

Social Networking Sites: A Realistic Study on The Impact of SNS Among Digital Natives with Special Reference to Kanchipuram City

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Abstract

The most fundamental component of human life, since the beginning of time, has been communication. However, several technological advancements have transformed the way people communicate, giving rise to the emergence of social networking sites. Social media has a cultural influence on local and international news, politics, and community service, health issues impacting families and teenagers, and food and fashion trends. A new type of marketing has emerged as a result of social media, using a unique online public figure known as the social influencer. Digital natives, often known as Generation Z, are currently the most active users of social networking sites (SNS). Gen Z finds social networking sites to be a terrific method to message other active users online, discuss their experiences, create and share personal profiles, and trade information, photographs, and videos. Social networking services like Facebook, Instagram, Twitter, WhatsApp, YouTube, and others have become very popular due to the recent surge in internet users. All digital platforms offer some type of communication system and display user personal information, despite the fact that each one has a unique purpose and feature set. This study aims to ascertain how social networking sites impact Gen Z, their viewpoints, and the difficulties they encounter while using SNS.

Keywords: Social networking sites, Digital platforms, Gen Z, impact and influence

“Communication - the human connection - is the key to personal and career success”

- Paul J. Meyer

I. INTRODUCTION

Recent advancements in social media, mobile technology, and digitization have become essential components of people's everyday lives everywhere. Social networking sites have become the most widely used communication medium in the contemporary technological era. Social media's explosive growth and development can be attributed to a number of things. Among these, technological, social, economic, and political variables are prominent. Online communication is a more effective instrument for self-discovery, communication skill development, and social interaction comfort. Social networking has developed into a fantastic way to meet people who share their interests, and they have joined many fascinating communities and clubs. It has developed into a means for us to stay up to date on the latest world happenings as well as to stay connected with our friends and family. One of the most important issues of discussion at the time is the rise in social networking usage among Generation Z, or digital natives. Social networking platforms have become a regular part of students' lives. They spend a lot of time on YouTube, Facebook, Twitter, Academia, and MySpace, among other social networking sites. In recent years, accessing these and other social networking sites via a smartphone has become much more common. Their need to surf social networking sites 24/7 has grown since smartphones became more widely available. Social networking sites allow people to connect with each other and with other groups without boundaries. It might also include intellectual establishments like workplaces, educational institutions, and universities. Social networking sites are also preferred by the corporate world these days for attracting Gen Z consumers into the new market through improved marketing campaigns for new goods and services. It improves business by increasing consumer confidence and trustworthiness, which may lead to the structuring of customer relationships and the attainment of new business heights.

Gen Z and Social Media:

What exactly Gen Z Is and How They Use social media Born between the middle of the 1990s and the beginning of the 2010s, Generation Z is extremely proficient with computers and phones. They prefer apps like Instagram, Snapchat, and Facebook, that emphasize images and brief videos. They frequently support causes they care about and discuss significant issues on social media. They enjoy sending private messages on apps like WhatsApp and Snapchat in addition to sharing content publicly. They value authenticity and genuineness, particularly when they follow influencers. These influencers must have a sincere and approachable vibe. Gen Z uses Snapchat for casual conversations and LinkedIn for work, among other social media platforms. They use social media to stay up to date because they occasionally fear missing out on what's going on. Additionally, they use it to create communities with individuals who have similar interests or concerns. To put it

briefly, social media plays a significant and ever-changing role in how Generation Z communicates, shares, and keeps up to date.

- To know which social networking sites are preferred the most amongst the digital natives.
- To examine the usage frequency to which Gen Z prefer using social networking sites.
- To find the problems faced by the digital natives while using the social networking sites

Statement of the Problem:

One of the rapidly expanding networks for public and interpersonal communication in India is social networking sites. The Gen Z group is mobilized by its development and popularity, which also encourages them to utilize social networking sites excessively in their daily lives. This generation of users accesses various social networking sites across a range of age groups. Numerous studies on the usage patterns, purchasing habits, and impact of social media networking sites have been carried out. Therefore, it is crucial to examine how Gen Z views the chosen social networking sites, including any problems, possible dangers, and opinions that users may have. Given that social networking sites like Facebook, YouTube, and others have become ingrained in Gen Z users' pop culture, it is necessary for researchers to look into how Gen Z users perceive, prefer, and deal with these sites.

