

# Influence of Social Media on User Behaviour

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**Abstract:** *Social media has become a regular part of daily life and plays an important role in shaping user behaviour. With the increasing use of smartphones and internet services, people spend a significant amount of time on social media platforms. This study aims to analyse the negative impact of social media on user behaviour by examining usage patterns, time spent Online and behavioural changes among users. The research is based on primary data collected from 80 respondents using a structured Google Form questionnaire with a Likert scale. The findings of the study indicate that excessive use of social media affects users' daily routines, concentration, and emotional wellbeing. Many respondents reported spending more time on social media than planned, feeling distracted during academic or professional activities, and frequently comparing themselves with others online. The study also found that social media content and online advertisements influence users' opinions and purchasing decisions, leading to impulse Buying behaviour.*

*The study concludes that although social media provides easy access to information and communication, excessive and uncontrolled use can negatively influence user behaviour. Therefore, responsible and limited use of social media is necessary to reduce its negative effects on users' personal and social lives.*

**Keywords:** Social Media, User Behaviour, Behavioural Changes, Online Influence.

## I. INTRODUCTION

Social media has become an important part of modern life, influencing how people communicate, interact, and access information in the digital world. The rapid growth of smartphones and internet connectivity has significantly increased the use of social networking platforms across different age groups. These platforms play a key role in shaping user behavior, including thinking patterns, opinion formation, and decision-making.

The use of social media varies based on demographic factors such as age, gender, educational background, and social environment. People use these platforms for multiple purposes, including entertainment, communication, information sharing, and education. However, excessive use of social media can lead to negative effects such as reduced concentration, dependency, and changes in social interaction.

In addition, social media influences lifestyle and consumer behavior by exposing users to different types of content that affect their preferences and choices. While these platforms offer benefits like connectivity and learning, their overall impact depends on usage patterns and time spent online.

Therefore, this study focuses on analyzing user behavior, usage patterns, and demographic factors to understand the overall impact of social media. It also aims to study how social media affects communication, daily activities, and decision-making of users, and to identify both its positive and negative effects on different age groups. It also looks at how social media changes the way people behave in personal and social life.

## II. LITERATURE REVIEW

Many researchers have studied how social media affects people's behavior. Studies show that social media changes the way people think, feel, and interact with others. Different groups like students, teenagers, and working professionals use social media for purposes such as entertainment, communication, and learning. [4] [9]

Some research shows that long-term use of social media can create problems like addiction, reduced face-to-face interaction, and increased distraction. People may also feel stress or anxiety, especially when they compare themselves



with others online. Social media also influences people's decisions and behavior in daily life, including what they buy and how they react to different situations. [1] [6] [3]

Although social media helps users stay connected and gain knowledge, excessive and uncontrolled usage can lead to negative behavioral changes and affect mental well-being. Therefore, it is important to understand both the benefits and risks of social media usage. [10][11]

### **III. METHODOLOGY**

This study is based on a quantitative research approach using both primary and secondary data. Primary data was collected through a Google Form survey conducted in 2025, where 80 respondents shared their views on social media usage and its impact on behavior. Secondary data was collected from research papers, journals, and online sources to support the study. The survey included questions related to time spent on social media, purpose of usage, and its effects on daily life.

A convenience sampling method was used, and responses were collected from different age groups and backgrounds. The data was analyzed using simple techniques such as percentages and tables to identify patterns in user behavior.

### **IV. DATA ANALYSIS**

The data collected from 80 respondents was organized and analyzed to understand patterns in demographics, social media usage, and behavioral impact. Responses from the Likert scale (Strongly Agree to Strongly Disagree) were summarized using percentages, frequency tables, and charts. Graphs were created to show trends in daily usage hours, preferred platforms, purpose of usage, and behavioral effects. This analysis helped to identify how age, usage time, and platform choice influence user behaviors and perception on social media, providing a clear picture of usage patterns and their impact.

The demographic analysis helped to understand the background of respondents based on age, gender, and occupation. The social media usage analysis focused on user preferences, daily usage time, and reasons for using social media. The behavioral analysis examined how social media affects users' daily routines, decision-making, concentration, and emotional well-being.

By analyzing the data in a structured way, the study was able to identify that excessive use of social media has a noticeable impact on user behavior. The results also highlight that usage patterns and time spent online play an important role in determining whether the impact is positive or negative.

