

A Study on the Influence of University's Social Media on Use Intention among College Students

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Abstract

The development of social media has altered human life in many ways, especially for college students. Some factors take place in the growth and fast development of social media. Social factors emerged from the increasing adoption of social networking by younger age groups, economic factors evolved from the availability of computers and apps and increased commercial activity among social network platforms and political factors through increased political participation and a variety of worldwide policy changes. The purpose of this study is to investigate the influence of social media of university on use intention among college students concerning North Gujarat. This study followed the design of descriptive research. This work was carried out by analyzing a few samples that may be representative of the population, but it is not possible to generalize the sample analysis results to large populations. In this study, much effort has been made to explore the influence of social media at the university on college student use intention. Further research is needed because other relevant factors that have not been taken into account in influencing use intention among college students when using university social media. Extending the model by adding relevant variables could create a more comprehensive-power model.

Key words: *Social media, university, use intention, college students, social media activities.*

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1. Introduction

The development of social media has altered human life in many ways, especially for college students. The students use social networking sites for educational purposes. The use of social networking has made it easier for educators and students to interact better. The use of social networking sites has facilitated the creation of different study groups, the advancement of research projects, and also the increased academic support for long-distance and campus-based education in modern times. For students of social media use, exclusion has been popular in modern times.

Education is one of the fields where in recent years there has been a major shift in the implementation of Web 2.0 technologies.

Web 2.0 resources, such as wikis, forums, and social media, vary from standard websites (Web1.0), providing for two-way contact between user and writer, as well as encouraging engagement, teamwork, and networking.

Today the social media has become an integral part of people's daily lives. According to the study of social networks, researchers show considerable interest in various fields such as communication science, education, psychology, and later philosophy. The power of new digital technologies in the expansion of academic scholarship is mostly a hot topic that most scholars question. The educational institutions have observed that the young generations of students are now days highly accessible to social networking sites. Social media are understood as the logical extension of the traditional communication systems. Also, in India, social media has drawn a lot of attention from the community of students and youth. Studies are currently the highest level of use among younger users between educational institutions and society. Interaction in educational and social settings has grown much faster and more conveniently due to social media. Use social networks as a platform to promote activities in educational institutions, teachers, and students for educational purposes. It provides users the ability to establish and strengthen mutual links between them; it also promotes social and academic behavior. Higher education providers have begun using digital technologies across their teaching methods, for research and other activities related to public relations. This transformation in the use of digital technologies has attracted debate in many forums across. In particular, academics

need to use social media tools with new study platforms in the past few years. Therefore, this report aims to examine the impact of social media at university on the specific intention to use it amongst college students.

Research Question

How social media activities affect brand awareness and brand image? How brand awareness and brand image is affected to use intention?

2. Literature Review

The area of social networking is developing rapidly as a topic for research. Scholars in other fields have begun studying the diverse facets of social platforms. College students are using more compared to the other age group, it happened due to it is new technology and it is providing an opportunity to the social network, **Keol Lim and Ellen B Meier** (2012) highlighted in their study that why college students are more attractive with it and what are the advantages they have. Elements of the social network have often been discussed in research involving different writers and contexts. Kim and Ko (2012) have classified SMA as entertainment, interaction, trend, customization, and word-of-mouth (WOM) characteristics.

2.1 Entertainment: Kim, Jeong, and Lee, 2010; Lerman, 2016 applied motivation and network externalities theory to understand the usage of social media sites among college students and they found that "Enjoyment" was the most influencing factor for the increasing usage of social media among college students.

2.2 Interaction: Within the social media context, Godey et al (2016) describe interaction as the conversation and discussion between users and other participants. Social media of the university facilitates the exchange of ideas and information sharing. Social media interaction has changed the way brands of the university and its users to communicate.

