

A STUDY ON IMPACT OF MENTAL WELLBEING AND BEHAVIORAL ATTITUDES ON SOCIAL MEDIA USAGE

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ABSTRACT

Social media usage has grown rapidly and become an integral part of daily life, influencing how individuals communicate, interact, and express themselves. The increasing engagement with digital platforms has significantly affected emotional health and personal behavior. While social media offers benefits such as connectivity, information access, entertainment, and social support, excessive usage may contribute to stress, anxiety, mood disturbances, low self-confidence, and dependency. Responsible and balanced usage can, however, enhance awareness, social bonding, and positive interaction in the digital environment.

The influence of digital platforms on emotional stability and personal conduct has become an important area of research in today's technology-driven society. Interactive features such as messaging, sharing, commenting, and online networking shape users' responses, habits, and decision-making patterns. Although these platforms create opportunities for engagement and self-expression, they also present challenges related to emotional regulation and behavioral changes. Understanding these effects is essential to encourage healthier digital habits and promote overall psychological balance among users.

KEY WORDS: Digital lifestyle, Emotional health, online interaction, psychological balance, User behavior.

INTRODUCTION

In recent years, social media has become an integral part of daily life, influencing how people communicate, consume information, and make purchasing decisions. Platforms such as Instagram, Facebook, Twitter (X), YouTube, and What's up not only serve as tools for social interaction but also play a significant role in shaping public opinion, lifestyle choices, and consumer habits. With the growing dependence on social media, there is increasing concern about its impact on users' mental health.

Consumer behavior on social media platforms is shaped by various factors, including peer influence, targeted advertisements, and the ease of access to information. Social media algorithms are designed to personalize content, thereby subtly directing users toward specific products or services. These platforms not only serve as marketplaces but also as sources of social validation, where likes, comments, and shares can reinforce purchasing decisions. Understanding these dynamics helps marketers and policymakers to navigate the ethical challenges of advertising while safeguarding consumer interests.

The influence of social media on online purchasing decisions cannot be overstated. From product reviews to influencer endorsements, social media platforms have become vital channels for consumers to gather information and make informed choices. This shift in consumer behavior necessitates a thorough examination of how psychological factors and social media content interact to drive buying habits. Additionally, recognizing the role of social media in consumer decision-making can aid businesses in developing strategies that align with consumer preferences and mental health considerations.

Excessive use of social media has been linked to various psychological issues such as anxiety, depression, low self-esteem, stress, and a sense of social isolation. The constant exposure to idealized content and the pressure to maintain a certain online image can lead users to experience feelings of inadequacy and emotional distress. At the same time, social media has transformed the consumer landscape by providing personalized advertisements, influencer marketing, and real-time product reviews, which strongly influence buying behavior, especially among young adults.

This study aims to explore the relationship between social media usage, mental wellbeing awareness, and consumer behavior. It seeks to understand how social media affects emotional well-being and decision-making, and to identify the factors that influence user satisfaction and purchasing habits. By examining these aspects, the research intends to offer meaningful insights and suggestions for promoting healthier social media practices and more mindful consumer behavior.

STATEMENT OF THE PROBLEM

With the rapid expansion of social media platforms, users are increasingly exposed to a variety of content that significantly influences their thoughts, emotions, and behaviors. While social media offers numerous benefits such as connectivity and access to information, its excessive use has been linked to negative mental health outcomes including anxiety, depression, and stress. At the same time, social media acts as a powerful marketing tool that shapes consumer behavior through targeted advertisements and influencer endorsements.

Despite the widespread use of social media, there is limited understanding of how mental health concerns intersect with consumer attitude in this digital environment. Many users are unaware of the

psychological impact of their social media engagement, and the influence of these platforms on their purchasing decisions remains underexplored. This creates a need to investigate the awareness levels regarding mental health, identify factors influencing consumer behavior, and analyze the emotional challenges faced by users. Addressing these gaps will help develop strategies to promote healthier social media use and more responsible consumption patterns.

1.3 OBJECTIVES OF THE STUDY

- To find out the level of awareness regarding the impact of social media on mental health.
- To ascertain the factors influencing consumer behavior on social media platforms.
- To identify the psychological effects on experienced by social media users.
- To study the behavioral attitudes influenced by social media users.

