

COMPARATIVE ANALYSIS OF SOCIAL MEDIA USERS' CONSUMPTION PATTERS AMONG MALE AND FEMALE

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ABSTRACT

The increased use of social media has become an international phenomenon. New technology set new trends with the advent of social media and shifted the focus from traditional media to social media. Technology is changing our lives in various ways each decade. One of the major revolutions that are transforming our society and social connections is the use of social media. There was huge increase in social media users in 2021-2022. This study examines the social media users consumption patterns using the microscope of the Uses and Gratification theory. Data was collected from 350 male and females from university of Sargodha and university of Lahore through self-administered questionnaire. Analysis was made in SPSS v23. Findings indicate that YouTube most used social media site among male and female. Moreover, LinkedIn is the least-used social media platform among them. Furthermore, results show that a significant number of respondents check their social media accounts more than 20 times a day. Majority of male and female spend more than two hours on social media per day. Findings shows that there is correlation between usage of social media and gratification obtained. It's also investigated that there is no difference in gratification obtained among male and female social media users.

Keywords: Social media, Uses and Gratifications, Usage of social media, Gratification obtained by social media.

INTRODUCTION

Rapid transformation across the globe has been driven by the advent of social media. Now people have the ability to stay connected to individuals near and far online, as well as access to a variety of knowledge at their fingertips (Villanti et al., 2017; Kumar et al., 2019). Social media becomes one of the major revolutions that reshaping our society and social connections. Social media is not only used for social connection, but also to advance one's profession, learning, participate in political, civic arenas, and leverage consumption goals.

According to Carr and Hayes (2015) social media defined as "Inter net-based, disentranced and persistent channels of mass-personal communication facilitating perceptions of interactions among users, deriving value primarily from user-generated content"(p.49).

Originally, social media platforms were intended for social interaction and connection. People were able to connect with family members, friends, and colleagues through these novel platforms,

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as well as to form entirely new relationships. There are numerous social networking sites available today, including Facebook, Twitter, Instagram, etc.

Simultaneously Coronavirus was found in Wuhan, China. Travelers from the afflicted areas had brought the virus to China, the US, and Europe by the beginning of 2020, where it had already proliferated. In an effort to contain the outbreak, the World Health Organization classified it a pandemic in March 2020. To travel to, from, and within many nations was severely restricted as a result. Several institutions of higher learning and enterprises were also shut down Stay-at-home restrictions were also put into place in several places and they were shifted to virtual world (Yi et al., 2020).

As a result in the year 2020 most, online platforms have seen a massive surge of new and old users. Due to the increasing popularity of social media networking, social media usage has increased during pandemic periods all over the world as well as in Pakistan. In this contemporary world, social media users in Pakistan during 2020, 37.00 million but in Jan 2021 number increased to 46.00 million. In early 2022 social media users in Pakistan touched the number 71.70 million (Kemp, 2022).

Therefore, now we have quite different social lives. Physical distance rules and stay-at-home directives have made face-to-face communication more difficult Communication technologies now play a more significant role than ever (Choi & Choung, 2021). This included more than doubling weekly video calling utilizing platforms such as What Sapp, Facebook Messenger, and Instagram, as well as increasing daily and monthly active users of social media (Bowden-Green et al., 2021). People use certain type of media and content to gratify their specific needs. This challenging situation made it imperative to find out usage of social media and gratification obtained among male and female social media users.

Research Questions:

1. What is the relationship between the usage of social media and the gratification obtained?
2. What is the difference between male students and female students regarding gratification obtained?

Research Objectives:

1. To study the relationship between usage of social media and gratification obtained.
2. To investigate differences between male students and female students regarding gratification obtained.

Research Hypotheses:

1. There is relationship between usage of social media and gratification obtained.
2. There is no difference between male students and female students regarding gratification obtained.

REVIEW OF LITERATURE

Over the past several years, social media has gained enormous popularity among people all over the world. It has made communication easier for users and continues to be a platform where individuals can connect and interact with their friends and family, discuss their concerns, and gain support from them even when they are located in various areas of the world.

According to Marshall McLuhan, the world has transformed into a global village, and the dispersion of integrated technology in the form of social media is leading to digital reliance. Real-world space doesn't actually affect them as much as their online persona on social media does. By looking at how many people use these websites globally, one may understand their popularity. For instance, according to (Statista, 2021) there are 2.89 billion members on Facebook, of whom 2.1 billion are active users every day. There are also 2 billion users on YouTube and 330 million on Twitter.

