

Influence of Instagram on College Students in Ramanathapuram District

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Abstract

This study aims to find out the influence of Instagram on college students at Ramanathapuram District. In contemporary days Instagram is emerging as a popular social media application. It is used for entertainment, marketing and many other purposes. This study aims to explore the college student's attitude toward Instagram. Also the study attempts to find how they use Instagram for both entertainment and marketing purpose. Descriptive Survey method was conducted with 100 college students were selected from Ramanathapuram District. The collected data were analyzed by using appropriate statistical techniques as Percentage analysis, mean, Standard deviation, T-test and F-Test. The findings reveal that there exists a positive correlation among entertainment, marketing and overall usage in using Instagram by the college students.

Keywords: *Influence of Instagram, entertainment, marketing purposes and college students.*

Introduction

Social media plays an important role in every student's life. It is often easier and more convenient to access information, provide information and communicate via social media. Tutors and students can be connected to each other and can make good use of these platforms for the benefit of their learning and teaching. Instagram is a photo and video-sharing social media application that was launched in 2010 by Kevin Systrom. The first prototype of Instagram was a web app called Burbn, which was inspired by Systrom's love of fine whiskeys and bourbons. Instagram is one of the most popular platforms today that allows online photo sharing and social networking, it is released in 2010, Instagram currently has 100 million active users with 40 million photos uploaded and shared every day. The business through Instagram can start and have a small community of customers and it will grow up rapidly, the seller of the product can manage a real attitude of the customer from a normal buyer to a regular buyer or customer, Instagram can connect with the targeted audience.

Significance of the Study

According to a survey by the National Retail Federation, Instagram is one of the most favored social Medias on campus as 85% of college students use Instagram. Instagram images also get 23% more engagement than Face book images, making it a vital platform when social media marketing to college students in Improving Language Skills, Learning Photography through i- phonography, Building Interpersonal Skills, Sharing Knowledge, Learning through Fun, Enhancing Project-Based Learning, Learning More in Less Time, and Developing Emotional Aptitude. Therefore this study aims to find out the use Instagram for both entertainment and marketing purpose.

Objectives

- To Access the influence of Instagram related to entertainment and marketing among college students in Ramanathapuram District.
- To find the significant difference if any on influence of Instagram under entertainment among the college students in Ramanathapuram District.
- To find the significant difference if any on influence of Instagram under marketing among the college students in Ramanathapuram District.

Hypotheses

- There is no Significance difference on the influence of Instagram under entertainment and marketing among the students in Ramanathapuram District with reference of the gender.
- There is no Significance difference on the influence of Instagram under entertainment and marketing among the students in Ramanathapuram District with reference of the Age Limits.
- There is no Significance difference on the influence of Instagram under entertainment and marketing among the students in Ramanathapuram District with reference of the college location.

- There is no Significance difference on the influence of Instagram under entertainment and marketing among the students in Ramanathapuram District with reference of the Studying subject.

Methodology of the Study

Descriptive Survey method is followed in this present study. The detailed questionnaire has been used to conducting survey. The Ramanathapuram district in Tamil Nadu is the locale for the present investigation. The students in the group between 17 to 25 and 25 above are the population of the present research study. The investigator had adopted a convenient sampling for the study. For the present study a sample of 100 college students were selected form Ramanathapuram. The investigator developed a tool to find out attitude of influence of Instagram on college students in Ramanathapuram. In The present study, the collected data are analyzed by using appropriate statistical techniques as Percentage analysis, mean, Standard deviation, T-test and F-Test.

Summary of Finding

Entertainment Purpose

- The urban students are mostly using Instagram. The rural students are using Instagram rarely.
- 76% of the students in higher education are using Instagram regularly.
- 64 % of the students in higher education are following news channels in Instagram
- 55 % of the students in higher education are following Celebrities in instagram.
- 50 % of the students in higher education are not posting photos in Instagram.
- 41 % of the students in higher education are uploading posts in Instagram with editing
- 36 % of the students in higher education are not uploading reels in Instagram.
- 33 % of the students in higher education are can use even virtual reality not uploaded in Instagram.

- 26 % of the students in higher education are using more than one Instagram ID
- 25 % of the students in higher education are uploading photos without editing.
- 18 % of the students in higher education are using instagram only for time pass purpose only.

Marketing Purpose

- 67 % of the students in higher education are believe that the instagram is the good way for marketing.
- 52 % of the students in higher education are not ignoring Instagram Advertisements.
- 46 % of the students in higher education are much satisfying with Instagram features.
- 37 % of the students in higher education are not thinking that Instagram is good for promotion.
- 32 % of the students in higher education are thinking Instagram is over rated.
- 29 % of the students in higher education are not buying products through Instagram.

Significance Difference of Students using Instagram

Men and women are differ in using Instagram in relation to entertainment and overall using and do not differ in marketing. In both cases male are using better than the female. Urban and Rural students does not differ in using Instagram in relation to Entertainment, Marketing and overall. Subject study of the students not made any significant difference on the usage of Instagram in relations to entertainment, marketing and overall.

Significant Relation on using Instagrams by students in Higher Education

The positive correlations are existing among entertainment, marketing and overall usage in using Instagram by the college students.

Conclusion

The present Study concludes that nowadays many students are using Instagram. Because

the Instagram is a good entertaining social media. In a present day, Instagram is used to do online business and watch videos, photos and post some content. Instagram have better way to express our feelings by posting pictures and videos. Most of the peoples in cities and villages refer to use Instagram. Instagram have all the good thing, but some students want more advanced technique to use. Instagram helps the beginners and purchase something and also doing online business. The Instagram change student's attitude while they continuously use Instagram.

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