range of 700 to 1000 on this social media.

**Age Group * Maximum friends in Google+**

The fact that google+ is competing with these leading social media is because it is from google! Google+ is a relatively newer social media but is growing well in terms of having number of social media users, with total 99 respondents were found to be having maximum number of
friends on this platform. People are yet not much active on google+ but this social media is looking to eventually join the race in the full fledged manner. Around half of the respondents in this category have their maximum friends in the lowest range of 0 to 200; and merely 3 in total respondents in this social media have their maximum friends in the maximum range of more than 1000 friends.

**Gender * Education**

We have maximum respondents from the masculine gender and with post graduate as their education and the second highest responses are from male graduates. Considering the cross-tabulations of gender and education, highest number of male respondents is into Post Graduate degree and within the female category, highest number of respondents again falls in the same education category; making the ‘post graduate’ education category leader in terms of number of responses. This is closely followed by ‘under graduates’ as 405 respondents, 245 male and 160 female respondents.

**Age Group * Family Income**

If we look at the socio-economic classification, a large part of the respondents belong to the middle class and from the 21-25 age group. i.e. most of the respondents across the various age groups have family income in the range of 2.1 lacs to 5 lacs per annum. Respondents between age group of 21-25 have highest number of individuals with family income of 2.1 to 5 lacs; the same age group category has maximum number of total responses.

**Age Group * talking to Spouse/Girlfriend/ Boyfriend/Fiancée/Fiancé**

The 21-25 age group shows strong positive response in terms of chatting with present, potential or future life partner. Probably this is the age where they get more clarity about their life plans and they can take mature decisions regarding the life on professional and personal front. Before and after this particular age bracket, the respondents seem to be divided into the options. The younger breed of 15-20 is most reluctant to talk in this reference whereas the mature youngsters of 31-35 gave most neutral replies with reference to the same question.

**Gender * Strangers**
One of the core reasons behind the success of Social media is that it acts as an effective tool to make newer friends and it gathers people with similar interests on a single platform and it eases the process of thought sharing and communication with data sharing of course! Hence this is naturally considered a vital tool to be more social in the virtual world and to connect to maximum people possible via extending our natural present contacts. In our research, the respondents have largely denied to be talking to the strangers on social media. Almost half of total respondents, have strongly denied to be talking to strangers on the social media platforms, both the male and female have shown equal amount of responses, but female response is even more rejecting the statement. In our culture, it’s still not very easily acceptable for a female to have male friends, and considering the various fraudulent cases in media about fake identity and harassment through virtual friends made on social media, the females are found to be refraining from talking to and making friends with strangers on social media.

**Marital Status * Strangers**

Around 9% of the married respondents are found to be always talking to the strangers on social media platforms, whereas around 6% of the unmarried respondents reacted to be talking to the unknown people. In terms of the percentage, the married youngsters are found to be more comfortable talking to the strangers than the single ones.

**Age Group * How regularly do you change/update your profile (status/photo)?**

The usage pattern seems to differ with reference to the age of an individual user. The young most social media users from the 15-20 age groups are the most active people in terms of updating their account and profile details. Around one forth of this class change and update their profile data on a daily basis! At the same time, the most mature class, 31-35 are the most passive class in terms of updating the account and profile related details. Across the age groups, a most common response is ‘occasional’ meaning the youngsters update the profile picture, status messages etc as and when they go through an occasion and they get some ‘new’ content to show to the world. we have seen many youngsters across the nation clicking pictures and taking ‘selfies’, on most of the occasion be it a gathering or a festival or casual friendly or family meetings. As per the responses, most of these ‘clicks’ are potential uploads on various pages of various social media!
Age Group * How many hours a week-end (Saturday & Sunday), do u spend on social networking sites?

