

Perception of Millennial Towards Using Social Media for Tourist Destination With Reference To Coimbatore City

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Research Article

Perception of Millennial Towards Using Social Media for Tourist Destination With Reference To Coimbatore City

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ABSTRACT

A study has been made to know the social media and its impact on millennial's behaviour in Coimbatore city. The main objective of the study is to analyse the factors that influence millennial to access social media sites and to identify the challenges faced by the millennial in accessing social media sites. For this purpose a sample of 250 was collected from the respondents. The conclusion is that social media has a greater effect on overall impact on millennial behaviour. The social media sites gives various information's that are helpful in the growth of millennial. Most of the millennial respondents use smart phone for accessing social media anywhere anytime. Majority of respondents use face book. Age, marital status, educational qualification, occupation and monthly income have a significant association with accessing social media. The factor for impact of social media on millennial behaviour reveals four model factors namely early adopters, Access to information, buying behaviour and Socio economic status.

Keywords: Millennial, Social Media and Tourist Destination

INTRODUCTION

Social media is computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression through virtual communication and networks. It is a series of websites and applications designed to allow people to share content quickly, efficiently and in real-time work also. Social media can be defined as applications on their smart phone or tablet, but this communication tool started with computers. This misconception starts from the fact that most social media users access their tools through apps. The ability to share photos, opinions, events, etc in real-time has transformed the way we do life and it is also

transforming the way we do business. Just like competing for space in the newspaper years ago, you are not competing for space on social media. Since social media by its nature is a "short attention span" media, it is 10 times harder to get their attention than it was with a newspaper ad. Social media is the collective of online communication channels committed to community based input, interaction, content-sharing and collaboration. Website and applications dedicated to forums, micro blogging, social networking, social bookmarking, social curation and wikis are among the different types of social media. Social media is becoming an integral part of life online as social websites and applications proliferate. Most traditional online media includes social media components, such as comment field for users.

SOCIAL MEDIA AND ITS IMPACT ON MILLENNIAL

Social media is proven to be powerful in terms of raising awareness and mobilizing campaigns on a variety of issues. It allows any individual to share content and opinions to a global audience immediately. Millennial's rights activists have been quick to acknowledge the importance in recent times. It has more specifically demonstrated its potential for drawing attention to millennial's empowerment in facilitating their access to technology which directly impacts their development and enables their voice to reach out globally. It has proven for mobilizing attention, accountability to millennial's rights, challenging discrimination and stereotypes. Social media activism that has seen a lot of attention and should be discussed in this context is hash tag activism. Its main goal is to increase awareness for any cause that seems important to its originator, in the hope of ultimately inspiring action concerning the issue increasing millennial's representation in public life, media and working with a cross section of people. The new type of social media used by millennial brings along great opportunities with regard to gender equality and millennial's rights. It remains unclear to which extent social media can actually advance these issues in terms of influencing politics and decision-making processes. Millennial business owners often have less diverse business networks and encounter greater challenges accessing and deploying their networks than their male counterparts. Further, the networks that millennial possess provide fewer contacts to clients and less entrepreneurial and managerial knowledge, putting millennial entrepreneurs at a disadvantage from a resource standpoint at the outset of the entrepreneurial endeavor.

STATEMENT OF THE PROBLEM

Social media is a medium of source which provides information, communication and entertainment etc. There is wide usage of social media comparatively in recent times. It is widely used by people to exhibit their skills and also make money out of it. Numerous research works have been carried out in marketing field and very few research have been in human recourses. This study is focused on the impact of millennial behavior on social media. "The growing digitalization and mobility open up more ways for millennial to participate in economic activity and help in gender diversity "- ICICI CEO Chanda kochhar. Millennial such a large part of talent available in the country, that in order to use the talent pool fully we need to make sure millennial participate in economic activity. Millennial would be the large part of India's consumers, so that comprehensive

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decisions will be taken by them. Millennial using social media have diversified information's but it has to be categorized according to age, qualification, occupation etc.,

OBJECTIVES OF THE STUDY

- ❖ To know the demographic profile and analyze the access and usage level of social media networking sites among millennial.
- ❖ To study the factors that influence millennial to access social media sites.
- ❖ To identify the challenges faced by the millennial in accessing social media sites.

SCOPE OF THE STUDY

The research study entitled “Social media and its impact on millennial’s behavior in Coimbatore city” is undertaken to know the impact of social media on millennial’s behavior. It also studies, the factors influencing millennial to access social media sites and challenges faced by millennial in social media. It provides various information required for the growth of millennial empowerment. Millennial behavior based on social media provides more information and positive impact which helps in growth of millennial in society.

