



A STUDY ON MILLENNIAL CONSUMPTION OF ENTERTAINMENT ON SOCIAL MEDIA PLATFORMS

S. Siddharth Baskaran, Dr. Densingh Joshua Israel

M.B.A II Year, School of Management, Hindustan Institute of Technology and Science (Deemed to be University)

Associate Professor, School of Management, Hindustan Institute of Technology and Science (Deemed to be University)

Abstract

Millennials are the biggest consumer base in the market and a better idea of their entertainment would help marketers to structure their content accordingly for promotion or targeting the millennial population. In the recent scenario, social media consumption is mainly concentrated on the millennial generation who are the most engaged in using all social media entertainment sites and platforms. The increasing rate of the internet and greater accessibility results in the highest rate of online entertainment platforms which is also creating an addiction among those millennials. The purpose of the study has to explore the consumption of entertainment by millennials on various social media platforms. The research has made use of primary sources of information for the completion of the work in an effective manner. An online survey using 151 participants has been done to achieve the outcome of the study. Proper insights into consumption habits have been gained in the study with the help of the collected data along with the implication that these consumptions have on millennials to some extent.

Keywords: social media, entertainment, media, consumption, millennials

1. INTRODUCTION

The rapid development of technology and increased penetration rate have completely changed the way people communicate, interact and view things around them. Social media platforms were developed as a means of communication for people but eventually, they emerged as one of the biggest sources of entertainment for people with a social media account [1]. Millennials are the generation who show the way in which the entire world was shaped around social media and the evolution that happened in the field when it comes to entertainment. Millennials were the very first users of some of the most renowned and popular social media platforms when it was only

developed to connect and communicate with friends [2]. However, with the development of social media, the use of social media in the life of millennials also changed. The world shows a shift of the generation from TV to social media as the primary source of entertainment. Social media platforms started offering a plethora of options to users starting from connecting with friends and families to viewing entertainment content [3]. Social media also turned into a space for getting inspiration for a hobby or passion along with keeping up with the various celebrities.

Social media started being used for posting content and following the news from across the globe. Social media emerged as one of the most important sources of news and information for the entire generation. Social media also became one of the most important parts of the marketing strategy for brands in order to target the customer segments like millennials [4]. People can now sell and buy products with the help of social media while finding like-minded people in the process. Hence, the transformation of social media made it an important source of entertainment for all generations. It provided the ability to share content or create new ones while listening to music, clicking photographs, gossiping, creating memes and many more. The entertainment options that are provided by social media are quite extensive and this is something that is changing the entire world of entertainment [5]. The purpose of this study is to conduct a study on the consumption habits of millennials on social media in terms of entertainment. Millennials are the most influential consumer group in the present market with the highest purchasing power. Hence, a proper understanding of their entertainment habits on these social media platforms would insights to marketers and businesses to devise their strategies accordingly while trying to attract the entire generation towards their products or services.

2. OBJECTIVES OF THE STUDY

The objective of the work is to explore and investigate the consumption of entertainment by millennials on various social media platforms.

2.1 Research questions

The questions that will guide the study in achieving the above mentioned objectives are-

1. How do millennials use social media platforms in daily lives?
2. Which is the most popular social media platforms for millennials?

3. What are the entertainments that are being consumed by millennials on the media platforms?
4. What are the implication of the consumption of social media entertainment by millennials on their health and well-being?

3. RESEARCH METHODOLOGY

3.1 Data collection

The primary method of data collection has been used for the study to gather information about the millennials consumption of entertainment on the various social media platforms. Primary data collection involves first-hand involvement of the researcher in the collection of data using methods like survey, interviews and focus groups [6]. This study has made use of the survey method to gather the required information or data on the topic in order to achieve the mentioned objectives. An online survey using Google Form was done to collect the data. Survey method is quick and helps in selecting a large sample for the study to gain a proper idea of the traits and behaviours of the population. Hence, the survey method has been incorporated in the study to understand the way in which social media is used for entertainment by millennials.

3.2 Sample/Population of the study

Sample refers to the subset of the entire population who have similar characteristics and would be able to provide a generalised idea into the entire population [7]. Hence, the sample size for this study is 151 participants in order to gather idea of the entire millennial population. Further, as evident from the title of the study, the entire research is focused on millennials and thus the population of the study are millennials. Millennials is a term that is used to describe people who are born between 1981 and 1996. People born between these years are the population of the study and they were recruited using the social media platforms Facebook and Instagram since they have been found to be the most popular ones among the target population.

3.3 Sampling technique

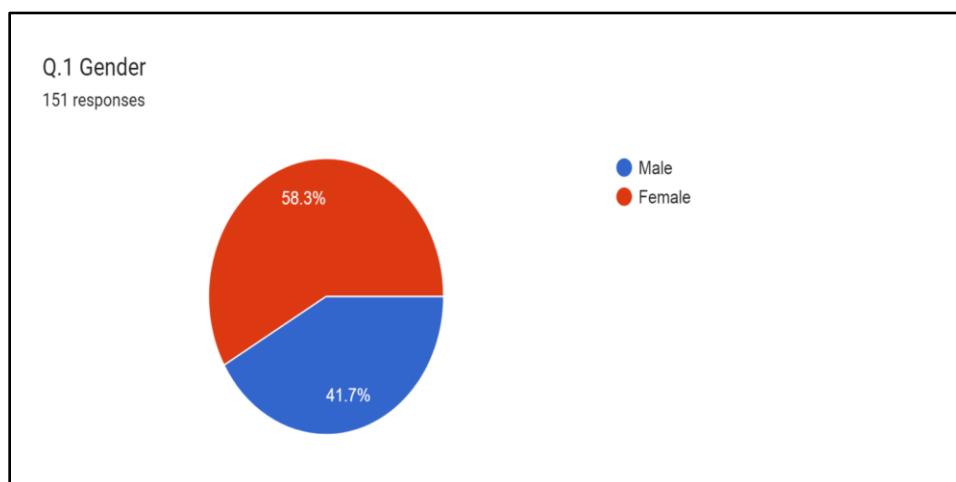
Sampling technique becomes quite important to enhance the accuracy of the results gather with the help of the primary method [8]. It ensures that the answer received from the sample would be the one received from the population. The random sampling technique has been used to select the

151 participants from the entire population. Random sampling involves selecting people in a random manner providing each of the element of the population an equal chance of getting selected for the study [9]. This sampling helps in eliminating bias from the entire study and makes sure that the data gathered can be used to make conclusive decisions. Hence, it is an appropriate sampling that can help in establishing the robustness of the entire study and thus has been used for the work.

