

**THE INFLUENCE OF MEDIA ON THE LIFESTYLE PATTERN OF COLLEGE
GOING STUDENT**

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<https://doi.org/10.5281/zenodo.20198735>

Abstract

Objective: This study is made to know about the influence of various media in the lifestyle pattern of the college going students. To understand how much their cognition and behaviour pattern is being influenced by media and their frequency of using smart phone and social media is understood with this study. **Method:** A descriptive research is adopted for this study and survey method is used for collecting data. A self-prepared questionnaire is used with google form was used to collect data from the samples, probability sampling was adopted under which simple random sampling was used for data collection from the respondents. **Result:** As per the study and the available data respondents are not much influenced by the media like movies, advertisements and fashion. Study also states the respondents mostly adore people from media and art field, also shows that most of the respondents use social media very extensively for status updates and posts. **Conclusion:** Even when the respondents answer states, they are mostly influenced by the surroundings than media but actually the effectiveness of media can be seen as it influences the society in mass even without the knowledge of the masses that they are influenced.

Keywords: media, lifestyle, influence, and college students

Introduction

This is a study done on the early adults on their view on media and like advertisement films and their preferences based on their perception. Their personality development and their cognitive ability to process and ability to think and act accordingly to the emergency situation that is posed in front of them. This study is also done to understand the personality and the self-perception on themselves. This is done with the descriptive design and survey method. Self-prepared questionnaire is used to do the survey data collection and with the data that is provided the study is concluded with the data that is provided by the samples and with the analysis. This is a study to know the developmental behaviour and patterns of lifestyle adaptation by the early adults in their life.

Introduction of media as a technology for communication in this world as a modern era's technological advancement in Information Technology, introduction to mass transfer of messages to the desired population. During the early times of media introduction like Radio, Television, Newspaper and Magazines are few entities of communication technology. Media is a main means of mass communication which includes medium which serves in propagating the information or message to the mass audience. In the process of transfer of information or message.

Digital Media

Digital media or Online media is where content is being transferred or transmitted over the internet or computer networks. Digital or online media includes various modes such as text, audio, video and graphics. As same as the common medium of TV Network, Newspaper and magazines but when the message is digitalized and is presented in websites, blogs and other digital medium will all come under digital media.

Whenever we talk about communication medium and mass media, we have to get clear about the 'Medium' and 'Media'. Medium is a singular word and media is a plural of medium and media can be represented in both plural or singular form depending on the context of the speaker. Media includes both narrow casting and broad casting medium.

Broadcasting – Is a transfer or airing of audio and video to the public.

Example: Global TV and CTV commercial television. Including the other wide range of communication methods such as radio, podcasts, blogs, advertising, websites, online streaming and digital journalism.

Narrowcasting – Transmission of messages or information to a particular or a desired group of people.

Example: Cable Television signals are sent only to the subscribers.

Lifestyle

Lifestyle of an individual is a composite of Character, Behavioral activities, Attitude, Interests, Opinion and Values. Lifestyle is the one which reflects an individual's Self-image or Self-concept; The way they see themselves and believe they are seen by the others. Lifestyle is expressed in both work and leisure behavior patterns and (on an individual basis) in Activities, Attitude, Interest, Opinions, Values and Allocation of Income. It also reflects people's self-image or self-concepts; the way they see themselves and believe they are seen by the others. Lifestyle is a composite of Motivations, Needs and Wants and is influenced by factors such as Family, Reference Group and the analysis of consumer lifestyle (called Psychographics) is an important factor in determining how consumers make their purchase decisions.

Pattern of life

Pattern of life is the individual's behaviors and activity that is based on the particular perception of the individual during a particular period of time. Pattern is an individual intelligence and approach to the intelligence; this is based on their activity.

The pattern of the individual's life is always based on their concepts of event filtering and other entities today perception towards the event and entities. In this modern era thin film Technology and its availability. These technological advancement in information technology has provided every individual access more information and data in swipe of the fingers enables an individual to pursue more knowledge and collect more data and process those information's provided. This availability of data and information allows and individual to collect, filter and process that information which in turn provides the individual in adopting his or her own pattern of behavior and decision making.