RESEARCH METHODOLOGY

Source of data

Primary data

The study is primarily based on primary data. The data have been collected from 250 respondents by adopting.

Reliability Analysis

The Cronbach’s Alpha for each factor is computed. As shown in Table, the values of Cronbach’s Alpha are 0.898, 0.884, 0.880 and 0.871 respectively for Early Adopters, Access to Information, Buying Behaviour and Socio Economic Status.

Factors	No. of items	Cronbach’s Alpha
Early adopters	7	.898
Access to Information	5	.884
Buying Behaviour	5	.880
Socio Economic Status	3	.871

Secondary data

Secondary data have gathered from various journals, magazines and websites.

Area of study

The area of study is restricted to Coimbatore city.

Sampling technique

Convenient sampling technique has been used.

Hypothesis

A suitable null hypothesis has been framed and tested in the relevant places.

Tools for analysis

The following tools used for analysis are, Percentage Analysis, Chi-square Test (X^2), Multiple response analysis, Kendall co-efficient of concordance(W), Descriptive analysis, ANOVA, T-test, Factor analysis, Correlation analysis and regression analysis

LIMITATIONS OF THE STUDY

- The respondents are restricted to Coimbatore city.
- The findings of the study solely depend on the response given by the millennial.
- The limitations of the statistical tools applied are applicable for the study.

ANALYSIS AND INTERPRETATION

Demographic variables	Particulars	No. Of respondents	(%)
Age	18-27 years	95	38
	28-37 years	75	30
	38-47 years	50	20
	48-57 years	30	12
	Total	250	100
Marital status	Married	152	60.8
	Unmarried	98	39.2
	Total	250	100
Educational qualification	School level	21	8.4
	Under graduation	94	37.6
	Post graduation	128	51.2
	Professional	5	2
	Diploma	2	0.8
	Total	250	100
Occupation	Student	73	29.2
	Government employee	40	16
	Private employee	95	38
	Self employee	2	0.8
	Professional	16	6.4

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	Homemaker	24	9.6
	Total	250	100
Type of family	Nuclear family	186	74.4
	Joint family	64	25.6
	Total	250	100
Family monthly income	Up to RS.20,000	57	22.8
	RS.20,001-RS.40,000	77	30.8
	RS.40,001-RS.60,000	48	19.2
	RS.60,001-RS.80,000	35	14
	Above RS.80,000	33	13.2
	Total	250	100

Out of 250 respondents taken for the study 38.0 per cent of the respondents are in the age group of 18 to 27 years, 30.0 per cent of the respondents are in the age group of 28 to 37 years, 20.0 per cent of the respondents are in the age group of 38 to 47 years and 12.0 per cent of the respondents are in the age group of 48 to 57 years. 60.8 per cent respondents are married and 39.2 respondents are unmarried. 51.2 per cent of respondents have completed post graduation, 37.6 per cent of the respondents have completed under graduation, 8.4 per cent of the respondents have completed school level, 2.0 per cent of the respondents have completed professional and 0.8 per cent respondents have completed diploma. 38 per cent of the respondents are private employees, 29.2 per cent of the respondents are students, 16 per cent of the employees are government employees, 9.6 per cent of the respondents are homemakers, 6.4 per cent of the respondents are professionals and 0.8 per cent of the employees are self employed. 74.4 per cent of the respondents are in nuclear family and 25.6 per cent of the respondents are in joint family. 30.8 per cent of the respondents are earning RS.20,001 to RS.40,000 , 22.8 per cent of the respondents are earning up to RS.20,000, 19.2 per cent of the respondents are earning RS.40,001 to RS.60,000 , 14.0 per cent of the respondents are earning RS.60,001 to 80,000 and 13.2 per cent of the respondents are earning above RS.80,000.

Chi -square test

Demographic factors and accessing social media

Ho: “The demographic factors such as age, marital status, educational qualification, occupation, type of family and family monthly income have no significant association with accessing social media sites for searching tourist destinations

Demographic factors	Accessing social media		Total	Table value	Chi - square value	Sig.
	Application	Search engine				

