

Use of Social Media among Hospitality Management Students

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Abstract. The present generation of students got their personal smart phones at an early age, the mean age can be considered as 18 years. The digital device and its numerous features including social media is an important part of their lifestyles now. They lose their valuable time because of this unproductive work. The willingness to keep checking the notifications and their instant reaction to the virtual likes/comments on social media lead them to zero productivity in real life. Their aimless travel in social media is really a concern now. This practice has widened the relation gap between the young generation and the real family lives. Considering the popularity of social media among students and its related concerns the exploratory study in this topic is pursued. The population used for this study is the hospitality management students. The sample is taken from the public and private hospitality institutes of India. Both primary and secondary data have been used in the research for the investigations. The data have been analyzed further to understand the relation of social media use and the students of hospitality management courses. The study aims to provide few suggestions that will help reducing the social media involvement thus contributing to the physical and mental activeness of students in their real lives.

1 Introduction:

Social media and the handy digital devices have established themselves as an integral and inseparable tool in daily lives of people. Digital devices are used to reach social media even when people go for spending their quality times. They use it while in cinemas, gyms, restaurants or even at family tables. It is a high category pandemic which

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has engulfed all genders, all age groups and profession around the world. Youths' attitude and behavior are adversely affected and they are badly influenced due to social media engagements. They spend most of their times chatting or scrolling aimlessly through the social media timelines. Notably, this study is confined to hospitality students because hospitality management is a professional course and students enrolled here probably spend the longest time period at a stretch within the institute on learning the skills. The classes start from 9 in the morning and it continues till 5:30 in the evening with a few breaks in between. As a result, students look forward to some sources that facilitate entertainment to break the monotony. They try accessing different social media sites during the tea breaks, lunch break, in between the lectures or in any leisure hour during the scheduled study timings inside the institute. They keep loitering and switching from one social app to another aimlessly. This practice is so common these days and has influenced the students' ability to focus. Not just in official hours, but switching through different social media apps such as Facebook, Instagram, Twitter, Telegram, Snapchat etc. in digital devices purposelessly, makes them inattentive and careless in their personal lives as well. This generation is mostly dependent on social media for every little thing. Availability of wider choices of clothes, amenities, foods etc. on commercial apps have a lot to contribute in this regard. People spend hours scrolling through the fashion apps like Amazon, Myntra, Nykaa, Flipkart, Snapdeal or even Swiggy and Zomato for food and beverages. Placing order for a selected product consumes significant amount of time in their daily lives.

The present generation of students got their personal smart phones at an early age, the mean age can be considered as 18 years. The digital device and its numerous features including social media is an important part of their lifestyles now. They lose their valuable time because of this unproductive work. The willingness to keep checking the notifications and their instant reaction to the virtual likes/comments on social media lead them to zero productivity in real life. Their aimless travel in social media is really a concern now. This practice has widened the relation gap between the young generation and the real family lives. Considering the popularity of social media among students and its related concerns the exploratory study in this topic is pursued. The population used for this study is the hospitality management students. The sample is taken from the public and private hospitality institutes of India. Both primary and secondary data have been used in the research for the investigations. The data have been analyzed further to understand the relation of social media use and the students of hospitality management courses. The study aims to provide few suggestions that will help reducing the social media involvement thus contributing to the physical and mental activeness of students in their real lives.

2 Literature Review

The term social media refers to a computer-based technology that facilitates the exchange of ideas, thoughts, and information through virtual networks with a click of button. It is an internet-based technology and gives users quick electronic communica-

tion of contents such as texts, photos, audios, videos, documents or any personal information. Social media can be accessed through different digital devices such as desktop computers, laptop computers, tablet computers, mobile phones etc. Almost 80% of world's population is using Internet facilities and a quarter of the world's population is on social media which has profound impact on its users (Simplilearn, 2022).