College going students

Individuals mostly of the age between 17 to 25 College degree which is under graduation or post-graduation coming students coming from urban or rural areas and based on family background and family income they have a different pattern of behavior and perception towards all the information and data propagated through media. These individuals at the age of

adolescence and early has their own way of perceiving information through media and their own pattern of social media for their cause, perceiving and viewing various information's that is propagated through advertisements in television radios social media provides this individual at different level of collecting filtering and processing information. Each individual is different unique phone pattern of understanding information adapting to a new are changing their pattern of behavior changing their pattern of perception the information propagated through media the amount of inclination of Google towards the information that is being provided through media give them a greater opportunity to understand themselves and perceive new methods and adapting to new lifestyle pattern of behavior based on their information and perception.

Media's role in propagating information to the masses

Media plays a major role in propagating information's into the mind of masses. Media classified provides more information and the way of perceiving the information is also fed into the minds of the people. Media in a way actually directs the thought process of an individual. Media actually propagates information individual or community or in mass of people it actually makes the people to perceive the information that is being propagated in the way propagated message actually Perseus and individual or a mass of people's mind and thoughts by itself. Every way tries to and what to be implanted on Sindhi society nowadays individual and the society is based completely on the social media and media platforms for their day-to-day information and data gatherings and for the day today life we are more into visual and auditory perception. Fashion industry is one of the best examples for Mass Communication of information this fashion industry propagates constant message about change in the culture of dressing between each generation. Fashion industry is a very promising example for propagation of message to the masses through advertisements and other media entities like movies fashion industry modelling and other entities of media. There is always a remarkable change in the society about the culture of dressing and fashion between each generation, within hundred year there is three dramatic change in the fashion by the adolescent and the early adults of each generation. Visual media plays a very important role in constructing the thoughts of the society. Visual media added with audio gives a major impact in the minds of the people who watches the information.

Methods

Descriptive Research Design is adopted for this study on media influence on lifestyle of early adults, preceded with a Quantitative Study Method on individuals. The sample is college going students (early adults), from India, Tamil Nadu, Coimbatore. One of the top-ranking university Amrita Vishwa Vidyapeetham, located in Ettimadai, Coimbatore. Sampling method used for data collection is Probability Sampling and Simple Random sampling method is used for data collection from students between the ages of 17 – 26 years. Universe size is 5685 and using Krejcie and Morgan table sample size is determined as 384 samples.

Self-prepared questionnaire was used for collecting data from the samples, to find out socio demography profile, cognition ability of the individual as they perceive the new information and data that they come across through advertisements, movies and social media. Behaviour analysis of the respondents are analysed based on how the individual change their pattern of life, style of presentation of themselves and body language that they adapt based on their perception towards the information that they come across in media and social media and

from their adorable celebrities. Frequency of using social media by the respondents based on their needs and how much of data or money they spend on internet package per month.

Results

This research study done with college going students age (17 – 26 years of age) states major findings with the data collected from the respondents. Questionnaire was set for understanding the cognitive ability of the respondents by asking about their preference and understanding towards the product. Behavioural analysis was done by knowing their expectations and actions based on it, how the respondents look at themselves and behavioural adaptation based on their preference. Frequency of usage of social media and smart phone was analysed to know their obsession and compulsion towards smart phones and social media.

In understanding the cognitive functioning on the preferences of the respondent's orientation towards celebrities and their promotions on products. Which states only 21.1% of the respondents are oriented towards celebrities who promotes the product in media through add films and even in movies, remaining 78.9% of the respondent's doesn't prefer products based on celebrities' preferences and promotions. Maximum number of the respondents are not oriented towards celebrity promotions.

Respondents preference and dressing style adaptations 55.2% of the respondents prefers to what they are naturally, 22.9% of respondents prefers to present themselves based on the environment.

College going students attitude towards purchasing products for their daily commodities 73.2% percentage of the respondents choose their daily commodities based on their experience with the products 16.7% of the respondents do not worry in choosing their product as they give this option to their parents to choose for them and 5.5% of respondents choose their products based on television advertisements.