On the other hand, in terms of media exposure, social media has evolved into a two-way communication channel, allowing users to interact with both those who transmit and who receive information at the same time. People nowadays can obtain news in a short amount of time while simultaneously sending messages to their own groups (Limvaraku, 2017).

However gender and socioeconomic position influence how people use social media. When social media usage is restricted to social networking sites like Facebook, Instagram, Snap chat, and others. girls more engaged in visual social media platforms and online messaging, whereas guys spend

nearly twice as much time on video games that frequently feature online chatting (Primack et al., 2017).

Along with this both male and female use social media for different reasons. Use and gratification theory was used as theoretical framework. Social media continues use intention depend on gratification obtained by male and female social media users. Female are mainly use social media to build relationship and close ties with them. Male use social media to get news and information (Yuan Y, 2011)

Significantly one of the theories relating to the use of social media is the uses and gratifications theory. Social media is used by people to fulfill their needs, need to be informed, know their friends' social activities, as well as the need for self-presentation, chatting, and having fun (Nadkarni & Hofmann, 2012; Piwek & Joinson, 2016).

Furthermore an investigation was carried out how student use social media in relation to the uses and gratification theory and to explore the function of uses and gratification theory. Survey and focus groups were used for analysis. Data were collected by 111 final year students of mass communication. The majority of respondents utilized social media for communication, research, opinion expression, news sharing, cooperation, maintaining connections, and making friends from other countries. The uses and gratification theory encourages people to be more active by encouraging them to accomplish things for themselves. Most of the study participants claimed to use social media for educational purposes (Salihu et al., 2016).

A survey was carried out among university students in South India on the uses and gratification of social media. Survey research was conducted and data was collected through a questionnaire. The respondents were chosen using purposive sampling and stratified sampling methods. Data collected from about 436 students pursuing higher education in the arts, sciences, administration, engineering, and medical fields provided the primary data for this study. The study's conclusions show that students interacted with teachers, researchers, and peers using social media. To get articles, videos, and other study materials. Academics and students exchanged ideas and experiences using social media. Students were used to meeting new people in both academic and social settings (Mathew Ancy et al., 2018).

Gratification obtained

Gratification obtained is simply defined as “need fulfillment” and the evolution of user’s experience of media. The term “gratification obtained” in the context of this study refers to the actual outcome that users obtained from the usage of social media.

A study conducted on social media platform Facebook, researchers looked into the benefits and uses of digital photo sharing. The study found six distinct forms of gratifications: affectionate behaviors, attention-seeking, information dissemination, and societal impact.

The primary conclusions of this investigation were as follows: (1) Age, disclosure, and the gratifications of social influence were positively connected; (2) habit and exposure gratifications varied by gender; (3) Gratifications from information sharing and habit were adversely connected with the number of photographs shared (Malik et al.,2016).

Along with this Punyanunt-Carter et al., (2018) examined the relationship between college students' uses and gratifications of the social media app Snap chat and its gratification. 396 undergraduates were respondents of the study. Findings shows that college students were satisfied with Snap chat. Findings also revealed negative relationship between individuals 'requirements (both entertainment and functional). Students use social media for communication purposes as compared to face-to-face communication.

Wang, (2018a) evaluates does Sina Weibo meets the needs of young Chinese users. This study employed a quantitative approach to collect information through a questionnaire. The findings demonstrated that Sina Weibo satisfies its users' needs across six aspects of gratification: social contact, social networking, information gathering, information sharing, amusement, and acclaim. The linkages between demographics and gratifications were also examined in this study, as correlations between using Sina Weibo and gratifications.

A comparative analysis UI Hassan et al., (2019) on affective gratification sought and obtained by information professionals. Affective needs related to emotional experience, quantitative survey research was conducted and data was collected via a self-administered questionnaire. Data was gathered from 700 professional's social media users. Findings revealed that gratification obtained by social media did not fully gratify the needs of information professionals.

There was also a comparison of cognitive needs and gratification obtained by the information professionals with an inspiration to uses and gratification theory. Acquiring information and knowledge related to cognitive needs. For this quantitative research was conducted and data collection made via a self-administered questionnaire. Data was gathered from 700 Information professionals. Findings demonstrate that social media unable to fully satisfy cognitive of information professionals' (Hussain et al., 2020).