3.4 Questionnaire

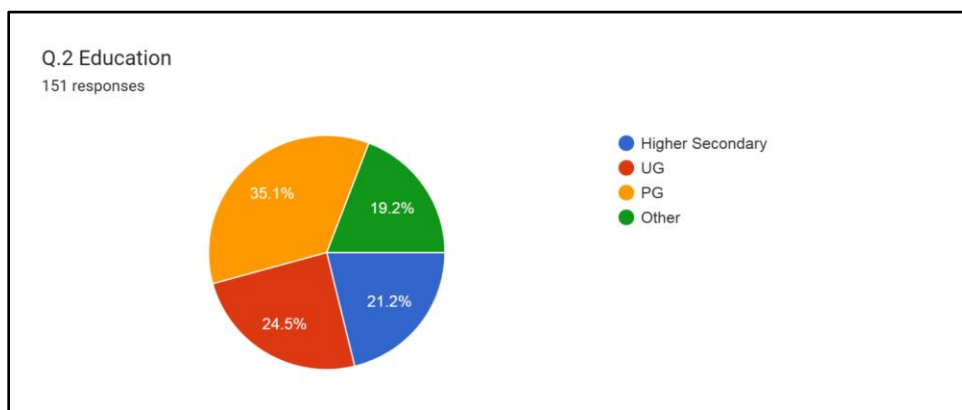
A self-developed questionnaire was administered to the participants who were selected using the random sampling method. The questionnaire was close-ended with the participants having a range of options to select from for a particular question. Majority of the questions were developed using the Likert Scale where the participants had to provide their level of agreeableness to a particular question or statement. Some of that questions were multiple choice with participant had to select from a range of options. The questionnaire also had demographic questions about gender and education of the participants while the rest of them were focused on social media consumption of millennials. A total of 27 questions were asked in the questionnaire and 151 responses were gathered using the questionnaire in the online survey. The results and findings gathered from the survey have been provided in the next section of the report.

4. RESULTS AND FINDINGS

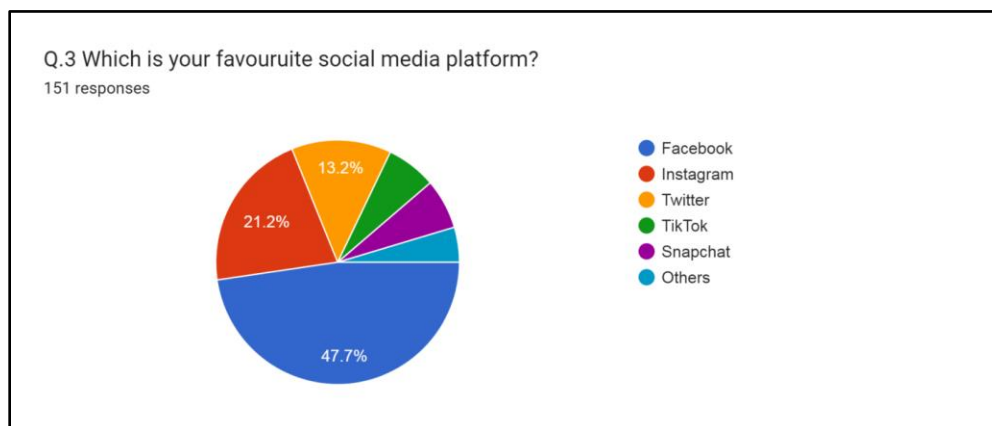


This graph is mirrored the percentage of males and females in which gender distribution can easily be understood on the consumption of social media. The male percentage in this graph is highlighted at 58.3% and the female percentage has been depicted as 41.7%. Hence, the majority of the people

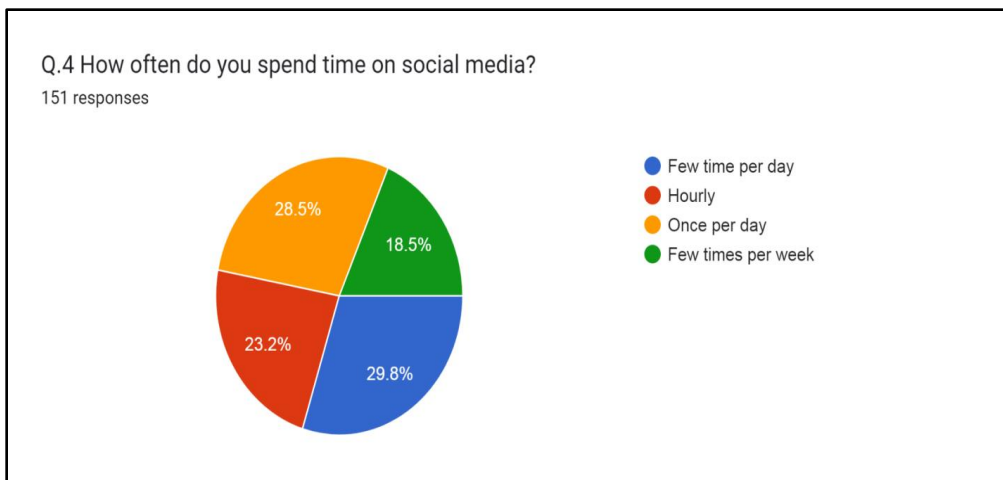
who were part of the survey were females but the difference between the two genders is not that significant to consider a hint of bias involved with the work.



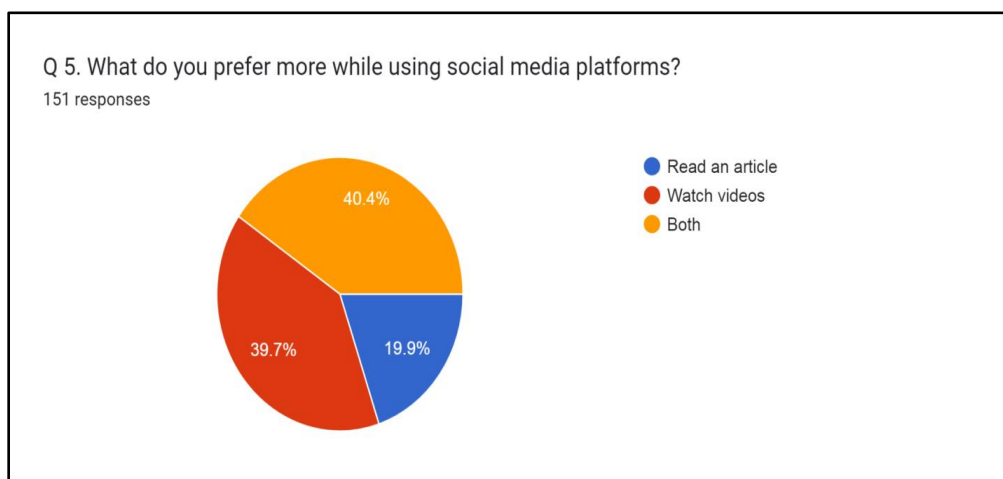
This graph represents the rate of education completed by participants. At this rate, most of the participants have mostly completed a Postgraduate degree. In this concern, 21.2% of respondents completed higher secondary, and 24.5% of respondents have completed the Undergraduate degree, which has been represented. 35.1% of respondents are the most effective in completing the Postgraduate degree and these respondents are the most visitors to social media.