		No	Per cent	No	Per cent	No	Per cent			
Age	18-27 years	69	27.6	26	10.4	95	38.0	6.635	12.751	**
	28-37 years	36	14.4	39	15.6	75	30.0			
	38-47 years	25	10.0	25	10.0	50	20.0			
	48-57 years	18	7.2	12	4.8	30	12.0			
Marital status	Married	80	32.0	72	28.8	152	60.8	6.635	6.926	**
	Unmarried	68	27.2	30	12.0	98	39.2			
Educational qualification	School level	15	6.0	5	2.0	20	8.0	13.277	14.220	**
	Under graduation	62	24.8	32	12.8	94	37.6			
	Post graduation	69	27.6	60	24	129	51.6			
	Professional	0	0	5	2.0	5	2.0			
	Diploma	2	0.8	0	0	2	0.8			
Occupation	Student	58	23.2	16	6.4	74	29.6	15.086	35.019	**
	Government employee	20	8.0	20	8.0	40	16.0			
	Private employee	46	18.4	48	19.2	94	37.6			
	Self employee	2	0.8	0	0	2	0.8			
	Professional	15	6.0	1	0.4	16	6.4			
	Homemaker	7	2.8	17	6.8	24	9.6			
Type of family	Nuclear family	110	4.4	76	30.4	186	74.4	3.841	0.001	Ns
	Joint family	38	15.2	26	10.4	64	25.6			
Family monthly Income	Up to RS.20,000	44	17.6	13	5.2	57	22.8	13.277	15.475	**
	RS.20,001- RS.40,000	39	15.6	38	15.2	77	30.8			
	RS.40,001- RS.60,000	23	9.2	25	10.0	48	19.2			
	RS.60,001- RS.80,000	25	10.0	10	4.0	35	14.0			
	Above RS.80,000	17	6.8	16	6.4	33	13.2			

Age:

The above table shows that 27.6 per cent of the respondents are in the age group of 18 to 27 years, 7.2 per cent of the respondents are in the age group of 48 to 57 years are accessing social media sites through application only.15.6 per cent of the respondents are in the age group of 28 to 37 years are accessing social media through search engine only and 10 per cent of the respondents are

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using both application and search engine to access social media sites. The calculated value of chi-square is 12.751, which is greater than the table value 6.635 at 1 per cent level of significance. Since the calculated value is greater than the table value it is inferred that, there is significant association between the age and accessing of social media among millennial respondents. Hence, the null hypothesis is rejected.

Marital status:

The above table shows that 32 per cent of the respondents are married and 27.2 per cent of the respondents are unmarried have accessed social media sites through application only. The calculated value of chi-square is 6.926, which is greater than the table value 6.635 at 1 per cent level of significance. Since the calculated value is greater than the table value it is inferred that, there is significant association between the marital status and accessing of social media sites among millennial respondents. Hence, the null hypothesis is rejected.

Educational qualification:

The above table shows that 27.6 per cent of the respondents have completed post graduation, 24.8 per cent of the respondents have completed under graduation, 6.0 per cent of the respondents have completed school level and 0.8 per cent of the respondents are diploma holders have accessed social media sites through application only. 2 per cent of the respondents have completed professional courses have accessed social media sites through search engine only. The calculated value of chi-square is 14.220, which is greater than the table value 13.277 at 1 per cent level of significance. Since the calculated value is greater than the table value it is inferred that, there is significant association between the educational qualification and accessing of social media sites among millennial respondents. Hence, the null hypothesis is rejected.

Occupation:

The above table shows that 23.2 per cent of the respondents are students, 8.0 per cent of the respondents are government employee, 6 per cent of the respondents are professionals and 0.8 per cent respondents are self employee have accessed social media sites through application only. 19.2 per cent of the respondents are private employees and 6.8 per cent of the respondents are home makers have accessed social media sites through search engine only. The calculated value of chi-square is 35.019, which is greater than the table value 15.086 at 1 per cent level of significance. Since the calculated value is greater than the table value it is inferred that, there is significant association between the occupation and accessing of social media sites among millennial respondents. Hence, the null hypothesis is rejected.

Type of family:

The above table shows that 44per cent of the respondents are nuclear family and 15.2per cent of the respondents are joint family members have accessed social media sites through application only. The calculated value of chi-square is 0.001, which is less than the table value 3.841 at 5 per cent level of significance. Since the calculated is less than the table value, it is inferred that the type of family of the respondents has no significant association with accessing social media sites. Hence, the null hypothesis is accepted.

Family monthly Income:

The above table shows that 17.6per cent of the respondents are earning up to RS.20, 000 as monthly income, 15.6per cent of the respondents are earning RS.20,001 to RS.40,000 as monthly income,10per cent of the respondents are earning RS.60,001 to RS.80,000 as monthly income and 6.8per cent of the respondents are earning above RS.80,000 have accessed social media through application only.10per cent of the respondents are earning RS.40,001 to RS.60,000 have accessed social media through search engine only. The calculated value of chi-square is 15.475, which is greater than the table value 13.277 at 1 per cent level of significance. Since the calculated value is greater than the table value it is inferred that, there is significant association between the income and accessing of social media among millennial respondents. Hence, the null hypothesis is rejected.

