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"A Study On Factors Influencing Usage Of Social Media On Gen Z"

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ABSTRACT

This study examines the interplay of various factors on the level of social media application among Gen Z, with emphasis on its psychological aspects on mental health. It uses a structured questionnaire to 100 respondents and intends to study in an empirical way how social media is utilized by male and female users of Gen Z through statistical tool such as ANOVA, and T-tests. The social media behaviour of this generation can be characterized by the fact that the representatives are mostly active on Instagram and Snapchat, which have become the main means of entertainment and communication for them. These outcomes will help in understanding the existing forms of social media addiction this particular generation has as well as how this trend will change when this generation turns older and settles into adulthood, thus further describing the future scenarios of how such generation will conduct social media interactions and the entire construct of their mental health.

Key-words: Gen Z, social media, psychological effects, usage patterns, gender differences

I. INTRODUCTION

Social media has become a dominant force in shaping the way individuals communicate, interact, and perceive the world around them. With the rise of platforms like Instagram, Snapchat, and TikTok, social media has become an integral part of daily life, particularly for younger generations. Among these, Gen Z, typically defined as those born between 1997 and 2012, has been at the forefront of this digital revolution. Gen Z's relationship with technology is distinct; they are true digital natives who have grown up with the internet, smartphones, and social media as everyday tools for interaction and entertainment (Turner, 2015).Gen Z's social media usage is characterized by a preference for platforms that allow for visual content sharing, such as Instagram and Snapchat. These platforms are not only spaces for social interaction but have also evolved into key sources of entertainment, identity formation, and community building for young people (Smith, 2017). As a result, the psychological and social effects of this intensive engagement with social media are of increasing concern, particularly in relation to mental health. While social media offers avenues for connection, it also has been linked to issues such as anxiety, depression, and social comparison (Fuchs, 2017).This study explores the interplay of various factors that influence the social media behavior of Gen Z, with an emphasis

on the psychological impact of social media usage on their mental health. Specifically, it examines how the use of Instagram and Snapchat affects the mental well-being of Gen Z individuals, considering both male and female users. By utilizing statistical tools like ANOVA and T-tests, the study seeks to understand how this generation's social media habits may evolve as they transition into adulthood and how these trends may influence their mental health in the future.

II. LITERATURE REVIEW:

(Xing, 2022) The growing importance of sustainable development has led to an increase in interest in green consumerism in recent years. Earlier research has not given much consideration to the substantial influence that social media knowledge sharing has on overall green consumption. This study aims to explore how social media knowledge sharing affects Gen Z's intentions to make environmentally friendly purchases. We created a theoretical framework for Gen Z's intention to make green purchases based on SOR theory, and we made clear the relationships between social media information sharing, perceived green value, subjective norms, and green buy intention. This study looks at the dual mediating functions of subjective norms and perceived green value, as well as the moderating effect of consumer profession.

(Hanna Reinikainen, 2020) Young people are active on social media and have become a powerful force for social change, as evidenced by the large number of young people who have joined Greta Thunberg in the global climate movement. In addition to criticizing governments and political institutions, today's millennials are also holding the corporate sector accountable. In response to their expectations, brands and organizations have turned to social media to interact with and build relationships with young people. The fact that these programs usually fail and that young people's trust in institutions, companies, and organizations continues to decline has been lamented by critics.

(You Lina, 2022) The purpose of this study is to identify the aspects of online convenience that have an impact on the cognitive and affective attitudes of Gen Z customers as well as their propensity for impulsive online purchases. To study the attitude-behaviour gap, the moderating influence of social media celebrities is also looked into. Purposive sampling was used to get 348 responses from Chinese individuals who followed online celebrities. SmartPLS, version 3 (partial least squares) was used for data analysis and hypothesis testing. The findings showed that cognitive and affective attitudes are significantly impacted by relationship convenience, ownership convenience, post-possession convenience, transaction convenience, and evaluation convenience.

(Cilliers, 2017) Our modern reality is being defined by amazing technological advancements that have an impact on how we approach planning, society, and education. A new generation that speaks a "technological language" and is "location-aware" is emerging. Since students (the new Gen Z learners) have greater access to technology than typical Generation X lecturers, this has a significant impact on the teaching-learning environment within the current university structures. This makes the processes of instruction, guidance, and supervision more complex.