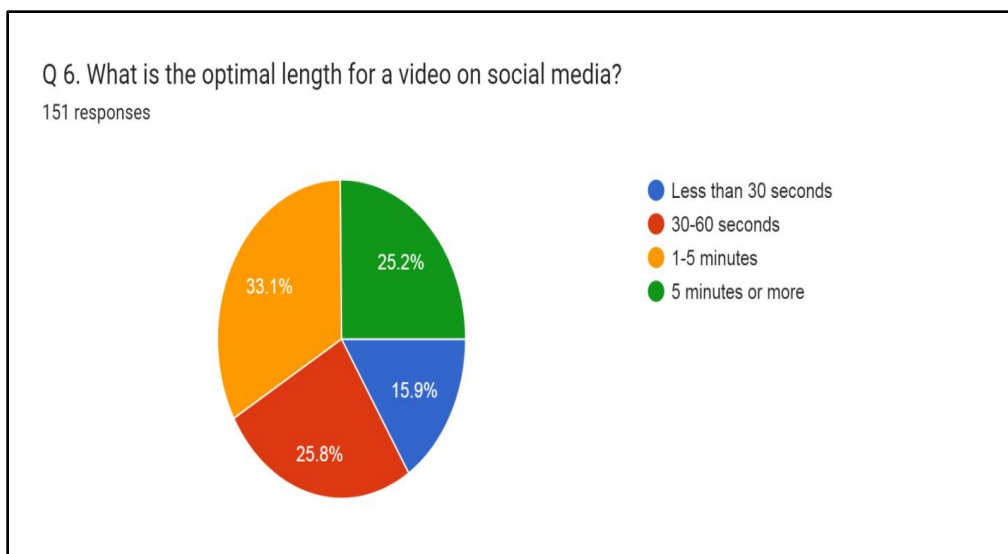
This pie graph highlighted that majority of the millennial population have mostly visited Facebook rather than other social media platforms. The percentage on preferable social media sites, Facebook is depicted as the highest percentage is 47.7% and this rate has been hiked for the increasing rate of updates. The next majority of the respondents are used to visiting Instagram, which is the rate of 21.2%.



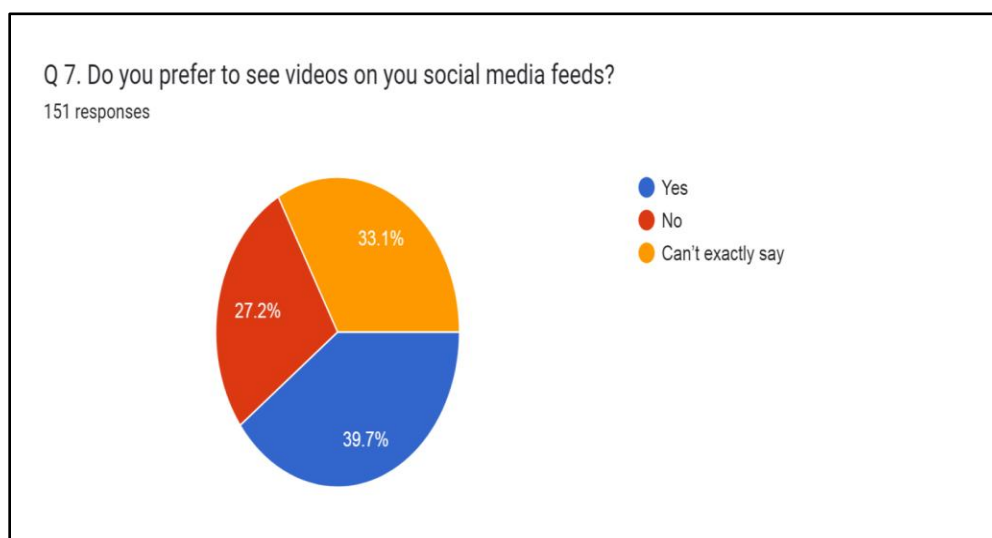
The social media sites have been used by most of millennials in which there is differentiation in the timing those people have visited. This graph shows that 29.8 % of participants have the majority to use social media surfing a few times per day. There are most of the respondents also keeping away from social media usage and those reports have visit in these sites once per day.



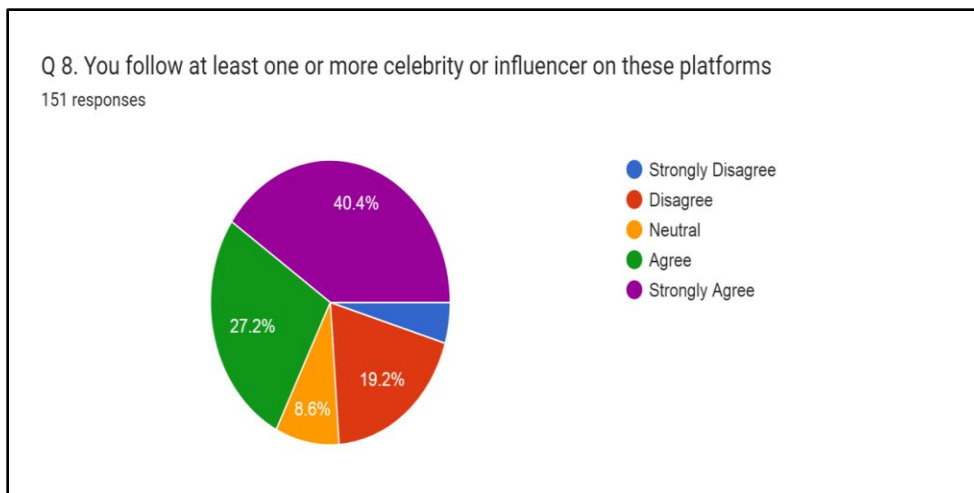
This graph has mirrored the preferable activities at the time of using social media platforms. Most of the participants or millennial prefer to read an article and watch videos both while surfing Facebook or any other sites. These both activities have created the highest value on such findings with the percentage of 40.4%. On the other hand, watching videos through Facebook also stated a higher rate with 39.7% in the representation.