Personal integrative requirements of information professional's included satisfaction sought and gratification obtained (Hussain et al., 2019). Having a stronger feeling of credibility, respect, status, confidence, and stability is a sort of integrative need that contains elements of both cognitive and emotional desires. For this quantitative research, data were collected via a self-administered questionnaire. Data was gathered from 700 Information professionals, social media users. The study's findings showed that social media was overly gratifying people's needs for personal integration.

THEORETICAL FRAMEWORK

3.1 Uses and Gratification Theory

Uses and gratifications theory is a way of understanding why and how people actively seek out different media to satisfy their needs. Other theories of media effect talk about what media do with the people and uses and gratifications deal with what people do with the media.

Uses and gratifications theory was developed in 1974 by Katz, Blumler, and Gurevitch. However, McQuail (2010) asserts that the hypothesis may be dated back to the early 1940s, when academics began looking into why individuals tune in to popular radio shows and why people read newspapers every day.

Explanation why people utilize particular media and what type of benefits they derive from led them to the development of the idea. The uses and gratification theory is being used by mass communication experts to investigate, clarify, and offer solutions to the questions of why individuals utilize particular media and advantages or gratifications they experience as a result of it. This theory's underlying premise is that people utilize mass media for a variety of purposes and are motivated by a variety of needs.

However, the arrival of social media technology changes how people utilize traditional media since they come in a variety of formats and contexts. Since they rely on specialized media contents, users of social networks and other computer-mediated interactions are very distinct from consumers of conventional media (Li, 2005).

The connection between mass media sources and their viewers has evolved as a result of new media technologies, which have also altered the way information acquired and delivered. According to Li (2005), people use social media to satiate their needs, which include cognitive, affective, personal integrative, and social integrative needs as well as need for tension release and medium attraction. In order to show the direct applicability of the uses and gratification theory and its participants, social media became a productive research area (Matei, 2010). Researchers analyzed and synthesized works of (Edegoh, L. O., & Asemah, 2014; Gallion, 2010), these academics, most of the individuals use social media for communication, engagement, enjoyment, and information gathering. Independence of social media users is their ability to actively seek out information and a variety of messages that will interest and benefit them for Sharing, socialization, self-expression, education, surveillance, and entertainment.

The uses and gratification theory's significance may be seen in this study, which investigates why and how demographic variable play its role in usage of social media, motivation to use social media and gratification obtained. How male and female utilize social media and is there any difference among them regarding gratification obtained?

METHODOLOGY

A cross-sectional quantitative survey research methodology was used for this investigation. 350 students used as sample. Convenience sampling techniques was used for this study. Initially personal contact was made with each respondent individually and I personally visited 350 respondents. In this study, questionnaires were individually distributed; free consultation was offered as an additional aid in hastening the completion of the surveys.

Due to this effort, 300 of the 350 surveys were completed; however, 28 respondents declined to complete the questionnaire because of few reasons, they do not have time to fill the questionnaire and they don't use social media. This makes response rate 91.99%. However out of 322, 22 questionnaires were incomplete and were therefore not included in the study. For additional research, only 300 surveys were employed, yielding a legitimate response rate of 90.64 percent.

Summary of Response Rate

Response	Total	Percentage
Total Instrument Call for Survey	350	100%
Non-Response	28	8.01%
Unusable Response	22	6.28%
Sum of Useable Responses	300	85.71%

Outliers and Normality

In this investigation, multivariate outliers were identified and handled using the Mahalanobis is D2 metric as recommended by (Tabachnick, 2013). Univariate outliers will also be eliminated by addressing multivariate outliers. Thus, IBM SPSS v23's linear regression approach was used to calculate Mahalanobis D2, which was then followed by the estimation of the Chi-square value. Because there were 82 items used, 82 represents the degree of freedom in the Chi-square table with $p < 0.001$, therefore the criterion is 14.53. Any instance that has a multivariate outlier status and a Mahalanobis D2 value of 14.53 or above ought to be dropped. Instances with values of 14.53 or higher were therefore disqualified from further investigation.

Computing the multivariate outlier detection method, the "Mahalanobis Distance", 1 respondent was deleted in the table no 5.3, because the "Mahalanobis Distance" value exceeded the "Chi-square distribution's" 82 degrees of freedom critical value.