1.4 SCOPE OF STUDY

The study focuses on examining the impact of social media usage on mental well-being and behavioral attitudes of the selected respondents. It analyzes usage patterns such as frequency, duration, and purpose of using social media platforms, and their influence on psychological factors like stress, anxiety, mood, and self-esteem. The study also evaluates behavioral changes including attention span, emotional reactions, social comparison, and decision-making behavior. It considers both positive aspects such as connectivity and information sharing, and negative aspects such as addiction and emotional imbalance. The research is limited to data collected from respondents within a specific area and time period, based on survey methods.

1.5 RESEARCH METHODOLOGY

The research study involved the extensive usage of both primary and secondary data sources. The research process involved the study of various factors affecting the industry including the government policy, market environment, competitive, landscape, historical data, and present trends in the market.

LIMITATIONS OF STUDY

1. The major limitation of the study is that it was conducted under constraints of time, resources, and scope, which restricted the depth and breadth of the research. As a result, the findings may not be fully generalized to represent the entire population or diverse user segments on a larger scale.
2. The results and analysis of the study are entirely based on the responses given by participants, which may vary based on their level of awareness and willingness to share honest information.

3. The data collected reflects the individual perceptions, feelings, and understanding of the respondents regarding social media and mental health, which may not be objectively measurable or consistent.

FINDINGS

PERCENTAGE ANALYSIS

- It is concluded from the above analysis that a majority (55%) of the respondents are female.
- It is concluded from the above analysis that majority (40%) of the respondents are up to the age group of 20 years.
- It is concluded that a majority (49%) of the respondents are Students category.
- It is concluded that a maximum (28%) of the respondents Usage Duration is between 1-2hours used per day.
- It is concluded that a maximum of (26%) of the respondents frequently used YouTube.
- It is concluded that a majority (72%) of the respondents opinion that high impact of Social media users.
- It is concluded that maximum (25%) of the respondents are Agree the stress for social media usage.
- It is concluded that majority of (39%) of the respondents are frequently compare their life on social media.
- It is concluded that a majority (43%) of the respondents are influenced by product reviews.
- It is concluded that a maximum (28%) of the respondent buying decisions are influencer recommendations.
- It is concluded that a maximum (32%) of the respondents are occasionally use online purchase.
- It is concluded that a maximum (35%) of the respondents are opinion that negative effects of social media.
- It is concluded that a maximum (23%) of the respondent are using social media for connect with people.
- It is concluded that a majority (35%) of the respondent opinion that the contents on social media is edited.
- It is concluded that a majority (40%) of the respondent follow a habitual style of social media usage.

CHI SQUARE ANALYSIS

- There is no significant relationship between gender and the level of satisfaction of the respondents.
- There is no significant relationship between age and the level of satisfaction of the respondents.

- There is no significant relationship between occupation and the level of satisfaction of the respondents.

WEIGHTED AVERAGE SCORE RANKING METHOD

- The analysis shows that the factor Self comparison was ranked first by the respondents with the weighted score of 20.79 points.
- The analysis show that the factor Time spends was ranked second by the respondents with the weighted score of 20.56 points.
- The analysis shows that the factor Mood changing was ranked third by the respondents with the weighted score of 20.44 points.
- The analysis shows that the factor Anxiety was ranked fourth by the respondents with the weighted score of 20.04 points.
- The analysis shows that the factor Stress relief awareness was ranked fifth by the respondents with the weighted score of 18.15 points.

SUGGESTIONS

- Since excessive social media usage negatively affects mental well-being, users should be encouraged to practice mindful usage by limiting screen time and avoiding unhealthy social comparison.
- As social media strongly influences consumer attitude, businesses should promote ethical advertising and avoid misleading or exaggerated content to build long-term trust among consumers.
- Considering the rise in stress and anxiety due to online pressure, social media platforms should introduce mental-health-friendly features such as content filters, break reminders, and positive content promotion.
- Even though awareness about social media impact is increasing, regular awareness programs and digital literacy campaigns can help users make informed decisions, improving both mental well-being and responsible consumer behavior.

CONCLUSION

In conclusion, social media has become an important part of daily life, significantly influencing mental well-being and behavioral attitudes. While it offers positive benefits such as connectivity, information sharing, entertainment, and social support, excessive usage can lead to negative effects like stress, anxiety, reduced self-esteem, distraction, and addiction tendencies. The study highlights that the frequency and purpose of social media use play a major role in shaping emotional health and behavioral responses. Therefore, maintaining a balanced and responsible approach to social media usage is essential to promote better mental well-being and positive behavioral development.

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