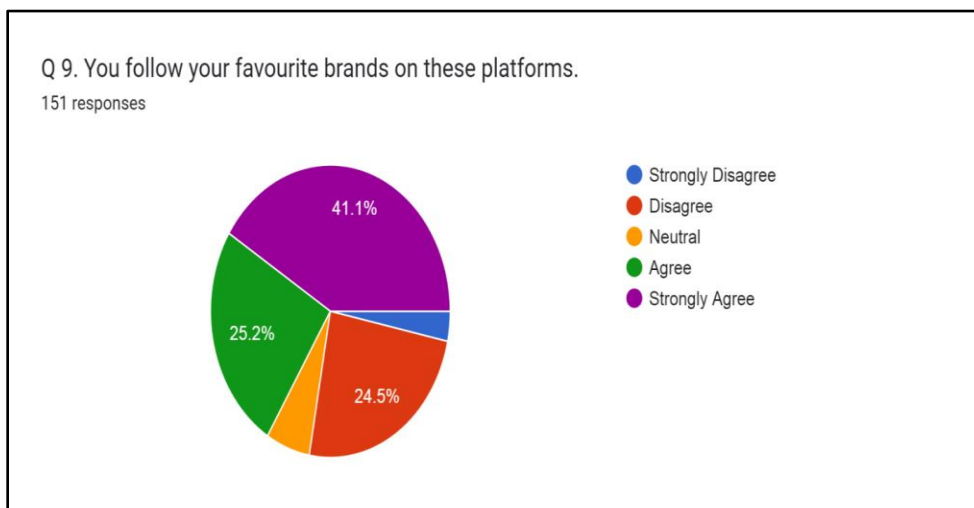
This graph has represented the optimal level of surfing using social media in which participants have been agreed to 1-5 minutes each day. This has highlighted a major percentage with 33.1%, which is the highest among the rate of hours, using or visiting social media. There are some participants have just used or visited perfectly in the social media for 30-60 seconds in a day.



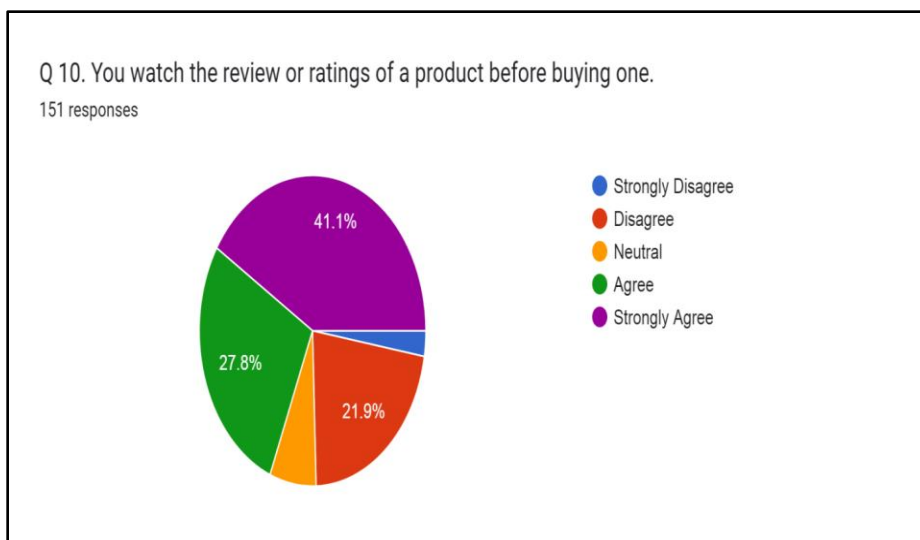
This graph has mirrored the preferable action of watching videos through social media feeds. In this percentage, the rate agreed or option has mostly seen in which the value has been deployed as 39.7%. Many participants have disagreed with the statement or many are not interested in this question.



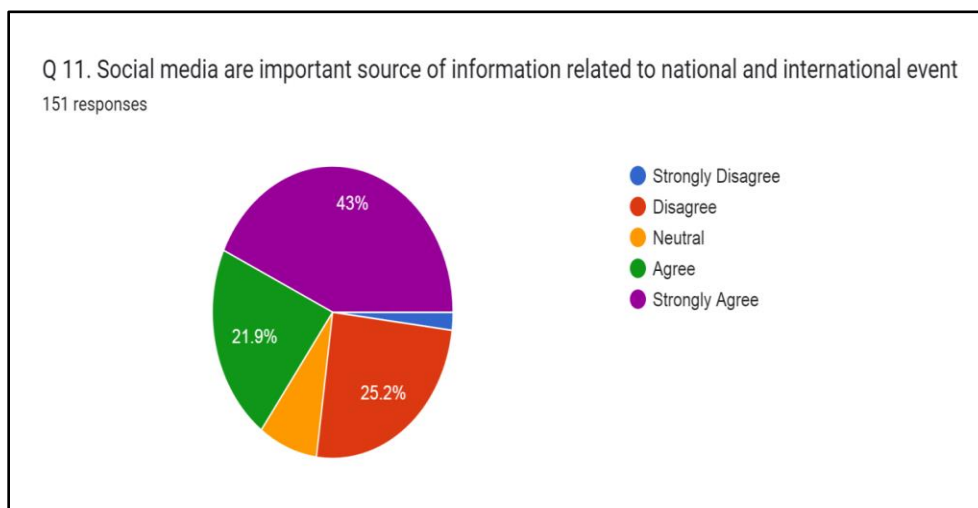
This pie chart has highlighted whether participants have followed one or more celebrities or influencers on these platforms. The statement has been concentrated on the strongly agreed option as most of the participants have followed many celebrities and influencers on Facebook and Instagram as this is the most desired activity among those participants. 40.4% of respondents have responded in the strongly disagree option which aligns with the topic perfectly.