Multivariate Outliers Deleted Case

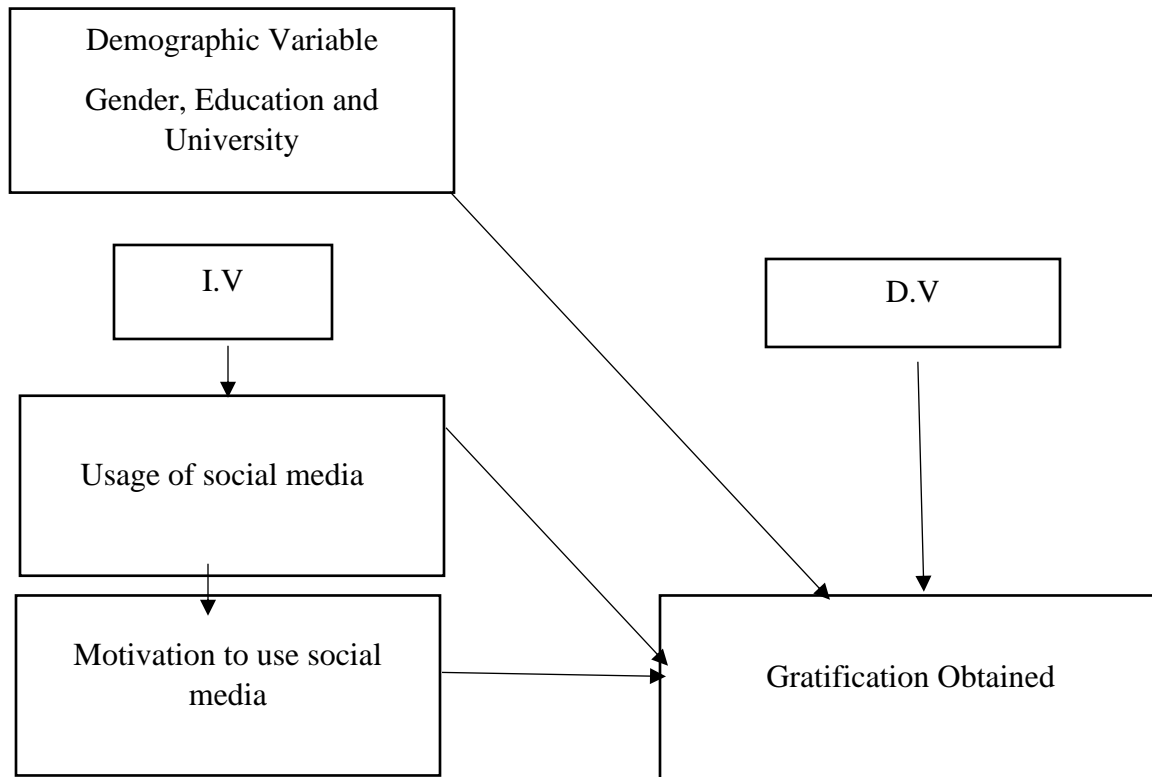
Number	Observation Case	Mahalanobis D-Square
1	23	14.53714

Reliability

Different reliability tests are employed, but the most popular and extensively used method for evaluating the consistency and reliability between items is Cronbach's Alpha (Ursachi et al., 2015). The consistency of the response is shown in Table 4.1, upon the conclusion of the SPSS 23 windows reliability test. All of the measures were discovered to have excellent reliability standards.

Construct	No of items	Cronbach's Alpha
Motivation to use social media	16	.823
Gratification Obtained	62	.922
Complete Instrument	74	.945

Conceptual framework of the study



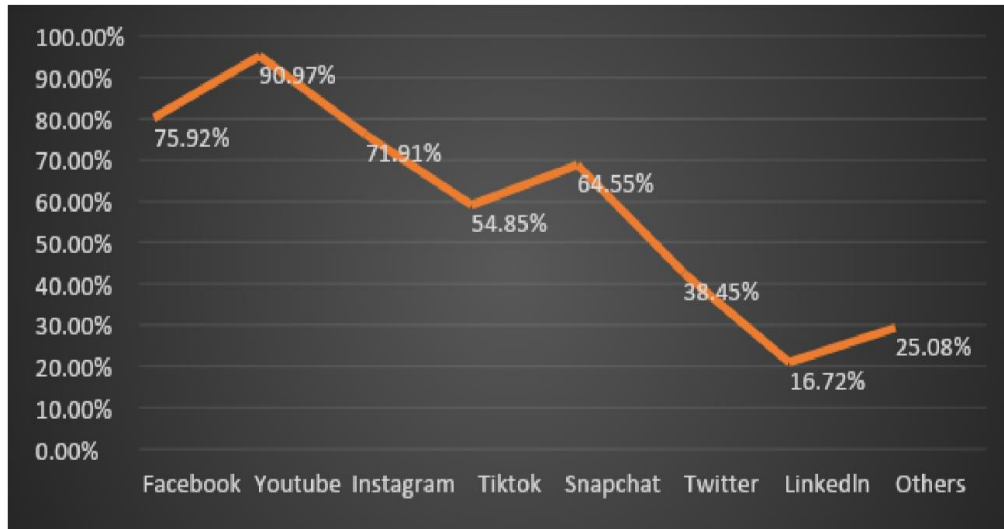
Statistical analysis and interpretation of the collected data is presented in this section. Both male and female students from the UOS and UOL (Sargodha Campus), both located in Sargodha, Punjab, Pakistan provided the information for this study.