The youngest users are the heaviest social media users on the weekends. More than one fifth of them are using social media for at least 3 hours during the weekends. While the most mature youngsters i.e. from the 31-35 age group seems to be using social media for a maximum of an hour during the weekends, being the least active users during the weekends. There can be a possibility of relatively more social obligation other than having a personal time and spending it on a social media. The same logic goes with the fact of youngest users and the middle category crowd as a majority of them are single less into social obligation and they are still the part of their father’s family of orientation and they are yet to start their own family, family of procreation.

Marital Status * Regularity of changing the profile (status/photo)

Unmarried social media users have been found to be relatively more active than the married once in terms of updating their profile related information on a regular basis. Unlike the mature youngsters in this research, most of these audiences are into education as a major occupation and are not married as well. Getting into the trend and to keep looking ‘cool’ these people constantly actively work on their virtual life and virtual character of social media, to seek more attraction from the existing and the potential same gender or opposite gender friends. Updating the profile picture can possibly be one of the tactics to achieve such objectives.

Education * Regularity of changing the profile (status/photo)

We have analysed the cross tabulation of education and their behavior in terms of changing the profile information to understand whether there exists any difference because of difference in the education of the young social media users. The school going youngsters are the relatively most active users in terms of keeping the profile information updated. One fourth of the school kids have been updating the profile information on a daily basis. The second most active educational group are the graduates, almost one third of them at least changing the profile related information at least once a week.

Occupation * Regularity of changing the profile (status/photo)
In terms of percentage, the ‘unemployed’ youngsters lead the chart, while the ‘professionals’ are leading in the same category. On a combined response, generally the youngsters rate ‘occasionally’ the highest votes, implying that they are changing the profile information i.e. pictures, status messages etc whenever they come across something worth it as we have recently discussed earlier. Usually we observe people changing their display pictures after particular occasions like some festivals or some visits etc., which goes with the research as well as discussed again.

Findings from the Testing of Hypothesis

Independent sample T test: Married and unmarried

- There is a significant difference between married and unmarried regarding the overall Positive influence with reference to the social factors with respect to social media.

Unmarried people have relatively more scope in terms of getting highlighted on the social part of social media. Married ones are found to be using social media for different purposes even terms of being social. Both the married and unmarried individuals have found to be having different influence regarding the positive influence of social media. Married people have found to be more social as their social responsibility increase with the increase in their family circle and friends group. Unmarried users have more of casual groups as compared to married ones and relatively less of social contacts.

- There is a significant difference between married and unmarried regarding the overall negative influence social factors with respect to social media.

Even in terms of the negative influence on the social part of social media, both the married and the unmarried ones have found to be different. The overall negative influence on the married individuals is found to be different from the unmarried ones. Unmarried individuals could have more of their peers consisting of friends, classmates and colleges whereas the married individuals could have more of family as peers relatively. The unmarried users have ‘competition’ as a strong factor making them more influenced by the negative side of social factors while unmarried individuals have ‘jealousy’ as a strong socially negatively influenced element.
There is a significant difference between married and unmarried regarding the overall Positive influence educational factors with respect to social media.

There are relatively less people who are into academics after their marriage while most of the unmarried people are into education. The unmarried users are relatively more concerned about their academics as compared to the married ones. In terms of positive influence of the educational factors, we have observed the difference of influence between the married and the unmarried couples is well justified.

There is no significant difference between married and unmarried regarding the overall Negative influence educational factors with respect to social media.

In terms of getting affected negatively in terms of education, both the married and the unmarried have similar influences from social media. The marital status of a social media user doesn’t play a role when he/she is affecting his/her education in a negative manner. He/she is being affected on the negative side irrespective of the marital status.

There is a significant difference between married and unmarried regarding the overall Positive influence Marketing factors with respect to social media.

Married users have found be more into other occupations than the unmarried ones, who are mostly into education. Married ones have more financial liberty and they also have financial control along with budgetary constraints. Married users have different priorities than the unmarried ones and they consider the needs of the family members as well. On the other hand, the unmarried users have been relatively less of family concerns and they spend more for themselves. Even in terms of the buying behavior and product choices, the various factors including their age, occupation, income, marital status play vital role and all these on a combined scale make both the married and the unmarried behave in a different way in terms of marketing related impact.