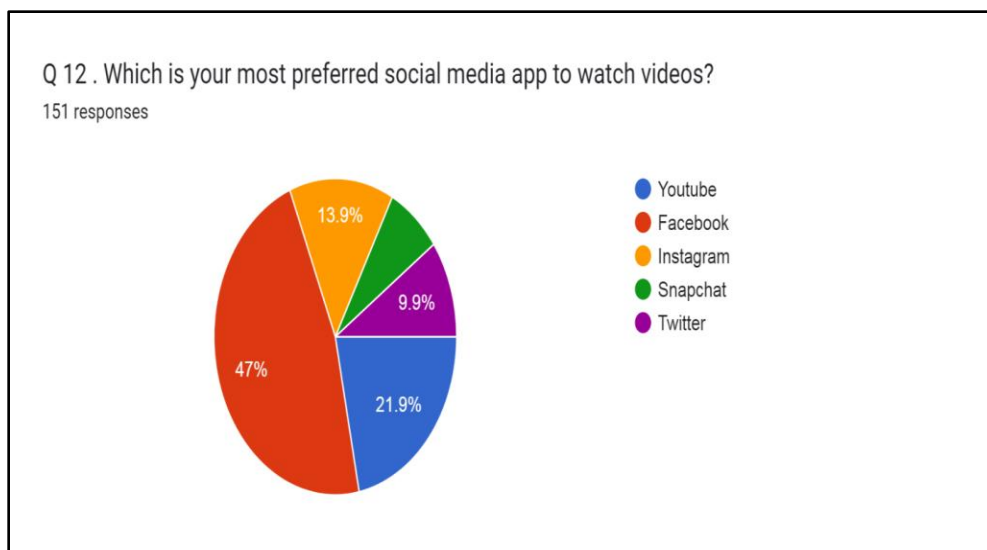
This graph shows whether the participants have followed their favourite brands on these platforms. The strongly agree adoption has been chosen by all the participants as most of the participants used to check all new and preferable brands scenario through Face book and through Instagram.



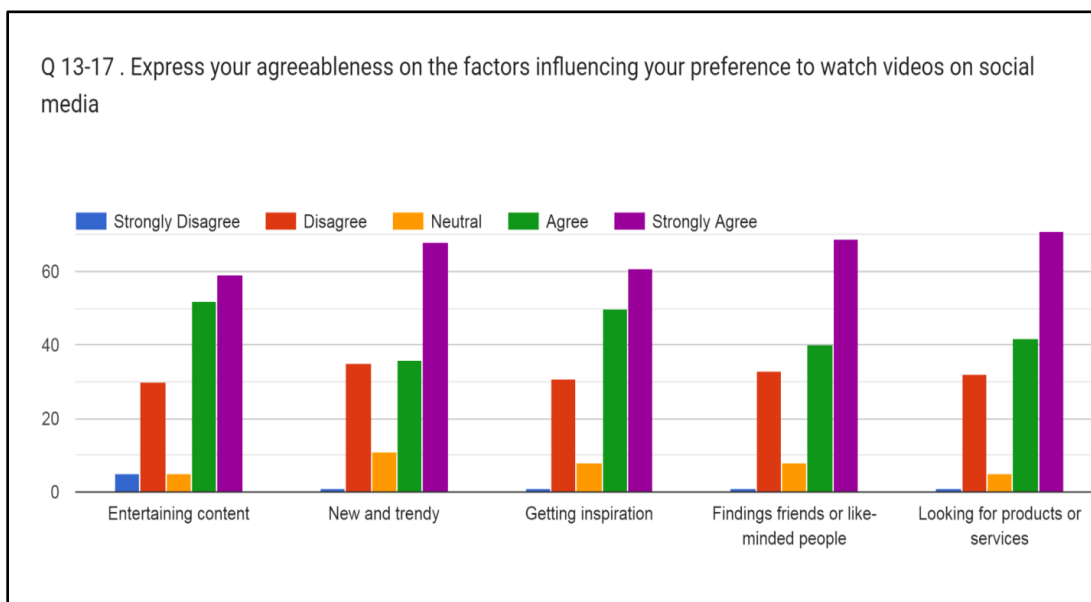
This graphical presentation has mirrored whether millennial have reviewed or rated products before buying one of them. 41.1% of participants have responded with the strongly agree option which has created an understanding of a major number of female and male respondents have preferred to buy through social media.



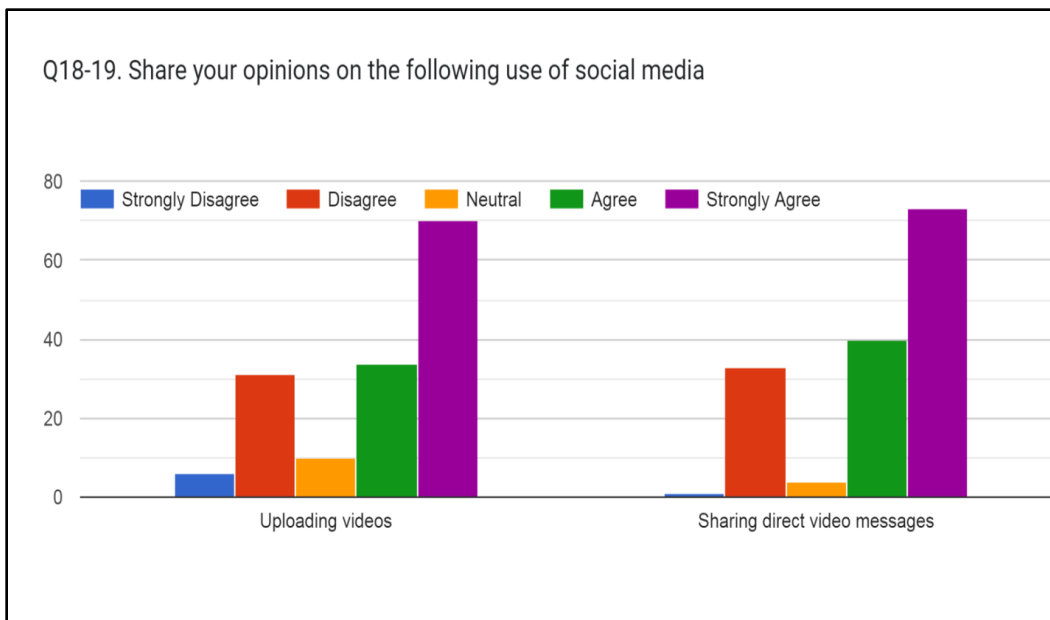
This graphical presentation has displayed Social media as an important source of information related to national and international events. In this presentation, 43% of respondents have chosen a strongly agreed option such as Face book to know important news and national event.



