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A Study on Factors Influencing Facebook Involvement Among Youngsters

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ABSTRACT

The purpose of this study is to investigate the factors influencing facebook involvement among youngsters in Tamilnadu and Kerala. The questionnaires were given to 500 consumers who are all using cosmetics. Out of 500 consumers contacted, 396 questionnaires were received with required coverage and details. The instruments of this study involved two parts: the first section of the instrument consisted of forced-choice questions about demographic characteristics: gender, marital status, age, occupation, monthly income level. The second section variables chosen for this study in order to measure the influence of facebook involvement among youngsters. In addition, the .05 level of statistical significance was set at all statistical tests in the present study. In the end of the study implications and conclusion were provided.

KEYWORDS : facebook Salience, Behavior,

INTRODUCTION

Social networking sites increased in popularity over the past decade, although Facebook made it to the forefront. Facebook is a part of everyday discourse, permeating media advertising, and highly salient to many people's social interactions and presentations of self. Due to its explosive popularity Facebook is an important place to study interaction and that is still underexplored. The purpose of this study is to examine how interaction on Facebook differs from Face-to-face interaction. Specifically, the focus is: do we present ourselves differently on Facebook compared with face-to-face interactions (in person).At this stage in the research social networking sites are defined as "web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection and view and traverse their list of connections and those made by others within the system" (Papacharissi 2009: 201). The definition of Facebook according to Facebook (2011) is: Facebook, the product, is made up of core site functions and applications. Fundamental features to the experience on Facebook are a person's Home page and Profile. The Homepage includes News Feed, a personalized feed of his or her friend's updates. The Profile displays information about the individual he or she has chosen to share, including interests, and education and work background and contact information. Facebook also includes core applications – Photos, Events, Videos, Groups, and Pages – that let people connect and share in rich and engaging ways. Additionally, people can communicate with one another through Chat, personal messages, Wallposts, Pokes, or Status Updates. (http://www.facebook.com/press/info.php?statistics Facebook is designed to connect people through a virtual network of "friends". In doing so, each member participates in the presentation of self virtually- through profile creation, maintenance, and exchanges of content.

REVIEW OF LITERATURE

Ellison et al. (2007) and Valenzuela, Park, and Kee (2009) se 'intensity of Facebook use' as a measure of usage. The measure was designed to capture the extent to which the participant was actively engaged in Facebook ctivities and was deemed as a better measure of Facebook usage than frequency or duration indices (Ellison et al., 2007). The salience of a SNS in our study was designed to furthermore capture the importance and meaningfulness of the SNS in a person's daily life. A somewhat similar concept to salience also exists in the e-commerce literature, the concept of familiarity. Familiarity is defined as a person's understanding of another's behavior based on prior interactions or experiences (Bhattacherjee, 2002) and has been widely recognized as a predictor of trust (Bhattacherjee, 2002; Van Slyke et al., 2006). Familiarity has been found to be positively related to trusting an online recommendation agent and an online merchant (e.g. Komiak & Benbasat, 2006; Van Slyke et al., 2006). Salience resembles familiarity in that salience builds on a user's prior interactions or experiences. Just as it takes many interactions for one to become familiar with an e-vendor, it also takes constant interactions with a SNS for the SNS to become salient in one's life. However, unlike familiarity, the salience of

a SNS does not require understanding of the SNS's behavior. And unlike familiarity, interacting often with a SNS does not necessarily make a SNS meaningful in one's life. If familiarity breeds trust as suggested in the e-commerce literature

OBJECTIVE OF THE STUDY
1. To study the influence of face book involvement factors and behavioral changes among youngsters.
2. To investigate gender difference on face book and see which gender is more prevalent on face book in Tamilnadu and Kerala.

SAMPLE & INSTRUMENTATION

The questionnaires were given to 500 consumers who are all using facebook. Out of 500 consumers contacted, 396 questionnaires were received with required coverage and details.Cronbach, s alpha is a coefficient (a number between 0 and 1) that is used to rate the internal consistency (homogeneity) or the correlation of items in a test. If the test has a strong internal consistency most measurement experts agree that it should show only moderate correlation among items (0.70 to 0.90).The reliability coefficients for the variables chosen for the study should have to be more than 0.70, to consider it as an acceptable value (Nunally, 1978). In this study the Reliability analysis shows that all the factors have shown alpha value greater than 0.7, indicating the evidence of reliability and the overall reliability of the instrument is 0.92. So, the items constituting each variable under study have reasonable internal consistency and shows that all the dimensions of facebook have a positive reliability. The factors and dimensions included for analysis carry a good degree of reliability to support the objectives formulated. All dimensions have got significant relationship to make the real representation of the study. Hence it is concluded that the data collected in this study is highly reliable.