It indicates that there is no significant difference between married and Unmarried regarding the overall Negative influence Marketing factors with respect to social media.

On the other hand, the same discussed factors like age, occupation, marital status etc usually are not found to be playing vital roles in terms of being cheated mis-representation, or creating an
over-hype of a brand or a product etc. The negative influence of the marketing related factors is not found to be different on both the married and the unmarried social media users.

- It indicates that there is no significant difference between married and Unmarried regarding the overall Positive influence Health factors with respect to social media.

Both the married and the unmarried social media users have found to be Health conscious irrespective of their marital status. Both the groups are health conscious and they welcome health related tips on the platform of social media. Not only they welcome, they follow and implement the various tips given on the social media. The present day lifestyle influences have impacted both the married and the unmarried individuals on a similar scale and there is no difference on the basis of the marital status.

- It indicates that there is no significant difference between married and Unmarried regarding the overall Negative influence Health factors with respect to social media.

At the same time, with the same logic discussed in the earlier point, both the married and unmarried users have found to be similar with reference to the health related negative influence arising from the platform of the social media. And there is no differentiation on the basis of the marital status of the social media user.

- It indicates that there is no significant difference between married and Unmarried regarding the overall Positive influence Combined factors with respect to social media.

In terms of the overall influence to the young social media users in the city, both the married and the unmarried social media users have found not different. The overall influence has not been different on the basis of marital status of an individual.

- It indicates that there is no significant difference between married and Unmarried regarding the overall Negative influence Combined factors with respect to social media.

Similarly to the above discussed point, there exists no difference between the married and the unmarried ones in terms of the combined negative influence with reference to the social media. The various influences that the social media has on the young generations are not found to be differentiating on the basis of marital status of an individual in our research.
Independent sample T test

Male and Female

- There is no significant difference between male and female regarding the overall Positive influence Social factors with respect to social media.

On the basis of the gender, both the male and the female are found to be similar with reference to getting positivity from the platform of social media. The various positive and motivational posts are for both the genders and they cannot discriminate on the basis of gender of a person. Hence we found no difference between both the genders in this regard.

- There is significant difference between male and female regarding the overall Negative influence Social factors with respect to social media.

In the possibility of getting negatively influenced from the various influences of social media, a difference is found between both the genders. Both the genders are not affected in the similar way in this regard. Probably because of the basis differences of both the genders in terms of thinking about a given solution, which is scientifically proven, this difference may exist.

- There is no significant difference between male and female regarding the overall Positive influence Education factors with respect to social media.

With reference to the negative influence of educational factors, both the genders are found to be similar. Getting learning from the social media is similar for both the genders. Positive learning process is basically indifferent and certainly not differentiating on the basis of the gender.

- There is significant difference between male and female regarding the overall Negative influence Education factors with respect to social media.

The time allocation of both the genders, their time spent, their attitude towards learning via the platform of social media etc play the vital role in influencing the users with reference to
getting negatively influenced. Hence in this regard, both the genders are found to be different in getting negatively influenced on the platform of social media.

- There is significant difference between male and female regarding the overall Positive influence Marketing factors with respect to social media.

Male and female have different priority with reference to marketing related influences on the social media. Both genders have choice related differences, different likings, and different buying behavior on various product types. Even in terms of impulsive buying, both the gender have differences, which is reflected in the findings of the research.

- There no significant difference between male and female regarding the overall Negative influence Marketing factors with respect to social media.

In terms of negatively influenced by the various marketing posts, unnecessary hypes, and undue push to a given product, brand or a celebrity, in not having any vital difference on the basis of gender. Both the genders have similar behavior with the marketing related negative influence.

- There is no significant difference between male and female regarding the overall Positive influence Health factors with respect to social media.

Gender is not a vital criterion in creating a difference on the health in the positive aspect. Various posts related to health affect the users across the gender in a similar way. Posts affecting the health in a positive manner are liked, followed, and persuaded by the both the users irrespective of their gender.

