

THE INFLUENCE OF SOCIAL MEDIA IN INDIAN CULTURE

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Abstract

This study investigates the growing influence of social media on cultural values, behavioural patterns, and lifestyle choices among users in the Coimbatore district of India. With increased smartphone penetration, internet access, and digital literacy, platforms like Instagram, YouTube, and Facebook have become central to communication and self-expression, especially among the youth. While these platforms foster connectivity and provide exposure to global trends, they also challenge traditional Indian values and reshape regional cultural identities. Using a descriptive research design and a non-probability convenience sampling method, the study explores how social media impacts areas such as communication, education, mental well-being, consumer behaviour, and cultural preservation. The research aims to identify the most affected cultural domains and provide insights that could guide educators, policymakers, and communities in managing the balance between embracing digital advancements and preserving cultural heritage.

INTRODUCTION

Social media has rapidly reshaped communication and cultural expression in India. With growing smartphone usage, improved internet access, and government-backed digital literacy campaigns, platforms like Facebook, Instagram, WhatsApp, and Twitter have become deeply embedded in daily life.

People use social media for entertainment, news, self-expression, and staying connected. It plays a dual role in Indian society promoting cultural traditions and awareness on one hand, while also introducing Western influences that may challenge traditional values on the other.

India is now one of the largest social media markets, with over 500 million internet users and around 300 million active social media users. While social media helps amplify voices, support social causes, and spark movements, it also raises concerns about misinformation, hate speech, and the weakening of cultural roots.

OBJECTIVES

1. To examine the influence of the Indian cultural values and traditions in recent trends among social media users.
2. To analyze the impacts of social media on lifestyle, behavior, and adaptation patterns among young generation.
3. To identify the factors affecting the adaptations and such patterns among the media users.
4. To check on the influence of media in today's business and such.

STATEMENT OF THE PROBLEM

The rapid growth of social media has made immense changes to the way people interact, consume content, and engage with cultural activities. In the Indian scenario, as culture is rooted in tradition, the impact of global trends, digital publics, and online content has started to redefine deeply ingrained beliefs, values, and social practices. This change is most visible in young generations who are actively participating in digital media.

In spite of India's cultural diversity, few studies have been carried out to determine the localized effect of social media on regional cultural patterns. In Coimbatore district, an area that is under rapid urbanization and digitalization, there is a pressing need to look into how social media platforms like Instagram, YouTube, and Facebook are affecting the cultural identity, way of life, and interpersonal relationships of its inhabitants.

This research fills the void by examining the impact of social media on different facets of Indian culture communication, mental health, education, tradition, and consumerism within Coimbatore. It seeks to examine the extent of influence, determine the most impacted cultural domains, and present findings that can inform educators, policymakers, and community leaders on how to balance digital engagement and cultural preservation.

RESEARCH METHODOLOGY

The study adopts a descriptive research design to explore the influence of social media on Indian culture. Evaluating the effects of social media platforms on Indian cultural values, customs, language, behaviour, and lifestyle was the main goal.

SAMPLE DESIGN

Responses were gathered using a non-probability convenience sampling technique. It is appropriate for an exploratory study of this kind because the participants were selected based on their availability and willingness to participate.

TOOLS OF ANALYSIS

1. Percentage
2. Chi-square
3. Weighted Average Ranking

RESULTS AND FINDINGS:

S.no	Age	Frequency	Percentage (%)
1.	18-20	42	38
2.	21-30	40	36
3.	Above 30	29	26
	TOTAL	111	100
S.no	Age	Frequency	Percentage (%)
1.	18-20	42	38
2.	21-30	40	36
3.	Above 30	29	26
	TOTAL	111	100
S.no	Educational Qualification	Frequency	Percentage (%)
1	School Level	11	10
2	Under Graduate	34	31
3	Post Graduate	44	39
4	Professional Course	22	20
	TOTAL	111	100
S.no	Occupation	Frequency	Percentage (%)
1	Student	30	27
2	Employed	27	24
3	Unemployed	30	27
4	Self-Employed	15	14
5	Professional	9	8
	TOTAL	111	100

INTERPRETATION

1. Age Distribution

Most respondents are young, with 38% aged 18–20 and 36% aged 21–30. Only 26% are above 30, indicating a youth-dominated sample.