### **V. RESULT AND FINDINGS**

#### **1. Demographics**

Out of 80 respondents, 59 (73.8%) were male and 21 (26.2%) were female. Most respondents (58, 72.5%) were aged between 18–45 years, 21 (26.3%) were under 18, and only 1 respondent was above 45. Most participants were students (58, 72.5%), followed by employed individuals (19, 23.7%), with very few business owners or unemployed respondents.

#### **2. Social Media Platforms**

Instagram and YouTube were the most used platforms (56, 70%), followed by Facebook (14, 17.5%), Snapchat (22, 27.5%), and other platforms (7, 8.8%).

#### **3. Daily Usage**

Most respondents spend 1–3 hours (35, 43.8%) or 3–5 hours (30, 37.5%) on social media daily. Fewer respondents spent less than 1 hour (10, 12.5%) or more than 5 hours (5, 6.3%) per day.

#### **4. Purpose of Usage**

Social media was primarily used for entertainment (56, 70%), education (53, 66.3%), communication (33, 41.3%), news information (30, 37.5%), and business/promotion (12, 15%).



**5. Behavioral Influence**

60 respondents (20% Strongly Agree + 21.3% Agree) felt social media affects their daily routine. 39 respondents (15% Strongly Agree + 21.3% Agree) often compare themselves with others online. Social media influences opinions and decisions for 49 respondents (18.8% Strongly Agree + 12.5% Agree). Many respondents feel anxious or distracted without checking social media (Strongly Agree 13.8%, Agree 7.5%). Positive outcomes included learning new things (Strongly Agree 11.3%, Agree 45%) and staying connected with friends and trends (Strongly Agree 21.3%, Agree 22.5%).

**6. Consumption Behavior:**

Some respondents reported buying products after seeing them on social media (Strongly Agree 11.3%, Agree 18.8%) and spending more time than planned (Strongly Agree 15%, Agree 17.5%).

**7. Overall Findings**

The analysis shows that social media is widely used for both educational and entertainment purposes. While it positively helps in learning, creativity, and staying updated, excessive usage can affect daily routine, mood, and communication. Users' age, occupation, and platform preference plays a significant role in influencing their social media behavior.

**8. Analysis of Results**

The data collected from 80 respondents helps to clearly understand how people use social media and how it affects their behavior.

**Demographic Analysis:**

Table 1: Demographic Analysis

| Category   | Options          | Count | Percentage |
|------------|------------------|-------|------------|
| Gender     | Male             | 59    | 73.80%     |
|            | Female           | 21    | 26.20%     |
| Age Group  | Under 18         | 21    | 26.30%     |
|            | 18–45            | 58    | 72.50%     |
|            | 45+              | 1     | 1.20%      |
| Occupation | Student          | 58    | 72.50%     |
|            | Employed         | 19    | 23.70%     |
|            | Business / Other | 3     | 3.80%      |

**Social Media Usage:**

Table 2: Social Media Usage Analysis

| Category            | Options   | Count | Percentage |
|---------------------|-----------|-------|------------|
| Most Used Platforms | Instagram | 56    | 70%        |
|                     | YouTube   | 56    | 70%        |
|                     | Facebook  | 14    | 17.50%     |
|                     | Snapchat  | 22    | 27.50%     |
|                     | Others    | 7     | 8.80%      |
| Daily Usage Hours   | <1 hour   | 10    | 12.50%     |
|                     | 1–3 hours | 35    | 43.80%     |



|              |                      |    |        |
|--------------|----------------------|----|--------|
|              | 3–5 hours            | 30 | 37.50% |
|              | >5 hours             | 5  | 6.30%  |
| Main Purpose | Entertainment        | 56 | 70%    |
|              | Education            | 53 | 66.30% |
|              | Communication        | 33 | 41.30% |
|              | News / Information   | 30 | 37.50% |
|              | Business / Promotion | 12 | 15%    |