Research Methodology

Research methodology is a precise way to solve the research problem. It is how research is done scientifically. It consists of different steps that are generally adopted by a researcher to study the research problem along with the logic behind them.

A) Sources of Data

1. Primary Data
2. Secondary Data

B) Collection Of Data

i) Primary data

Structured questionnaires were prepared for the purpose of collection of primary data from the respondents. The questionnaire was prepared in a simple and understandable way so as to express their views freely and frankly.

ii) Secondary data

Periodicals, newspapers, journals, and websites were the sources of secondary data.

C) Area of the Study

Area of the study refers to Kanchipuram is renowned for its exquisite silk sarees, earning it the nickname "Silk City".

D) Sampling Size and Population

The sample size is 208 questionnaires collected from the different respondents. Snowball sampling method is used for the study. The result of the study will help the readers to know about perception or point of view of Gen z about SNS. This study covers only the Customers who are residing in the geographical location of Kanchipuram City.

E) Period of Study

Period of study is from June 2025 to August 2025

Limitation of the Study:

The following are the limitations only:

- ❖ The study was limited to Kanchipuram City only.
- ❖ The sample size was limited to 208 respondents.
- ❖ The data was obtained through questionnaire and it may not be accurate

Review of Literature

- ❖ In their literature, **Kumar and Pati (2021)** discovered the detrimental effects of social networking site use on sleep. It is characterized by poor sleep quality, delayed sleep onset, shortened rest duration, unneeded daytime sleepiness (EDS), lack of sleep, apnea, and nightmares. Students that rely on online media suffer from emotional distress, anxiety, depression, low self-esteem, self-destructive thoughts, and helplessness in their academic pursuits. Nevertheless, there is a dearth of literature regarding the effects of social media misuse on people's circadian rhythms. Teenagers and young adults have been found to be the most defenseless to the negative effects of excessive use of social networking sites. They recommend that more research be done on the effects of social networking sites on human health and that effective mindfulness initiatives be sent out to educate people about the less well-known aspects of excessive social media use. One of the main sources of stress for people is social networking sites.
- ❖ Numerous studies have examined the connection between social media addiction and the emotional health of Generation Z. **Turel et al. (2020)** found that social media addiction had a negative impact on the emotional well-being of young adults. Additionally, the study found that people with

social media addictions experienced higher levels of worry and sadness than people without such addictions

- ❖ The purpose of **Namaziandost & Nasri (2019)** was to examine how social media use affected the speaking abilities of EFL students. The study addresses two fundamental problems. The first is how much social media influences students' ability to speak; the second is how social media can assist EFL students become better speakers. The study was conducted at Iran's Islamic Azad Universities. One questionnaire was given to 100 EFL teachers, while another was given to 100 students. The study's practical findings have shown that regular use of social media by EFL professors and students has a big impact on both parties. It has also demonstrated the teachers' willingness to use a practical pedagogy to include social media into the EFL context. Since technology has been shown to improve student performance in language classes, it is crucial for teachers to use social media to enhance their instruction and foster a global perspective in their EFL students. For these students to interact and communicate in English effectively and appropriately, they need to improve their communicative skills and broaden their perspectives on the target cultures
- ❖ The goal of **Ezeji & Ezeji (2018)** was to investigate how social media usage affected the study habits of AlvanIkoku Federal College of Education students in Owerri. In order to gather information from a sample of 372 students at AlvanIkoku Federal College of Education in Owerri, the research design employed a survey technique using questionnaires. The particular instrument employed for analysis was Spearman's Rho. According to the results of the factors examined, students at AlvanIkoku Federal College of Education in Owerri's study habits were significantly impacted by their use of social media. The findings also demonstrated the necessity for community members to use counselling and other preventative strategies to guarantee that pupils maintained appropriate concentration on their main academic project.