The state of cognition of the respondent in using a product to the fullest by knowing the actual content and the proper way to use the product. As per the data in the table states 59.4% that is maximum number respondents decide on their own in how to use the product, 22.4% of the respondents only decide based on the knowledge of the product, 7.3% and 4.2% of the respondents decide based on the label's and the commercials of the products.

Understanding towards media portrayal, 86.7% maximum number of students do not believe in media's portrayal of a product and these students think that the media never portrays the real picture of the product. Remaining 13.3% of the students being the minimum to believe that the media portrays the real picture of the product.

Understanding towards celebrity promotions states that 93.0% of the population do not believe that the celebrities are using the products that they are endorsing and only a very few as 7.0% of the students actually believe that the celebrities are using the same product as the endorse the product.

Student's preference on food, as 70.8% choose not to prefer the celebrity endorsed products when they really feel hungry and 29.2% of the students prefer foods that are celebrity endorsed. There is mild increase in the percentage of students in preferring celebrity endorsed product.

Respondents preference on healthy food, states that 59.4% of the student prefer healthy food over fast foods when they are hungry, which states that maximum number of students are concerned about having healthy food.

Respondents preferences over soft drinks, states that 68.0% maximum number of students prefer to have natural drinks like tender coconut, fresh juice rather than soft drinks like aerated drinks and only 32.0% of the students prefer to choose soft drinks and why they prefer to choose so is explained in the below table.

Respondents preferences over soft drinks brands, 55.5% maximum number of respondents choose a particular brand based on their experience with the brand. As 9.1% of respondents prefers soft drinks and particular brand just to get along with friends. The least of 3.1% and 2.1% of the respondents choose based on the advertisements and ambassadors who promote the brand or product.

The respondent's preferences of food when they are starving and craving for food which of the above option is chosen by the respondents. Reveals that maximum of 46.4% of the respondents choose homemade mothers food which shows that maximum number of the respondents prefer to have healthy diet that is homemade food. The second highest respondents of 38.8% choose Biryani and Non. Veg as their desired food when they are starving and craving for food, biryani and Non. Veg as it is one of a traditional food of India. Even though meals and varieties of dishes with a meal. Meals is an important food which combines all the healthy ingredients and yet only 9.1% percentage of the respondents chooses to have as their preference when they are starving and craving for food. The remaining 5.7% of the respondents choose to have burger and pizza and fast foods.

The perception of the respondents towards the news that spreads in the social media states that maximum number of the respondents 42.7% doesn't believe any of the news until they find the credibility of the information that is posted in the news in social media. 26.6% respondents try to cross refer with the main stream news to believe those social media spreading news. Least of 11.2% of the population believes the news that spreads over social media is actually true and act upon it. Remaining respondents never mind about the news.

The usage of social media specially WhatsApp media that is very dominant among students. States that maximum number of 38.3% respondents choose to use WhatsApp mainly for chatting, posting status and profile picture update which is called as DP in WhatsApp. 26.6 use only for socializing purpose, only 9.1% use it strictly for education purpose and only 1.0% of the respondents don't use WhatsApp.

The preferences of respondents on their electronic gadgets that they use. As electronic gadgets have become one of the necessities which each and every one holds. 43.2% prefers based on the performance of the product. 24.2% and 22.7% prefer respectively based on needs and brands.

The influence of parents over the student's life on choosing their products for themselves. 52.9% maximum respondents' preferences are influenced in certain choices by their parents and their wishes. 30.5% of the respondents preferences are definitely influenced by their parents. Only 16.7% respondents are completely independents to their choices.

The expectation of the respondents as they interact with the social media and they rely on the responses that they receive as their action of posting a status in WhatsApp and Facebook. 47.9% number of the respondents have a little concern for their status and also mind a little bit about the likes and views. 34.9% never mind about likes and views for their posts and relation between the two table is that the number of respondents who choose to say they use WhatsApp strictly for education/organizing purpose and the other as they use WhatsApp to get socialized

with groups/group follow ups, states the choice of the respondents match up with the same thirty-five percent in both the table. this states that thirty-five percent of the respondents use social media strictly for the purpose of education and socializing purpose.