2.3 Customization: According to Chen and Zhu (2015), in the field of social media "Customization" relates to posted information. Social media allows students to project their voices more effectively than through offline networks alone. The presence of others

in a virtual environment is important because it implies direct or indirect human contact so that students can use social media at anytime, anywhere and it's easy to search anything on social media, and its provide active, latest, and updated information (Gefen & Straub, 2014).

2.4 Trendiness: Social media offers the newest information and hot topics (Naaman, Becker, & Gravano, 2011). According to Muntinga et al. (2011), trendiness indicates the ability of social media to spread trendy information. Lee (2017) classified the social media activities of the university into communication, providing trendy and up-to-date information, support for daily life in this study on the importance of university's social media activities which compared to other universities and students.

2.5 E Word of mouth: Social media enables photo sharing that the mobile web has ever seen. It is the ultimate social network for sharing real-time photos and short videos while on the go. Social media have increased the quality and rate of collaboration for students. They are better able to communicate share information and meeting times quickly with their faculties, friends, relatives who can increase productivity and help them learn how to work well in groups. Prior research suggested that engaging in Word-of-Mouth activities can be a means to bolster a person's self-concept (Dichter, 2016).

2.6 Brand Awareness: Luis et al, 2012; Kim, 2012; Kim and Ko, 2012; Bruno et al., 2016 in their studies state that there are many motivational reasons for using social media among college students particularly. **Brandtzaeg and Heim** draw their findings on brand awareness, after the investigation on peoples' subjective motivational reasons for using Social Networking Sites. Most studies of social media have primarily focused on its effects on college student's behavioral intention or satisfaction (Sano, 2015).

2.7 Brand Image: L. Alvin Malesky and jr. Chris Peters in their study entitled "defining appropriate professional behavior for university students and faculty on social media" (2017) examined the role this rapidly evolving method of communication plays in an academic setting and also a university like good representative can increase its brand

image by providing everything that they have promised to students at the time of admission.

2.8 Use Intention: As Won Kim and sang-Wonlee rightly pointed out that today the college students use social media of university to stay connected with their friends, faculties and to share users created contents such as photos, videos, blogs, etc to explore factors affecting college students' intention for using social media. And Facebook is appropriate for the current study as its most popular media among college students and it creates an online social space where university students can build and maintain social capital with others (Ellison, Steinfield, & Lampe, 2016; Lytras and Garcia, 2015; Lytras & Ordonez de Pablos, 2016). An increase in brand awareness and brand image can also influence the intention to use social media of university among college students.

2.9 Hypothesis Development and Conceptual Model

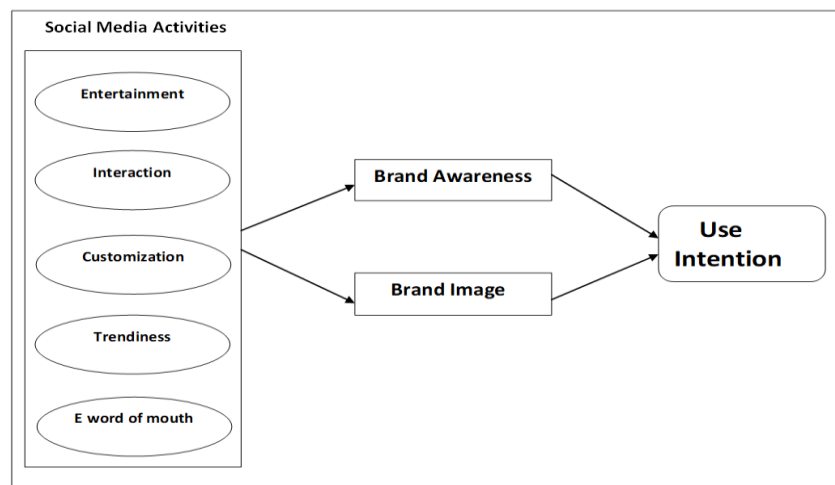
2.9.1 Hypothesis Development:

- H1: SMA with entertainment value has a positive influence on Brand Awareness.
- H2: Customization-focused SMA has a positive influence on Brand Awareness.
- H3: The level of SMA interactivity is directly related to the level of Brand Awareness.
- H4: EWOM on social media activities has a positive influence on Brand Awareness.
- H5: Trendiness-focused SMA has a positive influence on Brand Awareness.
- H6: SMA with entertainment value has a positive influence on Brand Image.
- H7: Customization-focused SMA has a positive influence on Brand Image.
- H8: The level of SMA interactivity is directly related to the level of Brand Image.
- H9: EWOM on social media activities has a positive influence on Brand Image.
- H10: Trendiness-focused SMA has a positive influence on Brand Image.
- H11: Brand Awareness relates positively to use intention.

H12: Brand Image relates positively to use intention.

2.9.2 Conceptual Model

Model 1: H1-H10 refers to the influence of social media activities (Entertainment, Interaction, Customization, Trendiness, E Word of Mouth-independent variable) on Brand awareness and Brand Image (dependent variables) individually. Model 2: H11-H12 signify the relationship between independent variables (brand awareness and brand image) and dependent variable (use intention)



3. Methodology

Research Methodology is a systematic and structured procedure to bring a defined problem to a close. This chapter addresses the methodological basis and the research methodology used to test the hypotheses formed during the literature review. The chapter's purpose is to direct the reader through the methodological procedures employed for the thesis.

The main objectives of the study are to study how social media activities influence brand awareness, studying the impact of social media activities on brand image, studying the impact of brand awareness on the intention to use, studying the influence of brand image on the intention to use.

This work was carried out in North Gujarat. This study followed the descriptive research design. The population consisted of students who used the social media of the university for their various purposes such as education and other purposes such as connecting with their faculties, current friends, passing on friends, relatives, etc. Students aged 16-35 years were the total population for this study. The drawing sample from North Gujarat was determined to ensure adequate coverage of the sample. Data is obtained from social media users at universities. For this study, a method for non-probability convenience sampling was undertaken. Data were collected via mail questionnaire and for this reason, first approached the students who were students of any college or university and used university's social media and they also asked to participate in the survey and give respond appropriately. 450 respondents were contacted to collect the data via a mail questionnaire. Due to non-response, the data were eventually analyzed using 412 responses. Measurement of independent and dependent variables was done by using Five points Likert scale.

4. Result

Collected data were analyzed in this chapter. Data analysis begins with a sample demographic profile and it was followed by descriptive analysis, then data normality assessment was presented, then measurement goodness was discussed, then variance analysis (ANOVA) was demonstrated and then multiple regression analysis was presented.

Table 4.1 Demographic Profile of the Sample

Demographic Variable		Frequency	Percentage
Age	16-21	37	8.98
	22-30	240	58.25
	31-40	121	29.37
	Above 41	14	3.40
Education	Up to Schooling	23	5.58
	Bachelor Degree	157	38.11
	Master Degree	232	56.31
Use of Social Media	Less than 1 year	74	17.96
	1-5 years	173	41.99
	6-10 years	127	30.83
	More than 10 years	38	9.22
Form of Social Media	Facebook	357	86.65
	Instagram	152	36.89
	YouTube	289	70.15
	What's app	403	97.82
	Linkedin	67	16.26
	Twitter	45	10.92

4.2 Descriptive Analysis

In the descriptive analysis, various items used in this study are examined which describe these characteristics by representing different specific constructs to obtain an understanding of the psychographic characteristics of this sample and as these constructs were measured using five point Likert scales and also the mean and standard deviation of these constructs were used.