- There is no significant difference between male and female regarding the overall Negative influence Health factors with respect to social media.

Similarly, both the genders are having similar influence on their health in terms of using social media. Many of the users have found to be suffering from various physical as well as psychological influences in the negative manner by using social media. These problems are not found to be specific to a particular gender and are similar across both the genders.
There is significant difference between male and female regarding the overall Positive influence Combined factors with respect to social media. In terms of the positive influence of the combined factors, both the genders have found to be having different in terms of influences. There can be multiple factors behind this difference of both the genders. Both the genders are motivated with different things, have different aspirations, have differences in thought process and even there are differences found in upbringing of both the genders in the society today. The ambition, the influences, the mindset etc usually differ and hence it is reflected in the research.

Findings from the One Way ANOVA Analysis

- There is no significant difference amongst various age group regarding overall negative influence by social factors. It indicates that the variance amongst the age group is homogeneous. Meaning across the various age groups which are part of the research, the demerits of using social media influences in the similar manner and does not differentiate on the basis of age.
- There is significant difference amongst various age groups regarding overall positive influence of social media. The variations between the samples are 9 times more than the variations within the samples. While significant value of the test is 0.00 which is less than 0.05, it indicates that there is a significant difference amongst the value of variance in different groups. In terms of being benefitted by using social media, the various age groups have different results on the positive side. The result is quite evident considering the various influencing factors like age, educational background, occupation; marital status etc differs a lot across the age groups.
- There is a significant difference amongst the various age groups regarding overall changes in the various groups. We have considered various age groups as a fixed factor and overall positive influences of social media on youth is considered as a dependent variable. It indicates that 25 percent of the changes are taken place in the youth life because of the social media due to the mentioned factors.
- Age group 21 to 25 and 26-30 have strong similarity in terms of summated combined positive influence of social media. These age groups are relatively similar in terms of hobbies, occupations, ambitions, preferences towards brand, aggression, liking towards sports, religious beliefs, dressing senses etc and this is reflected in the research where both these age groups have shown to be having close similarity.

- Age group 31-35 and all other age groups (15-20, 21-25 and 26-30) have significant differences in terms of summated combined negative influence of social media. The senior age group in this research is 31-35, which is the most mature age group with the highest amount of experience across the categories. This phase reflects the transition of a young individual into a young mature individual. Even considering the social life, this phase differs a lot from other age groups in the sense that there is a very high probability that individuals belonging to this group are married and have kids, which further explains and justifies their behavior and choices in life.

- There is significant difference amongst various income groups regarding social positive influence of entire group. Individuals between the various income groups have different peer groups and the amount of participant and the amount of activity differs across the various income groups, which can be the reason for this finding.

- Less than 2 lac and More than 20 lac are found to have similarity in terms of overall positive changes occurring because of the social media.

- It is found that there is a significant difference amongst various education levels in terms of overall changes in youth with respect to social media.

- It indicates that 10% of the changes have taken place in the life of youth because of the social media due to the mentioned factors. Overall Influence Combined positive Negative.

- Post Graduate and Higher Degree have close similarities in terms of Overall combined (positive and negative) influence of social media.

Both the post graduates and the individuals pursuing higher degree education have many similar aspects which may be the reason of their close similarity in the behavior with reference to the overall positive as well as negative influences of social media. Some of the aspects can be life cycle stage, similar age group, and financial independence.
Findings from the Correlations Analysis

- 0.484 Good relationships exist between overall positive factor of social and overall positive factors of education has been found. This implies that the users with strong positive social peer have close correlation with better academic performance. Users, who are being socially benefitted by using social media are also academically benefitted together. Positive use of social media is found to be bringing positive academic performance in the result.

- 0.555 The two variables, social positive and marketing positive are found to be having significant relationship. This implies that a strong and positive social influence is closely associated with a strong positive marketing related influence as well. An individual who is positively active on social media has higher chances of getting positively influenced by the marketing related influences arising from the platform of social media.