Behaviour based on the expectations 73.2% of the respondents never will feel blue or frustrated because of the number of views and likes that they get for their posts and status. Only 1.0% respondents who choose to expect more likes and views are the individuals who expect more and if not satisfied with the views and likes they mostly get depressed of feel blue and frustrated the whole day, they get emotionally disturbed because of their failed expectations from their peer group in the social media.

Behavioural change based on their surroundings, 54.2% of the respondents choose to act differently when they are alone and when they are in their group and when they are in company of others. 45.8% of the respondents don't act differently in front of other and pretend in the company of others. These respondents choose to be who they are and stay as they are even when they are alone or in the company of others. 22.4% behaves differently just to show case themselves in a better way. 16.4% of the respondents choose to act differently in company of others because they don't want to let others know their true identity or their true self to others around them.

Self-perception of an individual, 62.8% of the respondents think that they have to change their ways of behaviour. 37.2% of the respondents don't feel like changing their way of behaviour and they are satisfied with what they are now and how they behave. 44.5% out of 62.8% wants to change as they were asked to change the way they talk and behave just for their self-development.

Preference of favourite celebrity, 65.1% of this generation college going students choose to adore more of the art and media background personals. 21.9% adores sports personals and only the least admires politicians, business personals and other professions.

Frequency of social media and smart phone usage, 87.0% use less than 500Rs on internet package, 70.8% use data what is provided by the service provider. 46.9% uses their phone every fifteen to thirty minutes. 31.5% uses social media platforms every 15 – 30 minutes. 39.6% of the respondents use WhatsApp every 15 – 30 minutes once. Which states the maximum number of the respondents use their phone and WhatsApp every 15 – 30 minutes. 42.7% of the respondents do not attend their social media calls, posts and messages during a conversation with someone as they pay attention to the conversation and also pay attention towards the person who is talking. 72.9% of the respondents choose to attend social media calls during their study time and the least of the respondents choose not to attend the social media calls, posts and messages during their study time as it disturbs them during their studies. 72.1% states the significance of the data. The number of respondents who choose to answer the social media calls during their study time and the number of respondents in this table who choose to say that using social media actually distracts them from doing their priority job. 68.2% of the respondents get irritated to attend a social media call when they are doing their priority job.

Discussion

The study data shows that maximum number of the respondents do not prefer or choose products based on the media advertisements, maximum number of the respondents never believe to choose products based on celebrity and their promotions. Majority of the respondents don't choose to believe any of the news that spreads in social media until they find its

credibility. As per the data collected maximum number of the respondents are not influenced by media but by their peer group and social circle. Frequency of usage of smart phones and social media has become compulsion to the majority of the respondents and very few respondents have reached the level of obsession towards using smart phones and social media.

Conclusion

This research study made me realize that media in a way influences people but in a mass scale of population. When it comes to an individual's perception they think the other factors are influencing them about their perception but they perceived it that way easily as they are implanted with that idea even without their knowledge like a "magic bullet theory" of influencing the people in masses without their knowledge implanting certain compromising visuals and audio inputs which implants what they want us to think and perceive.

The researcher personally considers saying "pen is mightier than a sword", likewise media is mightier than a nuclear weapon. Media manipulates the whole of a society with its influence. in this modern era the era which is named to be thin film technology where media has become a source which is available in the fingertips of an individual.

With this development in the technology, the media is propagating the maximum of information and data, which is tailor-made into the mind of the masses. This shows the efficiency of the Hypodermic Needle Model. With the advancement in information technology, hypodermic needle model has become the most efficient and adequate theory and model to reach to the grass root level of the society and implant tailor-made messages and information in to the minds the masses.

As India has become the world's centre for market place all the world producers are bringing all their products in to Indian market, And consumers in India are basically concerned but purchasing commodities, gadgets and availing services based on their social prestige. Which further catalyts the process of propagating information through advertisements, movies and social media by the producers and the capitalists has become the major part of communication and mass miss propagation of information.

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