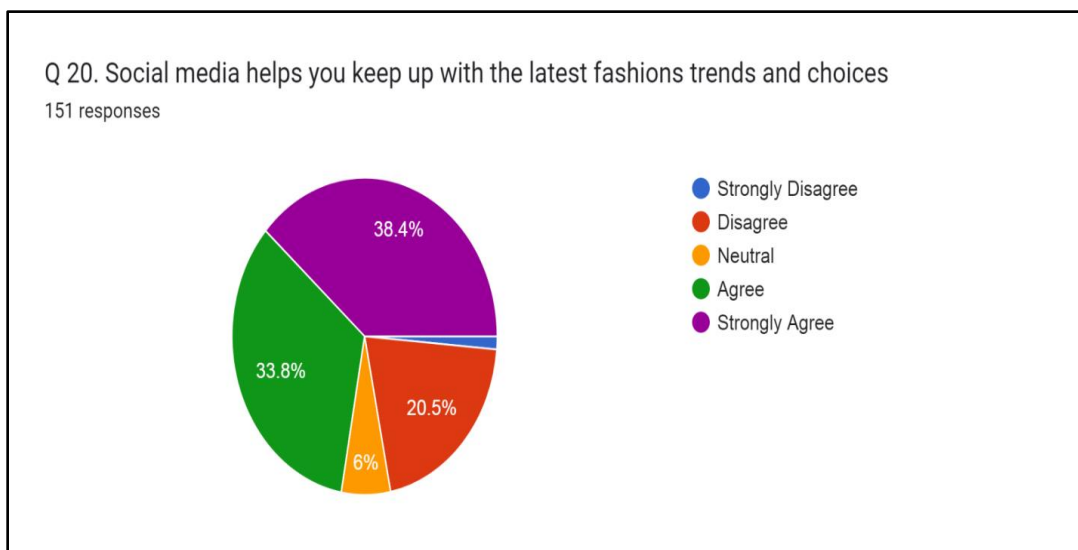
This pie graph has highlighted the most preferred social media app to watch videos, which YouTube, Face book, Instagram, Snap chat, and Twitter have given to choose. In this option, 47% of participants have chosen the Face book option as this is the leading social media site for video surfing.



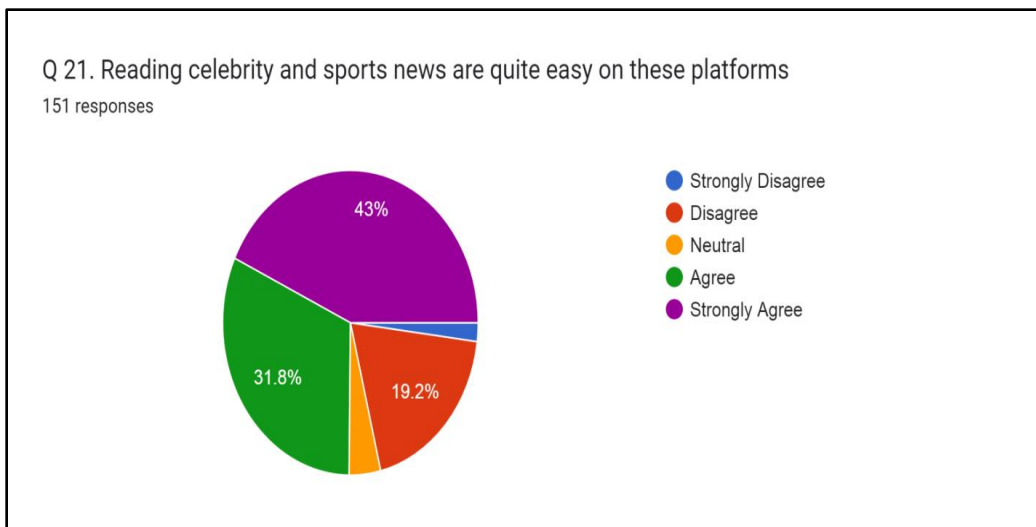
This graphical presentation has displayed the expression of participants on agreeableness on the factors influencing your preference to watch videos on social media, in this option; the entertainment content has mostly chosen the strongly agreed option. Moreover, in new and trendy, getting inspiration, findings friends, and looking for products or services have concentrated on strongly agreed options.



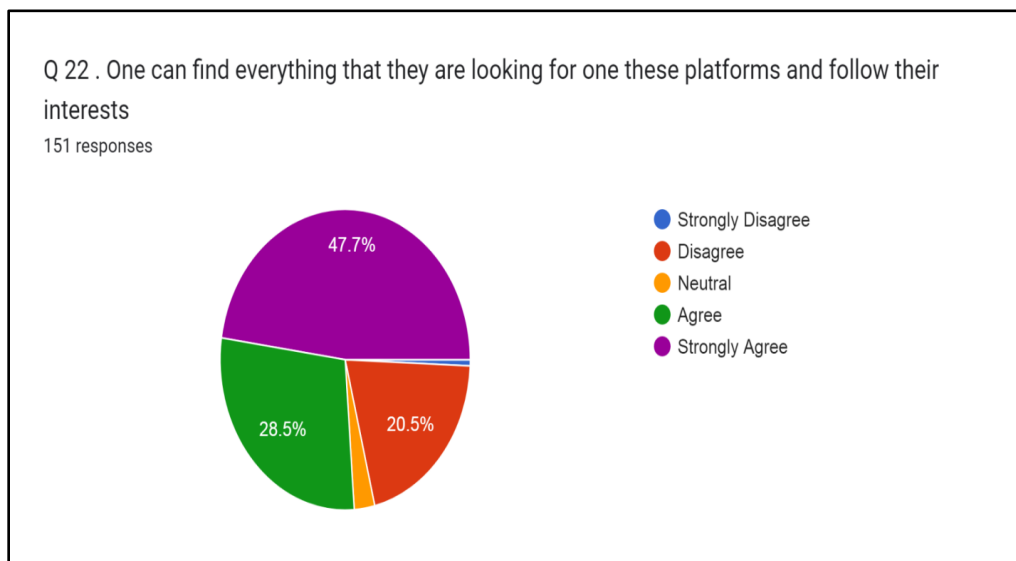
This multiple bar graph has displayed the opinions of participants on the following usages in social media. The uploading videos and sharing direct video messages strongly agreed with a maximum of participants and many of them have agreed with this statement.