Table 1. Synoptic Table

Sl. No.	Authors' Name	Title of the study	Name of the journal/Book	Year of Publication	Research Gap
1.	Pilli, Olga.	The Changes in Social Media Usage: Students' Perspective.	The Anthropologist	2015	The power of social networking sites increases in direct proportion with their functionalities so that the popularity and sweep of these sites greatly affect the users' prejudice and thoughts towards them. It is clear that social networking and social media have a large influence on the way people think and behave.
2.	Migin, Melissa & Falahat, Mohammad.	Effect of social media usage on university students in an emerging country	Turkish Online Journal of Educational Technology	2016	The findings suggest that social media can be effectively used in the academia by encouraging informal learning both in and out of classes throughout the semester.
3.	Valentini, Chiara	Social Media	Public Relations Review	2018	The study talks about growing diffusion and adoption of social media in many societies that have made the social media environment an attractive marketplace for organizations wishing to gain visibility and reach out directly to large groups of publics and stakeholders. Social media bring communication and relational opportunities but also chal-

					lenges to strategic communication professionals
4.	Atteh, Evans & Assan-Donkoh, Isaac & Mensah, Yaw & Boadi, Augustine & Badzi, Silas & Lawer, Vincentia	A Thoughtful Overview of Social Media Usage among Students and Its Impact on their Academic Work.	Asian Journal of Advanced Research and Reports.	2020	It allows users to converse and interact with each other, to create, edit and share new forms of textual, visual and audio content. Social media has started creating a negative impact by permeating today's society with millions of us engrossed, unhealthy addiction, in the latest happenings via apps such as WhatsApp, Facebook
5.	Siddhartha, S., A. H. Adil, M. Mulla, and et al.	Usage of Social Media among Undergraduate University Students. 2020.	European Journal of Molecular and Clinical Medicine	2020	As per this paper, these sites have caused potential harm to society. Students become victims of social networks more often than anyone else. This may be because social media is an attractive way for students to avoid boredom while they are studying or searching their course material online, diverting their attention from their work
6.	Amerkar, Ishan & et al.	A Study on Social Media usage among University students in Mumbai and its perceived impact on their Social life and Academic performance	Researchgate	2020	In a nutshell, social media has both positive uses and a negative impact but productive use of social media is recommended to not only improve academic performance of students, but also in improving social interactions.
7.	Owusu-Ansah, Christopher & et al.	The Use of Social Media among First-Year Student Groups: A Uses and	International Journal of Knowledge Content Development & Technology.	2021	Though challenges persist, such as posting of unwanted images, inadequate participation, and ineffective and ir-

		Gratifications Perspective			relevant communication, most are willing to continue their social media groups' membership in the long term.
8.	Saha, Shilpi & Guha, Arun	Impact of Social Media Use of University Students.	International Journal of Statistics and Applications	2021	Some important findings in the study show that everyone possesses and uses at least one social media site and many have more than one. They spend more than one hour daily to use social media.
9.	Sen, Parikshit & et al.	Assessment Of The Effect Of Social Media Usage And Covid-19 Pandemic News Updates On The Mental Well-Being Of Students During The Lock-down In India	International Journal Of Scientific Research	2021	We found a strong negative correlation between the time spent on social media and the mental well-being of students, while no statistically significant correlation between the time spent self-updating on COVID-19 related news and mental well-being was found.
10.	Malik, Amara & Bashir, Iqra & Mahmood, Khalid.	Social media use and information sharing behaviour of university students	IFLA Journal	2021	The findings indicate that the majority of the students were frequent users of social media and visited platforms daily or several times a day.

3 Aim of the Study

To reduce social media use among the students by encouraging physical and mindful activities.

4 Objectives of the Study

- To measure the activeness of students on various social media accounts and time spend by them.
- To assess the purpose and preferred time of social media use.
- To identify attitude and dependency of the students on social media.
- To highlight the impacts of social media on students' personal relations.
- To measure the students' success rate on social media withdrawal attempts.

5 Hypothesis

- [H₀]₁ There is no significant impact of social media on the attitude and lifestyles of the hospitality students.
- [H_A]₁ There is significant impact of social media on the attitude and lifestyles of the hospitality students.
- [H₀]₂ Student's exposure to social media network has no significant influence on their academic performance.
- [H_A]₂ Student's exposure to social media network has significant influence on their academic performance.

6 Research Methodology

Population: The research is solely focused on the population of the students from Govt. and Private hospitality institutes in India.