- Good correlation is found between overall positive factor of social and overall positive factors of health. Social positive influence is closely correlated with health related positive influence with the young social media users. Those individuals who are affected by social media in the positive way are found to be same way positively influenced by health related matters in their lives. There are many doctors, dieticians, yoga gurus etc are easily available and approachable on the various platforms of social media and those users who are positively affected by social media are also the same way positively affected by in terms of their physical as well as mental health.

- Strong relationship between the two variables is found: positive educational factors and positive marketing factors with respect to social media. Users with higher influence in the educational related factors have higher influence in marketing related factors. The young social media users who are positively affected in educational sense by the social media are similarly also affected by the various marketing related influences by social media.
• There is a significance relation between the two variables: educational positive factors and combined positive changes in youth factor. The overall positive influence on the youth is found to be in strong correlation with the educationally positive influence. Young individuals using social media and getting affected by the social media in a positive manner with various possible influences are also found to be in a better off position with respect to their academics and educational growth arising as a positive influence of social media. The positive in this regards stays close with the general and the educational related influences.

• Overall marketing and overall health have significant relationship with respect to social media. The positive and negative influences arising from the usage of social media is found to have a strong correlation with the positive as well as negative influence with reference to the health of the users. Users getting exposed and affected by the various marketing related influences from social media have an equally strong chance to be affected in terms of health by using social media, i.e. they can be benefitting from the various post, pages, twits, shares about health and they can also have the various health related problems. This correlations is on an overall scale and is not restricted to either positive or negative benefits only.

• The research has found extremely good relationship between overall marketing and combined changes in youth. A user who is affected by social media in an overall sense, i.e. positive and negative, has a very strong correlation to be affect with regards to the marketing related influences from the social media. This strong correlation also suggest that the more one factors leads, higher chances to have similar performance in the other factor, hence more the user is exposed and affected by overall marketing, more are the chances of changes in him/her because of the influence of social media.

• Overall health and combined changes in youth with respect to social media has significant relationship.

Negative:
• It indicates acceptable and fairly strong relationship between overall social negative and educational negative. Evidently, the more active users of social media are more exposed to the positive as well as negative influences that social media has, we have found fairly strong correlation between the socially negative influences with the educationally negative influence with regards to the usage of social media. A user who is suffering from the demerits of using social media, is logically also likely to be affected in terms of his/her education and these two have been found to be fairly related in the research.

• We found acceptable relationship between overall social negative and marketing negative. Similar to the earlier finding, we have also derived the correlation between social negative and marketing negative. A user who is influenced by the negative sides of the social media is also supposed to be influenced by the negative side of the marketing on the social media. This means using the social media as a platform for marketing of the products, a marketer can successfully create a positive image for his/her product. In fact, this applies beyond the hardcore goods to service, events, person, organization and idea marketing as well. The adverse effects on the youngsters because of using social media have found to be correlation of having adverse effect on the marketing related influences.

• An acceptable relationship is found between overall social negative and overall health negative. The users who are influenced adversely by the social media have found be related to the negatively influences with reference to health. Users spending unusual hours on this platform are exposed to the various issues like exposed personal life, lost personal time, feeling of superiority or inferiority complex etc. and this logically can lead to health related issues like pain in eyes, neck pain, back pain etc arising out of spending extended hours on the screen and seating at the same place.

• Social negative and combined negative changes in youth are found to have fairly strong correlation. Those users who are affected by the social negative influences are relatively heavy users and they are also exposed to the overall negative influence of social media i.e. marketing, educational and health related influences.
• Overall marketing negative and overall educational negative have found to have strong correlation. It indicates good relationship between overall education negative and overall marketing negative. This further can be explained as those social media users who get influenced by the various promotional and marketing related activities on the social media are also getting strongly influenced in terms of their academics/education and are prone to adversely affect the same.

• Acceptably good relationship is found between overall education negative and overall health negative. Users being affected on the adverse side in their academics are strongly in correlation to be suffering from various health related issues on account of using social media. Such health related problems vary from physical problems like pain in eyes, neck pain, back pain, obesity; and psychological problems like getting into inferiority or superiority.