DATA ANALYSIS

The Statistical Package for the Social Science (SPSS) for Microsoft Windows 20.00 was used to complete the analysis of the collected data. Descriptive statistics , including means, standard deviations were implemented in order to investigate the demographic data, one-way analysis of variance (ANOVA) were used to determine whether any significant relationships exist among respondents. In addition, the .05 level of statistical significance was set at all statistical tests in the present study.

RESULT OF DATA ANALYSIS

The table provides some very useful descriptive statistics the mean, standard deviation for the dependent variables for all the groups and when all groups are combined . The F-value and also the significant value

TABLE NO.1: To analyze the significant difference of Face book effects in behavioral changes among south Indian younger's on the basis of Gender of the people among Kerala.

Particulars	Male		Female		Sig 2 Tailed
	Mean	SD	Mean	SD	
Salience	2.99	.679	2.76	.831	0.28
Emotional	3.33	.456	3.30	.632	.695
Amusement	2.81	.887	2.58	.953	.087
Behavior	2.96	2.01	2.33	.888	.004

From the above table it can be inferred that significant value of Salience is greater than 0.05. So we accept null hypothesis. Therefore salience has no influence on respondent's gender of Kerala. The significant value of emotional is greater than 0.05. So we accept null hypothesis. Therefore emotional has no influence on respondents gender of Kerala. The significant value of amusement is greater than 0.05. So we accept null hypothesis. Therefore amusement has no influence on respondent's gender of Kerala. The significant value of behavior is less than 0.05. So we reject null hypothesis. Therefore behavior has influence on respondents gender of Kerala.

TABLE NO.2: To analyze the significant difference of Face book effects in behavioral changes among south Indian younger's on the basis of Gender of the people among TamilNadu.

Particulars	Male		Female		Sig 2 Tailed
	Mean	SD	Mean	SD	
Salience	3.20	.651	2.81	.847	.005
Emotional	3.41	.575	3.27	.658	.179
Amusement	3.10	.731	2.78	.992	.048
Behavior	2.78	.715	2.30	.699	.000

From the above table it can be inferred that significant value of Salience is less than 0.05. So we reject null hypothesis. Therefore salience has influence on respondent's gender of Tamilnadu. The significant value of emotional is greater than 0.05. So we accept null hypothesis. Therefore emotional has no influence on respondent's gender of Tamilnadu. The significant value of amusement is less than 0.05. So we reject null hypothesis. Therefore amusement has influence on respondent's gender of Tamilnadu. The significant value of behavior is less than 0.05. So we reject null hypothesis. Therefore behavior has influence on respondent's gender of Tamilnadu

Findings
From the table 1 & 2 in terms of Gender the mean value of Gender the mean influence score of the Kerala male facebook users is significantly lower than their tamilnadu counter part for salience factor (2.99 vs. 3.20) with sig. value. The mean influence score of the tamilnadu female facebook users is significantly higher than their kerala counter part for salience factor (2.81 vs 2.76) with sig. value.The mean influence score of the Kerala male facebook users is significantly lower than their tamilnadu counter part for emotion factor (3.33 vs. 3.41) with sig. value. The mean influence score of the tamilnadu female facebook users is significantly lower than their kerala counter part for emotion factor (3.30 vs 3.27) with sig. value.The mean influence score of the Kerala male facebook users is significantly lower than their tamilnadu counter part for amusement factor (2.81 vs. 3.10) with sig. value. The mean influence score of the tamilnadu female facebook users is significantly higher than their kerala counter part for amusement factor (2.78 vs 2.58) with sig. value.The mean influence score of the Kerala male facebook users is significantly higher than their tamilnadu counter part for behavior factor (2.96 vs. 2.78) with sig. value. The mean influence score of the tamilnadu female facebook users is significantly lower than their kerala counter part for behavior factor (2.30 vs 2.33) with sig. value.

CONCLUSION
The researcher hopes that the findings unveiled in this study have contributed to the complex discussion of face book involvement scale salience, emotional stability and amusement influence on behavior changes among youth. Areas which materialized from the literature review were instrumental in the findings of the researcher.

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