Sample: A non-probability convenience sample technique has been used to a target sample size of 2000 undergraduate and postgraduate students pursuing Hotel Management courses.

Data Collection: The data used for this study have been taken exclusively from primary sources. The primary data have been collected through an exploratory study which was conducted on the targeted sample. Keeping in mind the objectives of the study, a structured questionnaire was shared to the students through different online platforms. The questionnaire contained all the close-ended questions, to gather the relevant data. It has been divided into two sections; the first one is about the demographic information of the respondents and the second covers the questions pertaining to various aspects of social media and its use. A few parameters have been used in the questionnaire to explore the problem. One parameter is further associated with two or more related investigations in order to understand the direction of the problem more effectively. The parameters along with their investigatory tools are mentioned in table 2.

Table 2. Parameters of Investigation

Serial No.	Parameters	Relative Investigations
1.	Activeness	No. of social media accounts, Approx. hours and frequency of accessing the site
2.	Significance	Favorable time and purpose of accessing the media
3.	Dependency	Preferred device for social media log in and its usage before going to bed and after waking up in the morning, Ignorance or postponement of assignments and chores for social site engagements
4.	Personal Relations	Involvement with virtual people and conflicts with real ones
5.	Withdrawal	Attempt to reduce or quit social media account

Further, the collected data have been analyzed using research statistical tools to gather the inferences.

7 Findings and Discussions

This part of the paper contains the findings and results of the study. Respective analysis and interpretations have been discussed in table 3.

Table 3. Respondents' Information

Semester	Obtained Frequency	% Equivalence
2 nd	536	41.2 %
4 th	325	25 %
6 th	438	33.7 %

Table 3 represents the information of respondents who are differentiated on the basis of their respective semesters.

Table 4. Students' activeness on social media

No of social media account per student					
Verbal Interpretation	1	2	3	5	More than 5
Frequency in %	19.6	25.3	29.8	14.8	10.5
Approx. hours spent on social media					
Verbal Interpretation	Less than an hour	1-2 hours	2-4 hours	4-6 hours	More than 6 hours
Frequency in %	9.2	38.3	35.9	12	4.6
Frequency of accessing social media per day					
Verbal Interpretation	Not every-day	Once a day	2-5 times a day	5-10 times a day	10+ times a day
Frequency in %	7.2	11.6	38.2	24.6	18.3

Table 4 shows activeness of students on social media. To measure this parameter different investigating tools have been used. Investigations talk about the number of social media account per student and the analysis states that 55 % respondents have 2-3 accounts, on accessing approx. number of hours spent, 39 % spend (1-2) hours and 36 % spend (2-4) hours daily and frequency for the same are obtained as 38% access 2-5 times a day, to 25% access 5-10 times a day.

Table 5. Significance of social media for students

Respondents' favorable time for accessing social media						
Verbal Interpretation	Meal times	While travelling	During social gathering	In between the lectures	Any spare moment	
Frequency in %	29	35	10.4	5.3	62.2	
Purpose of accessing social media						
Verbal Interpretation	To cure boredom	To share life events & moments	To check what others are doing	News & inspiration	To follow favorite celebs	To find employment
Frequency in %	16.8	29.3	6.0	41.7	2.2	4.0

Table 5 represents the significance of social media for the students. After analysis the data, it is seen that 62.2% students access in their spare times, 35% while travelling and 29% during meal times. The findings also suggests that the purpose for accessing social media is maximum for news and inspiration i.e., 41.7 % and to share life events & moments i.e., 29.3%.

Table 6. Student’s dependency on social media

Preferred device for accessing social media				
Verbal Interpretation	Desktop	Laptop	Mobile (App)	Mobile (Browser)
Frequency in %	1.1	2.5	92.9	3.5
Social media usage immediately after waking up in the morning				
Verbal Interpretation	Yes	No	Maybe	
Frequency in %	31.4	37.4	31.1	
Social media usage right before going to bed				
Verbal Interpretation	Yes	No	Maybe	
Frequency in %	53.3	24.1	22.6	
Ignorance or postponement of assignments and chores for social site engagements				
Verbal Interpretation	Yes	No	Maybe	
Frequency in %	10.9	74.7	14.4	

Table 6 shows us the dependency of students on social media. The analysis states that 93% respondents’ use social media through Mobile apps, around 60 % respondents check social sites immediately after waking up, around 45 % check the same right before sleeping. The analysis also states that around 75 % respondents have not ignored daily assignments and chores for social media engagement.