(N Ameen, 2022) Research is required to find new strategies for influencing the behaviour of female Gen Z consumers as they use different technologies. This study examines the effects of augmented reality, chatbots powered by artificial intelligence, and social media on female Gen Z customers' body image, self-esteem, and purchasing behaviour when they interact with beauty brands.

(kusumavati, 2021) Human physical and mental health are greatly influenced by sleep, and irregularities in a person's sleep can lead to sleep disorders. People who experience sleep disruptions experiment with different sleep aids in an attempt to get a good night's sleep. Numerous sleeping products have been developed and marketed in Indonesia. One of the main reasons why adolescents purchase sleeping drugs is the wide range of options available, each with different uses and purposes.

(Dolot, 2018) A significant portion of the job market's human resources will come from Gen Z. There are doubts regarding the traits of the youngest generation because they were born and raised in different circumstances than the other generations in the workforce (for example, they have always had constant access to the Internet). Based on questionnaires completed by 1162 members of Gen Z, the study's findings indicate that 72% of Gen Z consider feedback regarding the outcomes of their work to be an essential component that they most identify with and anticipate. Furthermore, they are accustomed to modern technologies.

(Mustafa Ozkan , 2015) The cell phone is one of the most widely used digital devices that is essential to our daily life. Using mobile phones with new technology has become more common among this generation, referred to as Gen Z. Creating a new and distinct social environment by disclosing personal details on social media platforms like Facebook, Instagram, Twitter, and others has brought people closer to their social lives than they are to their real lives. Smartphone use, particularly among these generations, has been thought to have turned into an addiction and to have a significant impact on their social lives and psychological well-being.

(Nadeesha kahawandala, 2020) Because they are tech-savvy, connected, and knowledgeable about the technologies used in the marketplace, Gen Z has become one of the most perplexing consumers. By 2020, these digital natives are expected to make up about 40% of all consumer purchases. They are now market experts with extensive knowledge of various market aspects thanks to their social media connections and enhanced cognitive abilities.

(Kyungsuk Hur, 2017) Social media use has a big impact on the travel and hospitality sector. More empirical research is still required to fully understand the elements that influence travel-related social media (TSM) users' intents to share information and their continuous usage of social media. In light of this insight, our study examines the connections between argument quality, source credibility, information seeking, entertainment, and relationship maintenance motives, as well as social media continuance usage and information sharing intentions, all supported by the elaboration likelihood model (ELM) and uses and gratifications theory (UGT).

III. OBJECTIVES

i. To know the influence of social media on Demographic factor.
ii. To analyse the psychological effects of social media on the mental health of Gen Z.

IV. RESEARCH METHODOLOGY

The research on factors influencing the usage of social media among Gen Z utilizes a descriptive research design, as it effectively identifies problems and solutions. A convenience sampling method was chosen, allowing the researcher to select participants who were easily accessible. The study includes a sample size of 100 Gen Z students from Rajkot, Ahmedabad, and Morbi. To collect data, the researcher relied on primary data through a structured questionnaire, which was filled out by the selected students.

i. Research Hypothesis

H_0: There is no significant relationship between gender and use of social media.

H_1: There is significant relationship between gender and use of social media.

H_0: There is no significant relationship between mental health of Gen Z and usage of social media.

H_1: There is no significant relationship between mental health of Gen Z and usage of social media.

ii. Limitations

- The study focuses on small sample size, which may not fully represent Gen Z.
- Responses may be based on self- perception, which may introduce inaccuracies.
- The study primarily targets students, excluding working individuals or non-students of Gen Z.

iii Hypothesis Testing

H_0: There is no significant relationship between gender and use of social media.