Table 4.2 Descriptive Analysis

Descriptive Statistics			
Constructs Items		Mean	Std. Deviation
Entertainment			
Entertainment 1	The content found in University's social media seems interesting.	3.3277	1.08604
Entertainment 2	It is exciting to use University's social media.	3.4126	1.01312
Entertainment 3	It is fun to collect information on courses, Infrastructure, placement, faculties and campus life of University through its social media.	3.2257	1.03704
Entertainment 4	It is easy/enjoyable to kill time using University's social media.	3.2257	1.03704

Customization			
Customization 1	It is possible to search for customized information on University's social media.	3.6456	1.17792
Customization 2	University's social media provides customized facility.	3.5485	.91491
Customization 3	University's social media provides lively feed information I am interested in.	3.6820	1.02445
Customization 4	It is easy to use University's social media.	3.8131	1.08810
Customization 5	University's social media can be used anytime, anywhere.	3.5024	1.04753
Interaction			
Interaction 1	it is easy to convey my opinion through University's social media.	3.2573	1.04022
Interaction 2	It is possible to have two-way interaction through University's social media.	3.8398	.68247
Interaction 3	It is possible to share information with others (students/Friend/parents/relative/teacher) through University's social media.	2.8689	1.03576
E-Word of mouth			
E-Word of mouth 1	I would like to pass information on courses, Infrastructure, faculties, placement and campus life of University through its social media to my friends.	3.2646	.93351
E-Word of mouth 2	I would like to upload content from University's social media on my Facebook page or my blog.	3.5485	.95396
E-Word of mouth 3	I would like to share opinions/reviews on University's courses, Infrastructure, faculties, placement and campus life through its social media to my friends.	3.3277	.90250
E-Word of mouth 4	I believe it's easy to find student's reviews/ratings on social media pages of	3.3495	1.09597
	University.		
E-Word of mouth 5	I believe University pays attention to customer reviews and comments made on social media.	3.2913	.87830
Trendiness			
Trendiness 1	Content found on University's social media is up-to-date.	3.3859	1.02954
Trendiness 2	Using University's social media is very trendy.	3.9199	.66974
Trendiness 3	The content of University's social media is the newest information.	2.8568	.94438
Trendiness 4	I believe University uses latest pictures/videos on its social media pages.	2.5874	.77342

Brand Awareness			
Brand Awareness 1	I am always aware of University.	3.3277	1.08604
Brand Awareness 2	Information on Courses, Infrastructure, Faculties, Placement, Campus life etc. come to my mind quickly.	3.6456	1.17792
Brand Awareness 3	I can quickly recall the logo of University.	3.2573	1.04022
Brand Awareness 4	I can remember University often.	3.5485	.95396
Brand Awareness 5	I can recognise the excellences of university.	3.3859	1.02954

Brand Image			
Brand Image 1	In comparison to other Universities, image and value of this university is high.	3.2257	1.03704
Brand Image 2	I can reliably predict how this university will perform.	3.6820	1.02445
Brand Image 3	University is good representative in education sector.	2.8689	1.03576
Brand Image 4	This is student-centric University.	3.2913	.87830

Use Intention			
Use Intention 1	Currently, I am using social media of my university.	3.2257	1.03704
Use Intention 2	I will continue to use social media of my university.	3.6820	1.02445
Use Intention 3	I will suggest my friends to use social media of my university.	2.8689	1.03576
Use Intention 4	I will suggest my family members to use social media of my university.	2.5874	.77342

4.3 Assessment of Data Normality

The statistical techniques require that data normality is satisfied. Data normality indicates that the data at the extreme ends are symmetrical, bell-shaped, and have the highest scores level in the smaller and middle distribution. This can be used to analyze skewness and kurtosis. Skewness must be connected to symmetry, and the degree to which the data is flat or peak suggests kurtosis.