Respondents Profile

Category	Frequency	Percent
Gender		
Male	150	50.2
Female	149	49.8

Majority of respondent's male with 50.2 % or 150 respondents. Rest of the respondent's female with 49.8 % or 149 respondents.

Social media platforms usage percentage



Result of the study shows that participants of the study use different social media platform. 90.97% social media users use YouTube ,75.92 use Facebook ,71.91% use Instagram ,64.55 use snapchat,54.85% use Tiktok, 38.45% use twitter, 16.72% use LinkedIn ,25.08% use Whatsaap and Google plus which falls under the category of others please specify.

Users' engagement

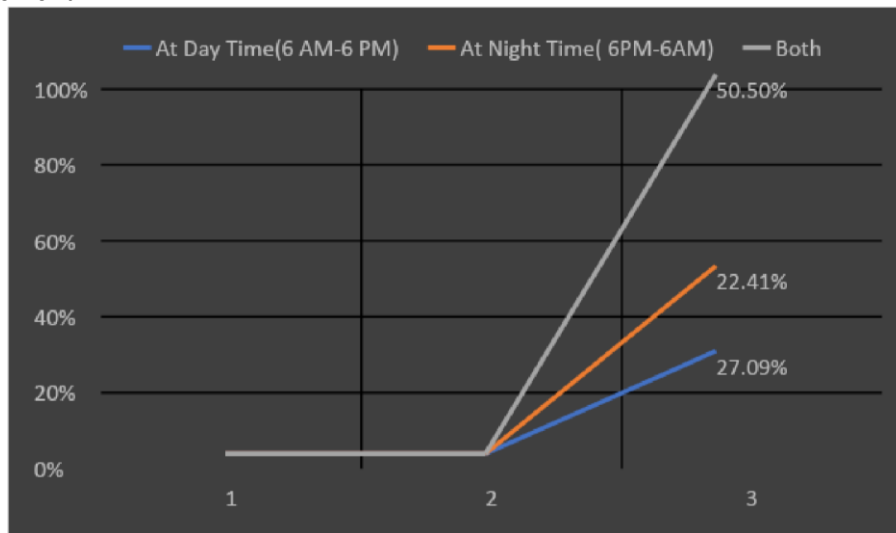
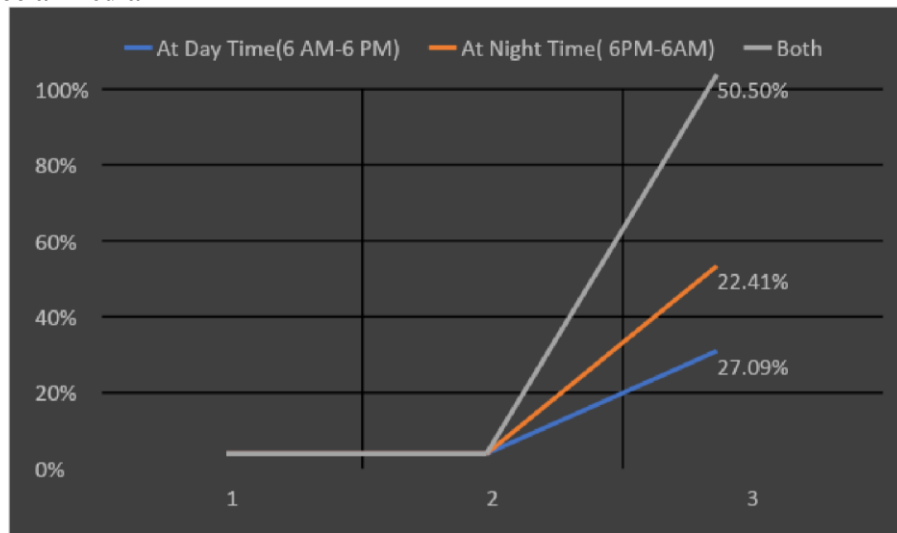


Chart shows that participants engage to use social media on daily bases 75.92%, on weekly bases 11.37%, 7.02 % users use social media on monthly bases and 5.69% use social media occasionally.