2. Educational Qualification

A large portion of respondents are well-educated, with 39% holding postgraduate degrees and 31% undergraduates. Only 10% have school-level education.

3. Occupational Status

Students and unemployed individuals each make up 27%, followed by 24% employed, 14% self-employed, and 8% professionals. The sample reflects a mix of employment statuses.

ANALYSIS

OBJ.1 To examine the influence of the Indian cultural values and traditions in recent trends among social media users.

In recent years, social media has become a powerful tool for communication, self-expression, and cultural exchange. In the Indian context, the influence of traditional values and cultural practices continues to shape how individuals engage with these platforms. This study aims to examine how Indian cultural values and traditions impact recent trends among social media users, with a focus on platform preferences across different occupational groups.

SOCIAL MEDIA PLATFORMS USED MOST FREQUENTLY

Crosstabulation

Occupation	Facebook	Instagram	Twitter	YouTube	Total
Student	9	17	2	2	30
Employed					
Unemployed	6	9	9	3	27
Self Employed					
Professional	6	15	3	6	30
	2	10	3	0	15
	3	4	2	0	9
Total	26	55	19	11	111

Interpretation

The results suggest that social media usage trends are consistent across occupations, with Instagram being the most popular platform. The lack of a significant association between occupation and platform preference indicates that modern digital habits, possibly influenced by evolving cultural values, are shared widely among users regardless of their professional background.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.403 ^a	12	.135
Likelihood Ratio	19.059	12	.087
Linear-by-Linear Association	.080	1	.777
N of Valid Cases	111		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .89.

FINDINGS

The study found that Instagram is the most frequently used social media platform across all occupational groups, particularly among students and the unemployed. Facebook and Twitter have moderate usage, while YouTube is the least used. Overall, students and unemployed individuals show the highest engagement with social media. However, the chi-square test revealed no significant association between occupation and platform preference, indicating that social media trends are fairly uniform regardless of employment status.

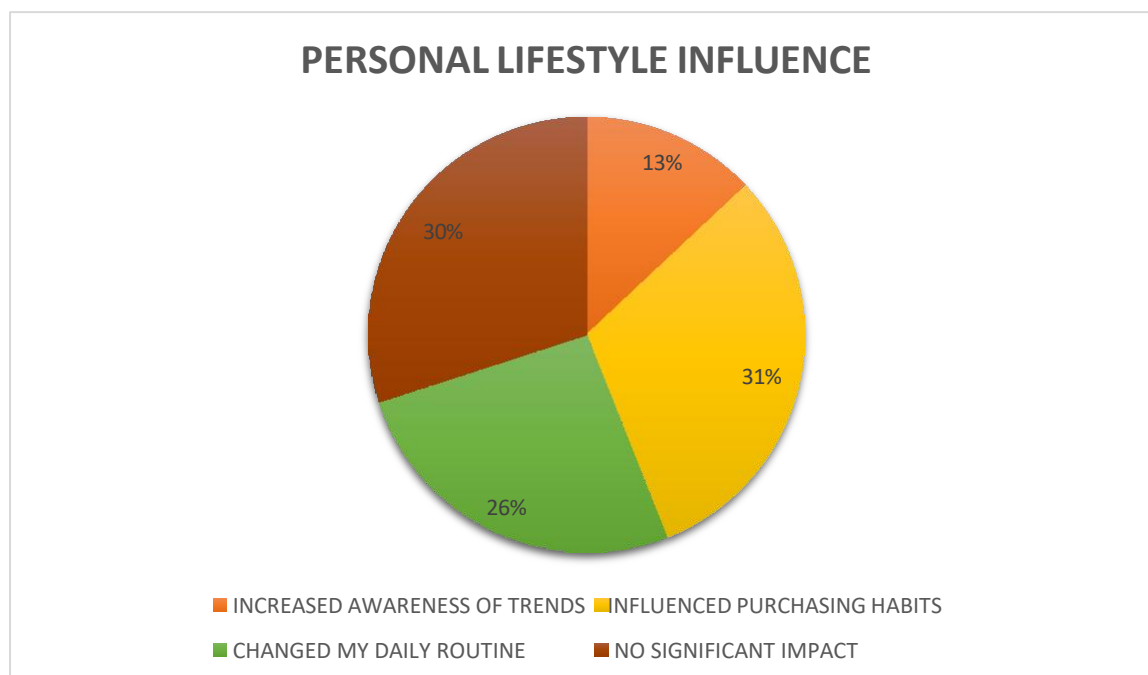
OBJ.2 To analyze the impacts of social media on lifestyle, behavior, and adaptation patterns among young generation.