Table 4.3 Assessment of Data Normality

Variables	Skewness	Kurtosis
The content found in University's social media seems interesting.	-.702	-.299
It is exciting to use University's social media.	-.459	-.268
It is fun to collect information on courses, Infrastructure, placement, faculties and campus life of University through its social media.	-.476	-.292
It is easy/enjoyable to kill time using University's social media.	-.476	-.292
It is possible to search for customized information on University's social media.	-.612	-.450
University's social media provides customized facility.	-.364	-.147
University's social media provides lively feed information I am interested in.	-.628	-.091
It is easy to use University's social media.	-.899	.184
University's social media can be used anytime, anywhere.	-.581	-.147
it is easy to convey my opinion through University's social media.	-.140	-.543
It is possible to have two-way interaction through University's social media.	-.664	.904
It is possible to share information with others (students/Friend/parents/relative/teacher) through University's social media.	.212	-.506
I would like to pass information on courses, Infrastructure, faculties, placement and campus life of University through its social media to my friends.	-.189	.532
I would like to upload content from University's social media on my Facebook page or my blog.	-.596	.190
I would like to share opinions/reviews on University's courses, Infrastructure, faculties, placement and campus life through its	-.474	-.084

social media to my friends.		
I believe it's easy to find student's reviews/ratings on social media pages of University.	-.147	-.355
I believe University pays attention to customer reviews and comments made on social media.	-.300	.947
Content found on University's social media is up-to-date.	-.276	-.358
Using University's social media is very trendy.	-.785	1.456
The content of University's social media is the newest information.	.342	-.635
I believe University uses latest pictures/videos on its social media pages.	.419	-.595
I am always aware of University.	-.702	-.299
Information on Courses, Infrastructure, Faculties, Placement, Campus life etc. come to my mind quickly.	-.612	-.450
I can quickly recall the logo of University.	-.140	-.543
I can remember University often.	-.596	.190
I can recognise the excellences of university.	-.276	-.358
In comparison to other Universities, image and value of this university is high.	-.476	-.292
I can reliably predict how this university will perform.	-.628	-.091
University is good representative in education sector.	.212	-.506
This is student-centric University.	-.300	.947
Currently, I am using social media of my university.	-.476	-.292
I will continue to use social media of my university.	-.628	-.091
I will suggest my friends to use social media of my university.	.212	-.506
I will suggest my family members to use social media of my university.	.419	-.595

4.4 Goodness of Measures

It is necessary that the instrument developed to measure the particular concept is accurately measuring the variable. Hence it is important to determine the goodness of the existing steps. Goodness measure indicates it should be reliable and valid, too. In short, reliability testing consists of evaluating the instrument if the idea it is evaluating is whatever.

Table 4.4. Reliability and Validity of scales:

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Entertainment	23.2952	11.152	.275	.814
Customization	22.9548	10.592	.448	.777
Interaction	23.2711	10.828	.402	.785
E Word of mouth	23.2368	11.895	.279	.799
Trendiness	23.4056	10.702	.447	.777
Brand Awareness	23.1601	10.560	.828	.731
Brand Image	23.3261	10.475	.826	.730
Use Intention	23.5021	10.164	.902	.718

From the above table 4.4, it very well may be seen that the alpha of the Cronbach's is more noteworthy than the cut-off worth 0.7 for diversion, customization, connection, E verbal, popularity, brand mindfulness, brand picture and use purpose.

4.5 Multiple Regression Analysis

The study of regression shows the relationship between one or more dependent variables also known as stated variables and independent variables also known as explanatory or control variables.

Multicollinearity was assessed in this study and some commentators have suggested in this study that multicollinearity errors be monitored that the correlation between variables and variance inflation factor (VIF) should be less than 0.80 or 10 respectively. Tables 4.5 and 4.6 and 4.7 established the non-existence of the problem of multicollinearity and no variance inflation factor was found to exceed 10, therefore, the measure was deemed not to violate assumptions dramatically and therefore it was appropriate for further analysis.