**Behavioral Impact Analysis:**

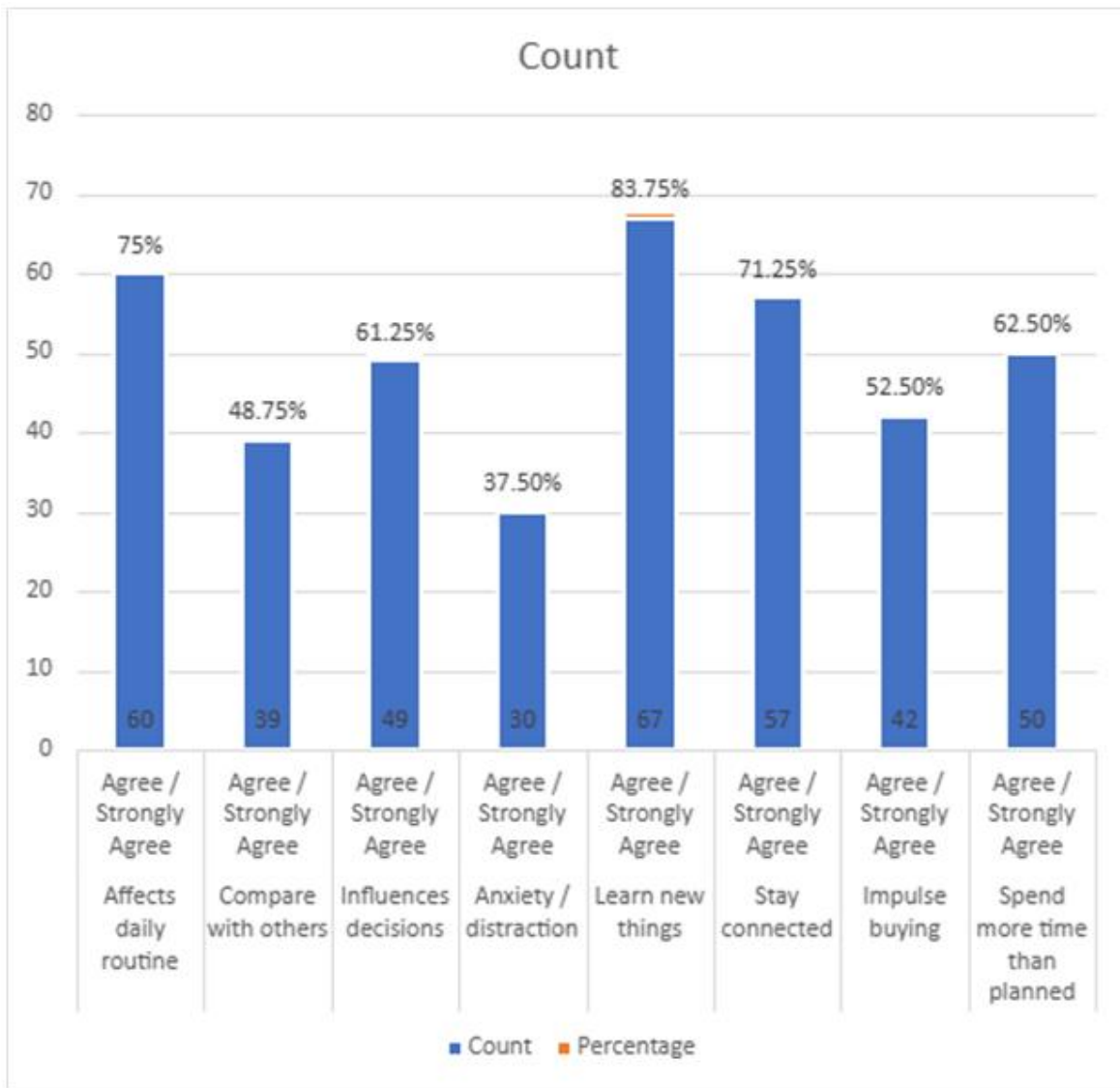


Figure 1: Behavioral Impact Analysis



### **VI. FUTURE SCOPE**

This study focuses on understanding the impact of social media on user behavior using a limited number of respondents. In the future, the research can be extended by including a larger and more diverse sample from different regions and age groups to get more accurate results. Further studies can compare the impact of different social media platforms separately to understand which platform has more influence on users. Researchers can also study the long-term effects of social media on mental health, academic performance, and lifestyle. Advanced tools and technologies such as data analytics and artificial intelligence can be used in future research to perform deeper analysis and obtain more precise results. In addition, strategies can be developed to reduce the negative effects of social media and promote responsible usage among users.

### **VII. LIMITATIONS**

This study has some limitations that should be considered. The sample size is limited to 80 respondents, so the results may not represent a larger population. Also, the data was collected using convenience sampling, which means participants were selected based on availability.

### **IX. CONCLUSIONS**

This study examined the impact of social media on user behavior based on responses from 80 participants. The findings show that social media is widely used, especially among young people, and plays an important role in daily life.[7] [9] The results indicate that while social media helps users stay connected and learn new things, excessive use can lead to negative effects such as distraction, changes in daily routine, and increased screen time. Many users also reported that social media influences their decisions and behavior.[1] [10] Overall, the study concludes that social media has both positive and negative impacts, but its effects depend on how it is used. Therefore, users should manage their time effectively and use social media in a balanced and responsible way.

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