• Strong relationship exists between education negative and combined negative change in youth. Evidently, the users exposed more with the overall education negative, i.e. having adverse effect on their education because of the influence of social media, are also to be prone to combined negative influences, i.e having adverse effects on the social, health and marketing related influences. Ultimately these social media users strongly correlate in terms of being adversely affected by using social media.

• We found fairly strong relationship between overall marketing negative and overall health negative. The users exposed with the negative influences of marketing, has a correlation of being negatively affected with regards to their health. Social media has a vital marketing platform which can or negatively promote any given product, service, event, person etc and the negative influence is found to be correlated with adverse effect on the health of the users.

• Fairly strong relationship exists between marketing negative and combined negative change in youth. Evidently, the users influences by the negative aspects regarding the marketing related influences are found to be quite prone to the overall negative changes from the various influences from social media.

• Extremely strong relationship exists between overall health negative and combined negative change in youth. Those users who are affected by the negative influences of
social media on a combined scale are having strong correlation with being negatively affected by in terms of health related issues.

Findings from the Multiple Regression Analysis

The research identified 8 different factors which are influencing social media and the factor analysis has been applied. On the basis of the factors EIGEN value, which is more than one, four factors have been identified with the help of principle component analysis. The entire questionnaire is designed with pre-identified four factors i.e. social, marketing, and educational and health and designed various statements related to these factors. These four factors also analyse in two directions i.e. positive and negative.

\[
\begin{array}{c|c}
\text{Independent variables} & \text{Dependent variables} \\
\hline
\text{Overall social positive changes} & \text{Overall positive changes in youth} \\
\text{Overall social educational positive changes} & \\
\text{Overall social health positive changes} & \\
\text{Overall social marketing positive changes} & \\
\end{array}
\]

\[
\begin{array}{c|c}
\text{Independent variables} & \text{Dependent variables} \\
\hline
\text{Overall social negative changes} & \text{Overall negative changes in youth} \\
\text{Overall social educational negative changes} & \\
\text{Overall social health negative changes} & \\
\text{Overall social marketing negative changes} & \\
\end{array}
\]

We found the most influential factor of changes in youth is the overall influential of ‘marketing’. Around fifty percentages of the changes in the youth have taken place because of overall influence of marketing with respect to social media.
Findings from Positive Multiple Step-wise Regression Model:

- As the single most influencing factor, overall changes in ‘marketing’ is found to be having significant impact on overall changes in youth.
- At the next level, the two most vital factors affecting overall changes in ‘marketing and health’ are having significant impact on overall changes in youth.
- The three most influencing factors are overall changes in marketing, health and social, having significant impact on overall changes in youth.
- At the last level, the four most influencing factors are overall changes in marketing, health, social and educational which are having significant impact on overall changes in youth.

Findings from Negative Multiple Step-wise Regression Model:

- The prime most influential factor for changes in youth is of overall influence of health. Considering the single factors that influence the youngsters the most on the negative side, Health leads the chart.
- Around 34% of the changes in the youth take place because of overall influence of health with respect to social media, which is the prime most influencing factor in the negative area.
- Two most influential factors that brings overall negative changes in the youth of Ahmedabad are health and education are two most influential factors which bring changes in the youth.
- Around 42% of overall negative changes in youth happen because of the influence of these two independent factors.
- Three most influential factors that brings overall negative changes in the youth of Ahmedabad are health, education and marketing.
- Around 44% of overall negative changes in youth because influence of these three independent factors, health and education and marketing.
- Four most influential factors that brings overall negative changes in the youth of Ahmedabad Value number four from the table indicates that overall health, overall education, overall marketing and overall social are four most influential factors which bring changes in the youth.
- Around 44% of overall negative changes in youth happen because influence of these four independent factors, health, education, marketing and social related influences.
- Overall changes in Health, Education, Marketing and Social are having significant impact on overall changes in youth.