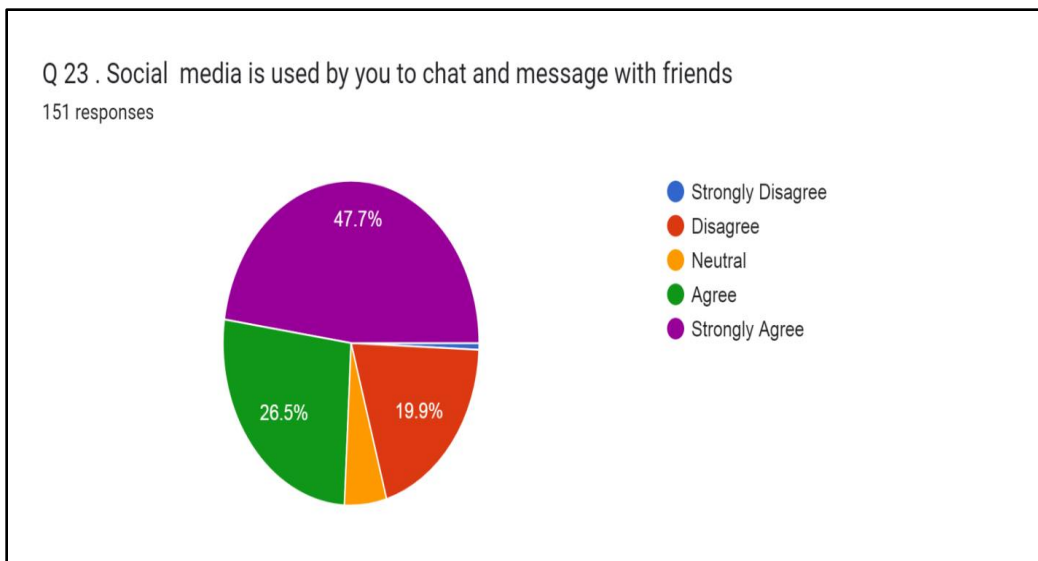
This pie graph representation has highlighted that social media helps the participants to keep up with the latest fashion trends and choices. Most of the female respondents have responded to this statement with 38.4%, which have been creating better assurance about this statement.



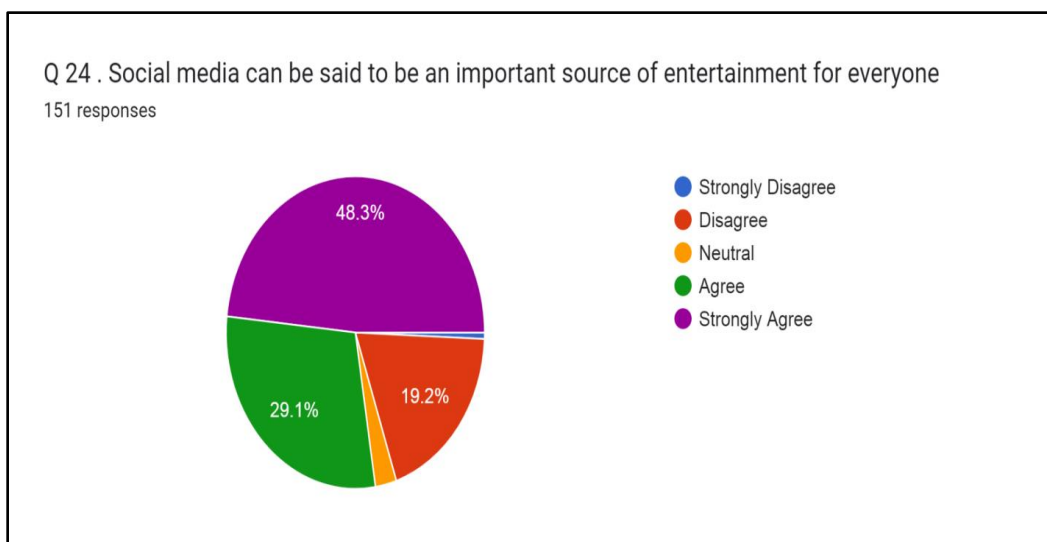
The graphical representation has mirrored the statement on reading celebrity and sports news is quite easy on these platforms. The news on celebrity and sports events have concentrated with strongly disagreeing options which is depicted with 43%. Moreover, 31.8% of people have chosen the agree option which has confirmed about strongest statement.



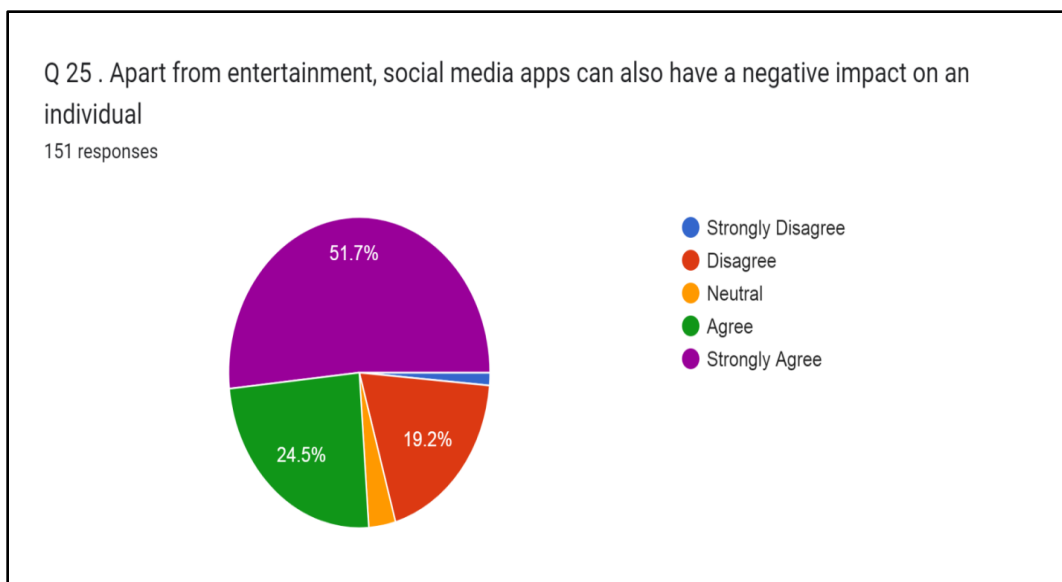
This pie geographical representation has displayed that participants can find everything that they are looking for on these platforms and follow their interests. In this statement, people have chosen the strongly agree option with 47.7% and many of the participants have chosen agree option which has made a better goal on certain evaluation.