Media plays a powerful role in shaping individual behaviours, preferences, and daily choices. With the rise of digital platforms and constant exposure to content, personal lifestyles are increasingly influenced by what people see and engage with online. This section explores how media impacts various aspects of personal life, including awareness, habits, and routines.

PERSONAL LIFESTYLE INFLUENCED BY THE MEDIA

S.no	Personal Lifestyle Influenced	Frequency	Percentage (%)
1	Increased awareness of trends	15	13
2	Influenced purchasing habits	34	31
3	Changed my daily routine	29	26
4	No significant impact	33	30
	TOTAL	111	100

The findings indicate that media plays a significant role in shaping personal lifestyles. The highest impact is seen in purchasing habits (31%), followed by changes in daily routine (26%). A notable portion of respondents (30%) reported no significant impact, while only 13% felt that media mainly increased their awareness of trends. This suggests that while media influences behavior and routines for many, its effect varies among individuals, with some remaining largely unaffected.



FINDINGS

The study found that 31% of respondents said media influenced their purchasing habits, making it the most common lifestyle impact. About 26% reported changes in their daily routine, while 13% experienced increased awareness of trends. Meanwhile, 30% stated that media had no significant impact on their personal lifestyle. This shows that while media influences many aspects of daily life, a considerable portion of individuals do not perceive major changes due to it.

OBJ.3 To identify the factors affecting the adaptations and such patterns among the media users.

As media continues to shape behaviours and lifestyles, it becomes important to understand which factors influence how users adapt to its content. From cultural representation to personal choices, different aspects of media impact users in various ways. This section aims to identify the key factors that affect these adaptations and patterns among media users, based on their levels of satisfaction.

Table showing respondents' satisfaction levels on media influence factors

Factors	Not Satisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied
Paid promotions and Advertisements	64	25	15	5	2
Career or Education Choices	28	53	24	6	3
Indian Heritage and History are Portrayed	29	28	37	14	3
Mental well-being and Self-Perception	33	34	24	16	4
Influencers in shaping Habits and Cultural Choices	37	29	24	9	12
Communication and Relationships	28	34	37	7	5

INTERPRETATION

The results indicate that users are more receptive to media content that reflects cultural identity and influences social habits, such as portrayals of Indian heritage and input from influencers. These elements appear to create a stronger connection with users. In contrast, promotional content and career- related media influence are less impactful, suggesting that users may perceive them as less authentic or relevant to their personal values and lifestyle adaptations.

S. NO	FACTORS	WEIGHTED SCORE	RANK
1	Indian Heritage and History are Portrayed	267	Rank I
2	Influencers in Shaping Habits and Cultural Choices	263	Rank II
3	Communication and Relationships	260	Rank III
4	Mental Well-being and Self-Perception	257	Rank IV
5	Career or Education Choices	245	Rank V
6	Paid Promotions and Advertisements	189	Rank VI

FINDINGS

The analysis shows that the portrayal of Indian heritage and history is the most positively received factor among media users (Rank I), followed by the influence of social media influencers (Rank II) and media's impact on communication and relationships (Rank III). Factors like mental well-being and career or education choices received moderate satisfaction levels, while paid promotions and advertisements ranked the lowest (Rank VI), with the highest number of respondents expressing dissatisfaction.