For Regression 1 (Social Media Activities v/s Brand Awareness)

Table 4.5 (A) Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.880 ^a	.775	.772	.25299	.775	279.368	5	406	.000

a. Predictors: (Constant), Trendiness, E Word of mouth, Interaction, Customization, Entertainment

Table 4.5 (B) ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	89.405	5	17.881	279.368	.000 ^b
Residual	25.986	406	.064		
Total	115.391	411			

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), Trendiness, E Word of mouth, Interaction, Customization, Entertainment

Table 4.5 (C) Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	-.027	.096		-.281	.779					
Entertainment	.168	.015	.293	10.997	.000	.374	.479	.259	.782	1.278
Customization	.213	.017	.332	12.598	.000	.554	.530	.297	.797	1.254
Interaction	.200	.017	.311	11.937	.000	.512	.510	.281	.818	1.222
E Word of mouth	.219	.021	.284	10.624	.000	.404	.466	.250	.777	1.286
Trendiness	.230	.018	.348	12.948	.000	.596	.541	.305	.767	1.304

a. Dependent Variable: Brand Awareness

From all the above factors trendiness was the foremost influencing factor towards brand awareness with the highest T value (12.948) and that was followed by other variables like customization (t value 12.598), interaction (t value 11.937), entertainment (t value 10.997) and E Word of mouth (10.624).

For Regression 1 (Social Media Activities v/s Brand Image)

Table 4.6 (A) Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.875 ^a	.766	.763	.26580	.766	265.598	5	406	.000

a. Predictors: (Constant), Trendiness, E Word of mouth, Interaction, Customization, Entertainment

Table 4.6 (B) ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	93.822	5	18.764	265.598	.000 ^b
Residual	28.684	406	.071		
Total	122.506	411			

a. Dependent Variable: Brand Image

b. Predictors: (Constant), Trendiness, E Word of mouth, Interaction, Customization, Entertainment

Table 4.6 (C) Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
(Constant)	-.212	.101		-2.089	.037					
Entertainment	.276	.016	.465	17.141	.000	.545	.648	.412	.782	1.278
Customization	.273	.018	.414	15.385	.000	.510	.607	.369	.797	1.254
1 Interaction	.242	.018	.366	13.799	.000	.467	.565	.331	.818	1.222
E Word of mouth	.215	.022	.270	9.919	.000	.454	.442	.238	.777	1.286
Trendiness	.016	.019	.023	.848	.397	.318	.042	.020	.767	1.304

a. Dependent Variable: Brand Image

From all above four significant factors entertainment was the foremost influencing factor towards brand image with the highest T value (17.141) and that was followed by other variables like customization (t value 15.385), interaction (t value 13.799), and E Word of mouth (9.919) one factor was found to be negligible due to the trendy T value of 0.397.

For Regression 1 (Brand Awareness and Brand Image v/s Use Intension)

Table 4.7 (A) Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.902 ^a	.813	.812	.24227	.813	888.798	2	409	.000

a. Predictors: (Constant), Brand Image, Brand Awareness

Table 4.7 (B) ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	104.332	2	52.166	888.798	.000 ^b
	Residual	24.005	409	.059		
	Total	128.337	411			