H_1: There is significant relationship between gender and use of social media**.**

Table 4.3.1 Descriptives Statistics of Social Media Usage by Age Groups

Age Group	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Minimum	Maximum
1	14	3.21	.802	.214	2.75	3.68	1	4
2	30	3.23	.568	.104	3.02	3.45	2	4
3	44	3.14	.510	.077	2.98	3.29	2	4
4	12	3.08	.515	.149	2.76	3.41	2	4
Total	100	3.17	.570	.057	3.06	3.28	1	4

(Source: By Author using SPSS Statistics 27)

List of age groups

Group: 1 13-15 years

Group: 2 16-18 years

Group:3 19-21 years

Group:4 22-25 years

The descriptive statistics provide an overview of the mean scores and variability across four groups (Group 1 to Group 4) and the total sample. The analysis reveals that the mean scores across groups are relatively similar, ranging from 3.08 to 3.23, with minor differences. Group 2 exhibits the highest average score (3.23), while Group 4 shows the lowest (3.08). Despite these differences, the overall mean score for the total sample is 3.17, suggesting consistency across groups.

Group 2, with 30 participants, has a relatively low standard deviation (0.568), indicating less variability in scores compared to other groups. Group 3, which includes the largest sample size (44 participants), has the lowest standard deviation (0.510), reflecting the most consistent scores. Conversely, Group 1, with 14 participants, displays the highest standard deviation (0.802), suggesting greater variability in scores within the group. Group 4, the smallest group with 12 participants, has a standard deviation of 0.515, similar to Group 3, but with a slightly lower mean score.

The 95% confidence intervals for the mean scores further illustrate the precision of the estimates. All groups have relatively narrow confidence intervals, indicating reliable mean estimates. The total sample's confidence interval (3.06 to 3.28) reinforces the overall consistency in scores across groups. Overall, the descriptive statistics indicate minor variations in mean scores and variability across the groups.

One-way Analysis of Variance (ANOVA) was used to assess the statistical significance of these differences. To determine whether the observed changes are the result of random chance or represent significant differences in the underlying populations, an ANOVA contrasts the group averages.

If the **p-value** from the ANOVA test is less than the significance level (commonly $\alpha = 0.05$), we reject the null hypothesis, indicating that at least one group's mean is significantly different from the others. Conversely, if the p-value is greater than 0.05, we fail to reject the null hypothesis, concluding that the mean differences across groups are not statistically significant. H0: There is no significant relationship between gender and use of social media. And H1: There is significant relationship between gender and use of social media. Here, P value is a greater than table value so, null hypothesis is rejected and alternative hypothesis is accepted.

Table 4.3.2 Tests of Homogeneity of Variances for Social Media Usage

		Levene Statistic	df1	df2	Sig.
ag1	Based on Mean	1.478	3	96	.226
	Based on Median	.909	3	96	.440
	Based on Median and with adjusted df	.909	3	88.192	.440
	Based on trimmed mean	1.741	3	96	.164

(Source: By Author using SPSS Statistics 27)

Homogeneity of Variances

Levene's test for homogeneity of variances was performed using the mean, median, median with modified degrees of freedom, and trimmed mean as several approaches to evaluate the assumption of identical variances across the four groups. The findings repeatedly showed that there is no significant difference in the variances between the groups.

For the test based on the mean, the Levene statistic was 1.478 (df1 = 3, df2 = 96, p = 0.226), and for the test based on the median, the statistic was 0.909 (df1 = 3, df2 = 96, p = 0.440). Similarly, the test based on the median with adjusted degrees of freedom also produced a Levene statistic of 0.909 (df1 = 3, df2 = 88.192, p = 0.440). Lastly, the test based on the trimmed mean yielded a Levene statistic of 1.741 (df1 = 3, df2 = 96, p = 0.164).

In all cases, the p-values were greater than the conventional significance level of 0.05, indicating that the null hypothesis of equal variances could not be rejected. This confirms that the assumption of homogeneity of variances is satisfied, supporting the validity of the one-way ANOVA for comparing group means.

Table 4.3.3 ANOVA Results for Differences in Social Media Usage

ag1

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.288	3	.096	.289	.833
Within Groups	31.822	96	.331		
Total	32.110	99			