Mean rank

Problems faced while accessing social media sites while searching tourist destinations

Problems	Mean rank	Actual rank
Network speed variation	2.81	4
Difficulty in loading web pages	2.14	1
Limited internet access	2.49	2
Server problem	2.56	3

‘Difficulty in loading web pages’ has been found to be the most severe / frequent problem faced by the respondents and has assigned rank one with a mean rank (2.14), followed by ‘limited internet access’ (mean rank 2.49), ‘server problem’ (mean rank 2.56). ‘Network speed variation’ has been the least severe problem faced by the respondents with a mean rank of 2.81.

T-Test

Demographic factors and overall impact of social media sites score on millennial behaviour

Demographic factors	Groups	Overall impact of social media sites score on millennial behaviour	F value	Table value	Sig

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		Mean	S.d	No.			
Marital status	Married	3.2081	.69215	152	-1.69	1.98	Ns
	Unmarried	3.3468	.59470	98			
Type of family	Nuclear	3.3264	.62107	186	2.46	2.34	**
	Joint	3.0765	.72874	64			

Source: computed (ns – not significant, ** - significant at 1% level)

The unmarried millennial respondents have high level of social media sites impact towards millennial behaviour (3.3468) than the married respondents (3.2081). This shows that there exists a marginal difference in the level of social media sites impact among marital status of the respondents. It is concluded that the t-value shows that there is no significant difference in the score which proves that the respondents level of social media sites impact do not vary based on their marital status. Hence, the null hypothesis has been accepted.

The respondents who are living in nuclear family have high (3.3264) level of social media sites impact towards millennial behaviour than who are living in joint family (3.0765). It can be concluded with the t-value that there is a significant difference in the scores which proves that the respondents level of social media sites impact significantly varies based on their family structure. Hence, the null hypothesis has been rejected at 1 per cent level with respect to family structure.

FINDINGS

- Most (38.0 per cent) of the respondents are in the age group of 18 to 27 years.
- Majority (60.8 per cent) of the respondents are married.
- Most (51.2 per cent) of the respondents are post graduation degree holders.
- Most (38 per cent) of the respondents are private employees.
- Majority (74.4 per cent) of the respondents are in nuclear family.
- Most (30.8 per cent) of the respondents are earning Rs. 20,001 to Rs. 40,000.
- Most (28.8 per cent) of the respondents are using airtel network for accessing social networking sites.
- The demographic factors namely age, marital status, educational qualification, occupation and monthly income have a significant association with accessing social media.
- Type of family income doesn't have significant association with accessing social media.
- The demographic factors namely age, marital status, occupation, type of family and monthly income have a significant association with friends in social media.
- Educational qualification doesn't have significant association with friends in social media.
- The demographic factors namely educational qualification, occupation, type of family and monthly income has significant association with kind of information followed in social networking sites.

- Age and marital status don't have significant association with kind of information followed in social networking sites.
- The demographic factors namely age, marital status and monthly income have significant association with years of using social networking sites.
- The demographic factors namely educational qualification, occupation, type of family don't have significant association with years of using social networking sites.
- The demographic factors namely age, marital status, occupation and monthly income have significant association with time spent on social networking sites.
- Educational qualification and type of family don't have significant association with time spent on social networking sites.
- Kendall co-efficient of concordance reveals that difficulty in loading webpage is a problem faced while using social media has been ranked first by the millennial respondents with a mean score of (2.14).
- There is no significant difference between the educational qualification and overall impact of social media on millennial behaviour; hence the null hypothesis is accepted. But there is significant difference between the age, occupation and family monthly income and the overall impact of social media on millennial behaviour; hence the null hypothesis is rejected.

SUGGESTIONS

- The respondents have felt that tourism related information influence less to access social media sites. Hence, the tourism related information's shall be put-up with proper information and details relating to the job.
- The social media users have difficulty in loading web pages most frequently because of less care by the websites management. So, the management must have proper maintenance in the proper updating of Web Pages and the problems must be solved immediately to be user-friendly so that number of millennial will get increased in future period of time.
- There is a vibrant usage of social media by millennial. But there is lack of privacy for millennial in using some social media sites. Proper privacy settings can be provided like assigning password for all settings for personal data's , photos ,payments etc.,

CONCLUSION

A study has been made to know the social media and its impact on millennial's behaviour in Coimbatore city. Social media has a greater effect on overall impact on millennial behaviour. The social media sites gives various information's that are helpful in the growth of millennial. Most of the millennial respondents use smart phone for accessing social media anywhere anytime. Majority of respondents use face book. Age, marital status, educational qualification, occupation and monthly income have a significant association with accessing social media. The factor for impact of social media on millennial behaviour reveals four model factors namely early adopters, Access to information, buying behaviour and Socio economic status.

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