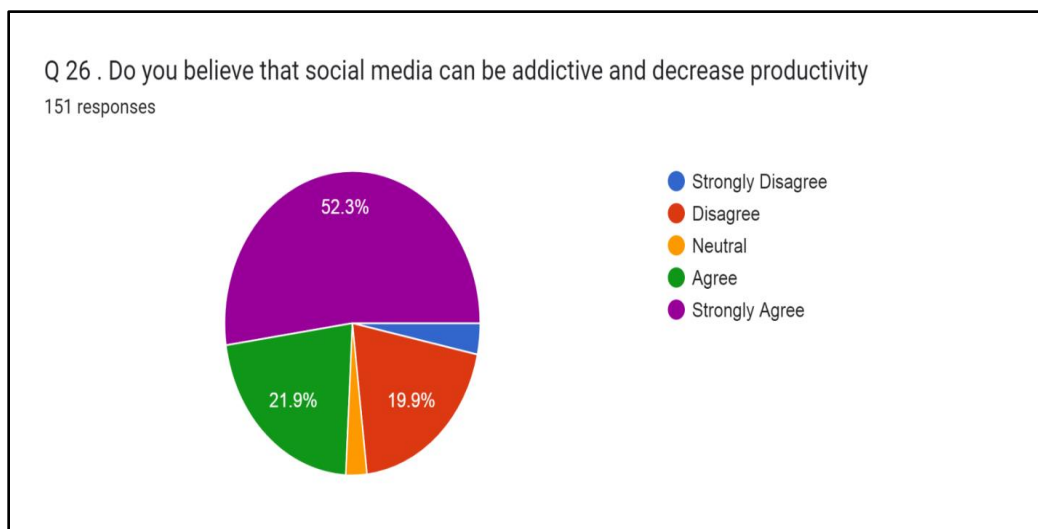
This graphical representation has mirrored whether participants to chat and message friends use Social media. This statement has been strongly agreed by 47.7% of participants of which 26.5% are the major respondents who have been deceived by the agreed option.



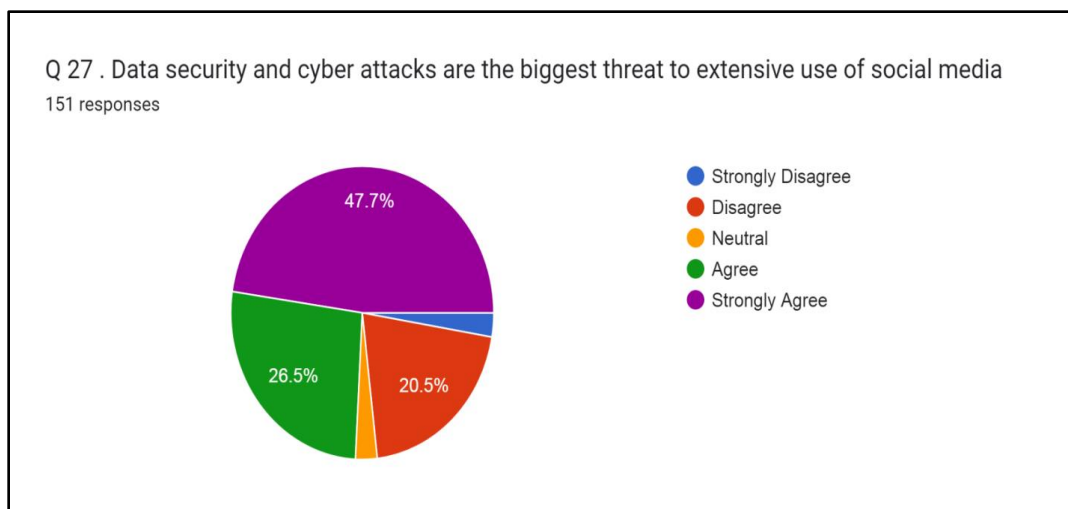
This graphical representation has mirrored whether social media can be said to be an important source of entertainment for all participants. 48.5% of participants have chosen the strongly agreed option as social media surfing is the most important entertaining aspect for all respondents. 29.1% agreed with the statement.



This graphical representation has displayed that social media apps can also have a negative impact on an individual rather than entertaining all the participants. 51.7% of participants have highlighted a better concentration of strongly agreed options.



This graphical representation has been stated whether the participants believed that social media could be addictive and decrease productivity. 52.3% of participants strongly agreed with this statement as the participants have faced such issues.



This presentation has highlighted that data security and cyber-attacks are the biggest threat to the extensive use of social media. 47.7% of participants have chosen the strongly agreed option, which has made a clear justification for such a statement, has created current social discrimination and all participants have faced many issues with such events.

5. DISCUSSION

The use of social media among millennials is quite extensive with the majority of the millennials using these platforms multiple times during the day. Millennials grew up in the digital age with everything being online from shopping to education and payments. Facebook, Twitter, Instagram, Snapchat, TikTok, and YouTube are some of the most popular social media platforms that are used by people across the globe [10]. With millennials using social media multiple times during the day, they tend to divide their time on each of the social media platforms. However, entertainment can be said to be one of the most important goals for millennials spending so much time on the platforms. A large portion of time is spent by the millennials on these platforms looking at videos on social media platforms like Facebook and YouTube [11]. In this particular context, the primary preference for them is either Facebook or YouTube. YouTube is used by millennials to learn something that they are interested in or how to do something that is completely new. Millennials were found to say that they were inspired by something that they saw on these social media platforms to make a personal change in their life [12]. The majority of millennials love to watch clips or major shows of their favourite show on these platforms whenever they are made available. Apart from this majority of the millennials also love to watch news online and were found to subscribe to their favourite channels in order to stay updated about things at the national and

international levels [13]. The majority of the news and information that millennials get is from the social media outlets. Further, as mentioned, millennials have the most purchasing power than any other generation and this implies that they spend a lot of money in purchasing products. Hence, a significant amount of time is also spent by millennials watching videos of their products. The decision to buy a particular product is made by millennials after watching a particular product. The reviews and descriptions uploaded in the form of videos on these platforms by various content creators are used by millennials to make the final purchase.

6. CONCLUSION

The article has been able to provide a proper insight into the entertainment habits of millennials on social media platforms. The article has made use of secondary sources of information to provide the required insights and this in turn serves as the biggest limitation of the work. More extensive research using primary methods like surveys can be done in the future to better understand the consumption of entertainment by millennials on social media platforms. However, secondary sources have been able to provide all the necessary insights that are required to complete the work in an effective manner. It was understood that a significant amount of time is being spent by millennials on various social media platforms throughout the day in order to stay entertained. Looking through videos on various social media platforms is the major source of entertainment for millennials on these platforms rather than posting content or communicating with people. Based on the insights gained in this article, there is significant scope to conduct future research on the topic for more critical insights into the subject matter.

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