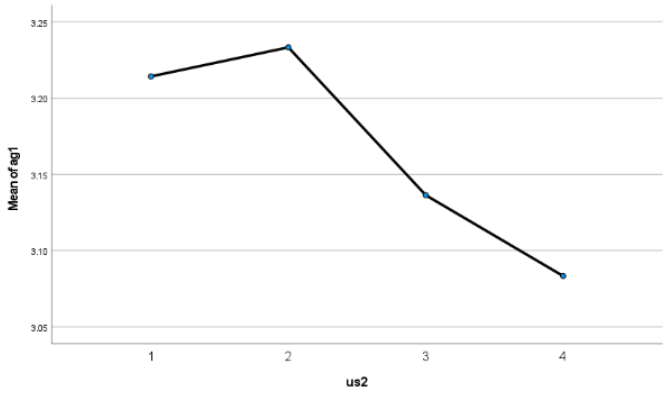
(Source: By Author using SPSS Statistics 27)

The results of the one-way Analysis of Variance (ANOVA) are presented in the table, examining whether there are significant differences in mean scores across the four groups (ag1). The **between-groups sum of squares** was 0.288, with 3 degrees of freedom, resulting in a mean square of 0.096. This value reflects the variation in the data attributed to differences between the group means. The **within-groups sum of squares** was 31.822, with 96 degrees of freedom, yielding a mean square of 0.331, representing the variation within each group due to individual differences.

We are unable to reject the null hypothesis and come to the conclusion that the observed variations in mean scores between the groups are more likely to be the result of random chance than significant differences because the F-statistic (0.289) and its corresponding p-value (0.833) show that the differences in mean scores across the four groups are not statistically significant at the 0.05 significance level.

In practical terms, this suggests that group membership (ag1) does not have a significant effect on the variable of interest.

Figure 4.3.1 Relation between Age and Social Media Usage Duration



(Source: By Author using SPSS Statistics 27)

The chart presents the relationship between the variable "us2" (on the x-axis) and the mean scores of "ag1" (on the y-axis) across four levels of "us2." Initially, from Level 1 to Level 2, there is a slight increase in the mean of "ag1," rising from approximately 3.20 to 3.25. However, from Level 2 to Level 3, there is a noticeable decrease in the mean, dropping from 3.25 to 3.14. This downward trend continues as the mean of "ag1" further declines from 3.14 at Level 3 to 3.08 at Level 4. Here, ag1 means age of respondents and us 2 means hours spent in social media by respondents.

Overall, the chart suggests a pattern where the mean of "ag1" increases slightly at the beginning and then decreases progressively as the levels of "us2" increase. While this trend may indicate a potential relationship between the two variables. And the variables are the gender and use of social media. Here, P value is greater than table value so, null hypothesis is rejected.

H_0: There is no significant relationship between mental health of gen z and usage of social media.

H_1: There is no significant relationship between mental health of gen z and usage of social media.

T-Test

Table 4.3.4 Group Statistics for Mental Health and Social Media Usage

Group Statistics

	m4	N	Mean	Std. Deviation	Std. Error Mean
ag1	1	15	3.27	.458	.118
	2	35	3.17	.618	.104

(Source: By Author using SPSS Statistics 27)

The table, which is a component of an independent samples t-test, offers descriptive statistics for the two groups (referred to as Group 1 and Group 2) for the variable "ag1". The purpose of the analysis is to ascertain whether the mean "ag1" scores for the two groups differ in a way that is statistically significant. A rather consistent collection of responses is shown by Group 1's mean score of 3.27, standard error of 0.118, and relatively low variability (SD = 0.458). In comparison to Group 1, Group 2 has a little lower mean score (3.17) but a bigger variability (SD = 0.618). Given the increased sample size, the standard error of 0.104 indicates a respectable level of precision in the mean estimate. It implies a little more variation in the answers.

A statistically significant difference in mean scores between the groups would be indicated by a t-test p-value of less than 0.05, indicating that "ag1" is influenced by group membership (m4). A p-value greater than 0.05, on the other hand, indicates that the difference is not statistically significant and may be the result of chance. Since the P-value is 0.05, the null hypothesis (H0-) is accepted.

The p-value of 0.530 is greater than the standard significance level of 0.05. This indicates that the difference in mean scores between the two groups is not statistically significant. In other words, the observed

difference in the mean scores of 3.27 (Group 1) and 3.17 (Group 2) is likely due to random variation and does not provide sufficient evidence to conclude that group membership mental health significantly impacts the variable age of respondents.