Analysis and Interpretation:**Table No.: 1****Percentage analysis of the demographic profile of the Gen Z Respondents**

Factors	Variables	Frequency	Percentage
Sex	Male	79	37.9
Sex	Female	129	62.1
Age	12 – 19 years	68	32.7
Age	20 – 25 Years	140	67.3
Place of Residence	Rural	58	27.9
Place of Residence	Urban	150	72.1
Education Qualification	School level	10	4.8
Education Qualification	Under Graduate	115	55.2
Education Qualification	Post Graduate	35	16.8
Education Qualification	Professional	70	33.6
Livelihood (Occupation)	Student	115	55.2
Livelihood (Occupation)	Business/Self employed	5	2.40
Livelihood (Occupation)	Employee	58	27.9
Livelihood (Occupation)	Professionals	20	9.7
Livelihood (Occupation)	Unemployed	10	4.80
Marital Status	Married	11	5.3
Marital Status	Unmarried	197	94.7
Family type	Joint family	45	21.6
Family type	Nuclear Family	163	78.4
No of family Members	2	78	37.5
No of family Members	3	50	24.0
No of family Members	Above 3	80	39.2
No of earning Members	1	78	37.5
No of earning Members	2	95	45.7
No of earning Members	3	16	7.7
No of earning Members	Above 3	19	9.13

Table No.: 2
Most Preferred SNS of Gen Z

Sl.No.	SNS	Yes	No	Yes %	No %
1	Telegram	109	99	52	48
2	Facebook	208	-	100	-
3	Instagram	208	-	100	-
4	LinkedIn	60	148	29	71
5	Pinterest	69	139	33	67
6	Skype	5	203	3	97
7	Snapchat	200	8	96	4
8	Twitter	190	18	91.3	8.7
9	WhatsApp	208	-	100	-
10	YouTube	208	-	100	-

Observation:

Facebook, Instagram, WhatsApp, and YouTube are the most popular SNS, out of which 100% of the digital natives prefer these Social Networking Sites.

Table No: 3
User frequency of different SNS

SNS	Frequently	Regularly	Occasionally	Sometimes	Never
Telegram	50	140	8	10	-
Facebook	200	-	8	-	-
Instagram	208	-	-	-	-
LinkedIn	29	-	-	71	100
Pinterest	23	-	-	-	185
Skype	-	-	-	57	151
Snapchat	205	3	-	-	-
Twitter	189	5	2	10	2
WhatsApp	208	-	-	-	-
YouTube	201	7	-	-	-

Observation:

WhatsApp, Instagram, Facebook, and YouTube have a higher number of users compared to other SNS. In their case, the frequency of usage is, however, distributed between frequent, regular, occasional, and sometimes usage.

Table No: 4
Consequences faced by Gen Z users

SI. No.	Consequence	Very high impact at all	Negligible impact	Some impact	High impact	No high impact	Total	Weighted Average
1	I suffer from Depression anXety	81	80	30	10	7	208	0.95
2	I suffer from Inferiority complex	200	0	8	0	0	208	0.08
3	I suffer from superiority complex	108	20	28	47	53	208	2.06
4	I get feeling of anger	107	21	57	0	23	208	1.09
5	I am addicted to use of Social networking sites	199	9	-	-	-	208	0.04
6	I experience feeling of restlessness, Helplessness	197	3	0	5	3	208	0.14
7	I suffer from Jealousy & Comparison	208	0	0	0	0	208	0.00
8	I regret after posting/sharing	98	33	47	0	30	208	1.19

Interpretation:

From the above table, it is clear that superiority complex has the **Highest impact** among all issues, followed by Regret After Posting/Sharing.

II. CONCLUSION

Sharing personal accomplishments, staying active, staying in touch with friends, finding out what other people are doing, staying in touch with family, finding and reaching out to new friends, chatting with others in general, sharing photos and videos of oneself or others, sharing information online and sharing what one has been doing, playing games, shopping online, finding information and news, finding academic solutions, identifying educational courses, listening to online lectures, and sharing notes and other educational materials are just a few of the many reasons why Gen Z uses social networking sites. They utilize SNS for a variety of reasons, suggesting that Gen Z finds SNS use to be quite significant. Gen Z is not very aware of the security and safety precautions that should be taken when utilizing social networking sites. People with bad intentions may target them easily if they don't know enough about safety precautions. Additionally, respondents acknowledged that they have some irrational expectations of their internet connections, such as forming romantic relationships. They are finding it challenging to focus on their studies due to the productivity loss caused by internet trolling. Therefore, users must avoid the negative impacts of social networking sites. As is well known, social networking sites are designed to be used by all segments of society. Considering the potential of these Omni role platforms, it is the duty of all parties involved to use them wisely. Students, parents, educational institutions, the government, and social networking sites should all endeavour to reduce negative effects and increase positive ones that help Gen Z learn and develop in a variety of areas of life. Using social networking sites with awareness and consideration will benefit kids' growth in a number of ways.

III. REFERENCES

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