Time to use social media



Results of the studies shows that participants of the study use social media at which time, 22.41% users use social media between (6 PM-6AM) and 27.09% users use social media at (6 AM -6 PM) and majority with 50.50% of the user’s social media at both day and night.

There is significant relationship between usage of social media and gratification obtained

		GO
USM	Pearson Correlation	.177 **
	Sig. (2-tailed)	.002
	N	299

A standard scale is used to quantify the Pearson product-moment correlation coefficient, and its only range is from +1 to -1. This correlation coefficient shows an effect size and informs us about the degree to which two variables are correlated. In above table USM (usage of social media) and GO (Gratification obtained) represents $r = .177$ which indicates very weak correlation but +1 indicates a perfect positive linear relationship and results are significant at $p = .002$.

Effect of usage of social media on gratification obtained

Model Summary

R	R ²	Adjusted R ²	Std. Error of the Estimate
.177 ^a	.031	.028	.566

R Square's value display in the table. 031, which means that our independent variable usage of social media has 3.1% accounted for variation in dependent variable gratification obtained.

	Beta	Std. Error	B	Correlation
(Constant)	3.325	.122	27.236	.000
USM	.107	.035	.177	3.092 .002 .177

a. Dependent Variable: GO

Usage of social media made significant contribution in explaining the dependent variable, gratification obtained. As indicated that the beta value is 0.177 which means that the change in usage of social media by one unit will bring about the change in the gratification obtained by 0.177 or we can say that a one unit increase in USM will result in a 0.177 unit rise in GO. Thus, social media usage significantly related to gratification obtained.

Furthermore, the beta value is positive which indicates the positive relationship between usage of social media and gratification obtained & P = .002 is less than alpha level so null hypothesis has been rejected & result are significant.

There is no significant difference in gratification obtained by male and female social media users.

		T-Test						
		F	Sig.	T	Df	Sig.	Mean	Std. Error
		(2-tailed Difference)						
GO	Equal Variances Assumed	.006	.918	1.547	297	.123	.102	.066
	Equal Variances Not assumed		1.548	295.267	.123	.102	.066	

The null hypothesis is not rejected because P value is bigger than alpha, hence we can say that there is no difference found in gratification obtained by males and females social media users. Results are insignificant.

DISCUSSION AND CONCLUSION

This study looks into usage of social media and gratification obtained by social media users. This also investigate if there is any difference in gratification obtained by male and female social media users and, if there is any relationship between usage of social media and gratification obtained.

Findings shows that there is significant positive correlation between usage of social media and gratification obtained. Majority of the respondents claimed that they daily use social media. YouTube was most used social media site by the respondents and LinkedIn was the least used. YouTube most used platform because most of the participants use it for educational material, learning, information purposes, and for entertainment. In short, all types of content are available on this video-sharing website. YouTube popular social media platform among public, particularly among younger generation. While LinkedIn used for professional contacts and ties, and it's used in business to hire people and some use it to find jobs which relevant to them. Majority use social media for more than 2 hours in a single day.

To put the findings of this in the perspective of uses and gratification theory, the survey also reveals that participants' usage of social media platforms driven by various needs: Such as cognitive, affective, personal integrative, social integrative and tension free needs. There is relationship between usage of social media and gratification obtained. There is no difference in gratification obtained by male and female social media users.H3 approved, finding of this study is exactly similar to (Karimi et al., 2014). According to uses and gratification theory media haves' ability to fulfill the needs of audience and people actively choose media to satisfy their needs.

RECOMMENDATION

- The findings of this study suggest fresh avenues for further investigation. In order to generate better contexts for results, future research should incorporate a cultural

dimension. Studies with diverse and sizable samples should be carried out to look at other provinces and nations.

- Future studies should consider Uses and gratification of social media for entrepreneurs.
- For better understanding of why and how people use social media researcher should use mix methodology.

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