Independent T-Test

Table 4.3.5 Independent Samples T-Test for Mental Health and Social Media Usage

Levene's Test for Equality of Variances		t-test for Equality of Means						
							95% Confidence Interval of the Difference	
F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
0.593	0.445	0.536	48	0.594	0.095	0.178	-0.262	0.452
		0.604	35.479	0.550	0.095	0.158	-0.225	0.415

(Source: By Author using SPSS Statistics 27)

The independent samples t-test was conducted to compare the mean scores of "ag1" between two groups. With an F-value of 0.593 and a p-value of 0.445, Levene's Test for Equality of Variances showed that the assumption of equal variances was not broken. Consequently, an interpretation was made of the "Equal variances assumed" data. The results of the t-test revealed a p-value of 0.594 and a t-statistic of 0.536 with 48 degrees of freedom. Since this p-value exceeds the significance level of 0.05, it may be concluded that there is no statistically significant difference in the groups' mean scores. With a standard error difference of 0.178, the mean difference between the groups was 0.095. The lack of a significant difference was further supported by the 95% confidence interval for the mean difference, which included zero and ranged from -0.262 to 0.452.

Similarly, when variances were not assumed equal, the t-statistic was 0.604 with 35.479 degrees of freedom and a p-value of 0.550, leading to the same conclusion. Overall, the analysis shows no statistically significant difference in the mean scores of "ag1" between the two groups. The small observed difference in mean scores is likely due to random variation, and group membership does not appear to have a significant effect on "age."

Table 4.3.6 Effect Sizes for Independent Samples Comparing Mental Health and Social Media Usage

Independent Samples Effect Sizes

Standardizer[a]	Point Estimate	95% Confidence Interval	
		Lower	Upper
.576	.165	-.441	.770
.585	.163	-.434	.758
.618	.154	-.453	.759

(Source: By Author using SPSS Statistics 27)

Three widely used effect size metrics for independent samples are listed in the table: Glass's delta, Hedges' adjustment, and Cohen's d. Regardless of sample size, these metrics aid in estimating the amount of the gap between the two groups' means.

Cohen's d

- The **point estimate** for Cohen's d is 0.576, which suggests a moderate effect size based on conventional thresholds (small: 0.2, medium: 0.5, large: 0.8).
- The **95% confidence interval** ranges from -0.441 to 0.770. Since this interval includes zero, it indicates that the effect may not be statistically significant.

Hedges' Correction

- Hedges' g, a correction of Cohen's d for small sample sizes, yields a point estimate of 0.585, which is slightly larger than Cohen's d but still indicates a moderate effect.
- Its **95% confidence interval** also ranges from -0.434 to 0.758, again including zero, which aligns with the conclusion that the effect may not be statistically meaningful.

Glass's Delta

- Glass's delta, which uses the standard deviation of the control group (Group 2), shows a point estimate of 0.618, indicating a slightly larger effect size compared to Cohen's d and Hedges' g.
- The **95% confidence interval** ranges from -0.453 to 0.759. As with the other measures, the inclusion of zero in the confidence interval suggests the effect is not statistically significant.

While the point estimates for all three measures indicate a moderate effect size, the 95% confidence intervals for all measures include zero, suggesting that the observed effect may not be meaningful in practical or statistical terms. Additionally, the lack of significance in the t-test supports the conclusion that the differences in mean scores between the two groups are likely due to random variation. Therefore, while there is a small to moderate observed difference between the groups, the evidence is insufficient to conclude that this difference is meaningful.

V. MAJOR FINDINGS

The study found that Gen Z is highly active on social media, particularly on platforms like Instagram and Snapchat, which serve as their main sources of entertainment and communication. It also highlights that social media usage significantly impacts their mental health, with some individuals experiencing signs of addiction. Additionally, the study reveals gender differences in social media usage, suggesting that males and females engage with these platforms in different ways. Using statistical tools such as ANOVA and T-tests, the research further indicates that social media habits may change as this generation grows older, potentially influencing their digital behaviour in the future.

VI. CONCLUSION

Social media is an integral part of Gen Z's daily life, heavily influencing their communication, entertainment, and learning habits. While it offers benefits like staying connected and informed, overuse raises concerns about mental health and addiction. The perception of social media's impact on mental health is mixed, with a significant portion of respondents experiencing neutral or slightly positive effects**.**

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