Table 7. Impact of social media on students’ personal relations

Preference of interacting people on social media over meeting them face-to-face					
Verbal Interpretation	Yes	No	Maybe		
Frequency in %	26.8	50.8	22.4		
No. of social media friends met in person					
Verbal Interpretation	Up to 20%	21% - 40%	41% - 60%	61% - 80%	81% and above
Frequency in %	30.2	16.4	16.9	18.4	18
Problems caused by social media in respondents’ personal relations					
Verbal Interpretation	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Frequency in %	9.6	22.7	41	20.7	6.0

Table 7 represents the impact of social media on respondent’s personal relations. The tools used for measuring the impacts and their respective findings suggest that around 49 % respondents prefer interacting on social media than face-to-face meeting, around 35 % respondents have met 60-80% of their friends from social media in real lives and around 32 % respondents agree that it creates conflicts and problems in their personal relations.

Table 8. Student’s withdrawal from social media

Attempt to reduce time spent on social media			
Verbal Interpretation	Yes	No	
Frequency in %	79.3	20.7	
Attempt to quit social media account			
Verbal Interpretation	Yes	No	
Frequency in %	51.2	48.8	
Students’ success rate in quitting social media accounts			
Verbal Interpretation	Yes	Partially Yes	No
Frequency in %	20.1	35.7	44.2

Table 8 talks about the withdrawal attempt made by the students from social media. 79 % respondents have attempted to reduce time spent on social media. 51 % respondents have attempted to quit social media accounts. The findings also suggests that around 20% successfully and 36% partially, have managed to quit social media accounts.

The finding of this study shows social media platforms in facilitating students' social interaction in their daily lives. This inference also corresponds with the findings of the study conducted by Chukwuere, Joshua (2021)

The finding of this study also concludes Students’ addictiveness to social network has no significant influence on their academic performance. This inference also corresponds with the findings of the study conducted by Ogundijo (2014).

8 Conclusion

- The study concludes that having more than 2-3 accounts on social media is a popular trend among students and they spend 2-4 hours daily on these platforms. Their frequency of accessing is found to be mostly 2-5 times a day which indicates that a significant amount of valuable time is consumed by social media on daily basis.
- More than half of the selected population use social media in their spare times and their purpose of accessing is news & inspiration and to share life events and moments. This gives them access to relevant information for academic and social purposes.
- Mobile phones are the widely preferred device among students, they prefer mobile applications over the browsers for accessing social media. Most likely, it facilitates the ease of access and also meets the financial limits of the students.
- A diminishing rate of human values and relations was observed, as the social media has a significant role in students’ personal lives and it leads to problems & conflicts at times. Thus, there is a positive correlation between students’ behaviour on social media and their real lives.
- The students understand their dependency on social media and its adverse effects on them and they try to withdraw from it but the withdrawal rate is alarmingly low.

9 Suggestions

- There must be a self-regulated control on digital devices for the social media use though it is challenging.
- There must be a reduction in the ease of accessing the social media.
- Mandatory Yoga classes must be introduced in all the Hospitality management institutes so that the students get benefited from Yoga. It will help reducing the influence of social media and digital devices.
- Introduction of Music classes for the students in the time table as an option for the youngsters in the college premises to divert the attention from Internet and social media can prove to be helpful.
- There should be scheduled hours in the college hostels as a black out period for the Internet to have a break in the social media use.
- College youth must use social media networking sites with some limit timer through self-control and they should spend their quality time in the real world rather than the virtual world.

10 Scope of Future Research

- The same study variables of social media can be extended to different strata namely employees, housewives, elderly people etc. and analyse their attitude, level of dependency and performance.
- There can be study on different disciplines considering age, gender, education etc. and a comparative case study analysis can be developed.
- This study derives social media has no significant effect on academic performance of the students' sample.

11 Limitations

- In the study conducted, the data was collected from the students by self-reporting method which may not be fully accurate.
- This study is restricted to Hotel Management students only.

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