OBJ.4 To check on the influence of media in today's business and such. INTRODUCTION

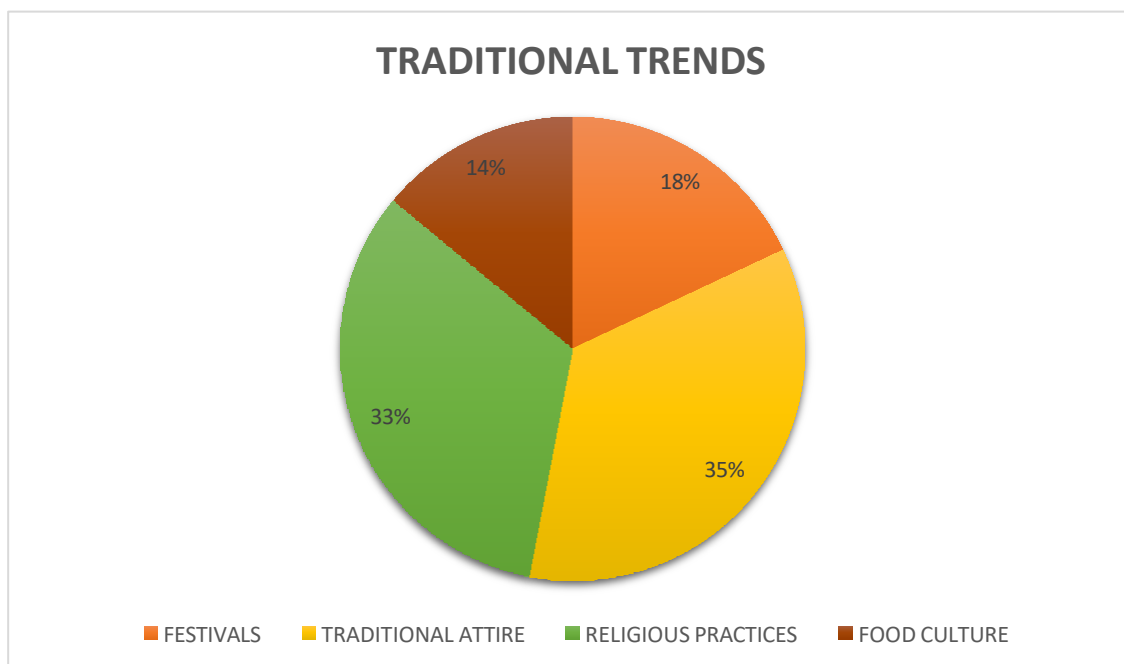
In today's digital landscape, media plays a crucial role in reflecting and promoting traditional cultural elements. From festivals to fashion, businesses increasingly rely on media to connect with audiences through culturally relevant content. This section explores how traditional trends are represented in media and how they influence consumer interest and business engagement.

TRADITIONS TRENDS IN MEDIA

S.no	Traditions Trends in Media	Frequency	Percentage (%)
1	Festivals	20	18
2	Traditional Attire	39	35
3	Religious Practices	37	33
4	Food Culture	15	14
	TOTAL	111	100

INTERPRETATION

The results indicate that media places strong emphasis on traditional attire and religious practices, likely due to their strong visual and cultural appeal. These trends offer businesses opportunities to connect with audiences through culturally resonant marketing. The lower focus on food culture suggests it is less leveraged in media, presenting a potential area for growth in industries like food, tourism, and local branding.



FINDINGS

The study found that traditional attire (35%) and religious practices (33%) are the most commonly highlighted traditional trends in media, indicating strong visual and cultural appeal. Festivals follow with 18%, while food culture is the least featured at 14%. This shows that media tends to focus more on visually expressive and culturally symbolic elements when portraying traditions.

CONCLUSION

The study highlights the significant role media plays in influencing various aspects of personal and social life, from lifestyle choices to cultural adaptations and business trends. Social media platforms like Instagram are especially popular among younger users, reflecting evolving preferences shaped by digital culture. Media influences personal habits, purchasing behaviour, and even daily routines, although the impact varies among individuals. Cultural elements such as Indian heritage, religious practices, and traditional attire receive positive attention, showing a strong connection between media and traditional values. However, commercial content like paid promotions is viewed less favourably. Overall, media serves as both a mirror and a driver of societal trends, shaping perceptions, behaviours, and market dynamics in today's interconnected world.

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