a. Dependent Variable: Use Intention

b. Predictors: (Constant), Brand Image, Brand Awareness

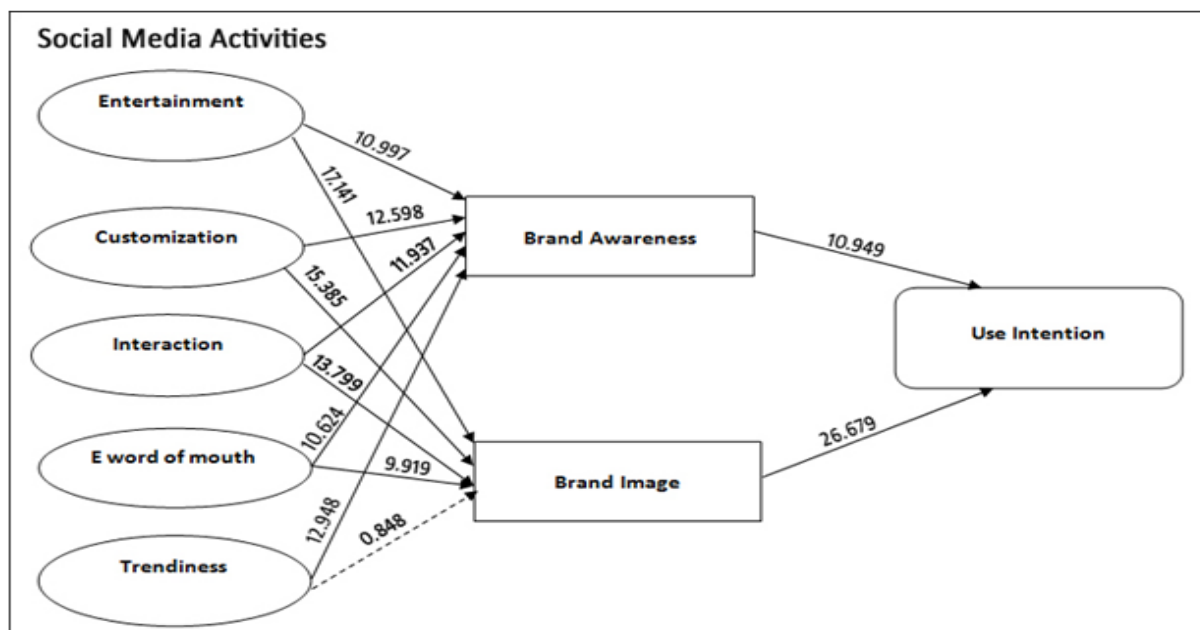
Table 4.7 (C) Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
(Constant)	-.302	.085		-3.560	.000					
Brand Awareness	.304	.028	.288	10.949	.000	.698	.476	.234	.660	1.516
Brand Image	.719	.027	.702	26.679	.000	.871	.797	.571	.660	1.516

a. Dependent Variable: Use Intention

From both the above factors brand image was the foremost influencing factor towards use intention with the highest T value (26.679) and that was followed by one another variable that was brand awareness with a T value of 10.949.

4.6 Research Model



**Table 4.8 Hypotheses Testing**

Hypotheses	Hypothesized Relationship	Decision
H1	E-BA	Accepted
H2	C-BA	Accepted
H3	I-BA	Accepted
H4	EWM-BA	Accepted
H5	T-BA	Accepted
H6	E-BI	Accepted
H7	C-BI	Accepted
H8	I-BI	Accepted
H9	EWM-BI	Accepted
H10	T-BI	Rejected
H11	BA-UI	Accepted
H12	BI-UI	Accepted

5. Discussion

In this research, the hypothesis was developed and tested using various statistical techniques, such as multiple regression and ANOVA, based on the analysis of literature. Entertainment, Customization, Interaction, word of mouth, and Trendiness are social media practices that affect college students' intention to use social media at university. And added brand awareness and brand image are factors that influence the intention to use. It was found in the end that intention to use trendiness does not influence factors.

Implications: By fulfilling the students' needs and providing entertainment, customization, engagement, E word of mouth, and trendiness, the university can raise awareness of their brand.

When the university offers everything that they have promised to students at the time of admission then it will also increase brand image.

These results would be useful for both students and universities because university students are now using social media from universities, so it is beneficial for students, but it enhances the brand recognition and brand identity of the university and it is also beneficial for universities.

Limitation: This study cannot afford to conduct the study in all areas of Gujarat, due to time and budget constraints. This work was carried out by analyzing a few samples that may be representative of the population but it is not possible to generalize the sample analysis results to large populations.

In this study, the target population was the students who use university social media in North Gujarat cities so generalization of the outcome of this study might be limited to students who use social media in other North Gujarat areas.

Direction for further research: In this study, much effort has been made to explore the influence of social media at the university on college student use intention. Further research is needed because other relevant factors that have not been taken into account in influencing use intention among college students when using university social media. Extending the model by adding relevant variables could create a more comprehensive-power model.

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