SOCIAL MEDIA: DOES IT INNOVATE AND WORK?

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ABSTRACT

PURPOSE

Social media are fundamentally varying the way we communicate, collaborate, consume, and create. The drive of this study is to represent one of the most transformative impressions of information technology on business and stimulate innovative investigations of the affiliation between social media and business transformation. The main purpose is to focus on time spent on social media and attempt to examine its impact on stress level, productivity, job satisfaction, peer support.

METHODOLOGY

It is an experimental study. The data was gathered from service sector across India. The data was gathered from 502 employees before implementation of initiative of spending time on social media as well as after the implementation of the initiative. Before and after experimental design was employed and hence two group dependent t-test was used. For analysing impact correlation and simple regression were employed.

RESULTS

The study has focussed on impact of time spent on social media and found that stress level, peer support, productivity are all influenced by its usage. Whereas job satisfaction is unaffected by it. Time spent was further checked for gender and age groups of employees. It was found that both genders equally spent time. But there was significant difference in time spent on social media among different age groups.

CONCLUSION

The stress level is reduced, peer support is increased and productivity of employees is also increased. Such results are obtained as the interaction becomes healthy among employees and they move towards the creative and innovative ideas that have impacted on their job. The present study has determined the relevance, benefits, and hazards of employing social media

Key words: Before and After Experimental Design, Job Satisfaction, Peer Support, Productivity, Social Media, Stress.

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1. INTRODUCTION

In today's world because of the involvedness of the work processes in order to get things done everyone does work with one another rather than working alone in a vacuity. This process has become more complex because of mobility. The colleagues and customers are out of one's physical proximity. Thus, using social media internally and externally to achieve organizational objectives is a corporate practice adopted by the employees. Social Media can be defined in terms of online communication channels for information, connection and coordinated efforts. Social media includes discussion platform on sites, micro-blogging, social system administration, social bookmarking etc. Around the globe, social media has been advancing rapidly giving innovative approaches to individuals. It is also accepted that social media has deeply changed the process of communication in personal and professional life. (Aguenza, et al., 2012).

With advancement in technology the concept of social networking has evolved despite the current buzz about social media. (Edosomwan, et al., 2011). Social media in 21st century has introduced a new aspect to the way people communicate across the globe which has even led to business developments (Ray, S.K. and Saeed, M.2015). The significance of 'knowledge capital' is the result of the arrival of social networking systems within organizations (Acquaah, 2008). Through this it is clear that even though the knowledge can be stored in various forms ranging from print to electronic, the cognitive knowledge still resides with the individuals. Thus it can be supposed that in order to enhance the sharing of cognitive knowledge effective interaction is required between the individuals (Munene & Nyaribo, 2013). (Ferreira and Du Plessis, 2009) in proposed that flexibility provided by internet in the form of World-Wide-Web has helped business and people to communicate beyond the boundaries of distance, language and domains of knowledge.

Social media is appealed as a significant mediator in fostering social connections to maintain or expand the existing social network. In organizations, employees are encouraged to create universal level of networking within organization and other organizations in terms of usage of social media. Social media is useful interaction mode among employees that would enhance teamwork, collaboration and knowledge sharing. The usage of social media supports social processes in unique way along with the data, information and knowledge distribution between employees and customers (Kaplan and Haenlein, 2010). Regardless of limitation of space and time, the convenience of interaction encourages continual increase of social media practice among employees. Some organizations have shown high performance and healthy teamwork facilitated by social media (Razmerita et al., 2014).

It has been originated in recent studies that social networks are portrait of human behaviour and social networking sites do satisfy the desire of people to communicate and connect with others they know, to interact with unknown with whom they share common interest, to collaborate, participate and share information and knowledge as well as to acquire new knowledge. The online behaviour of people includes many aspects like they build individual relationships, expands their friend network, identify other individual who shares common experiences with them, and talk about common topics of interest. In addition to this people engage themselves in social networking sites for dating and finding potential life partners, staying connected to old friends or distant family and virtually meeting peers, including work

colleagues, to discuss current issues or topics of interest (Varghese, S and Thriveni Kumari. K. 2018). For every organisation its employees are valuable assets as the success of organisation depends on the efficiency of its workforce. The employers are concerned due to the growing usage of social media and its popularity. It is proved that the usage of social media during working hours cannot be prevented entirely. Thus the objective of this study is to examine the extent of social media participation by employees and its outcome on their productivity. (Shirky, 2008) in his study identified that high usage of electronic social networking amongst employees is linked with the availability of laptops, low cost internet access, working from home and the rising erosion of traditional concepts of office hours. (Bennett et al., 2010) in their study found that just like any other new thing, the mixed approaches they generate are a result of ignorance, intolerance, fear or a mixture of all three. Social networking on a positive note, has been credited with the viability to expand social contacts, accelerate business processes, the improvement of customer relations, costeffective recruitment of high-calibre staff, and the improvement of morale, motivation and job satisfaction among staff (Van Zyl, 2009).

2. LITERATURE REVIEW

Social media is so attached with our daily lives that we are accustomed and feel that this system is a global sensation. It is a social instrument of communication. It is viewed as a bipolar communication for enabling digital generation to communicate back. It covers a wide range of online activities like collaborative projects, virtual game worlds, blogs, and virtual social media worlds. The previous studies reveal that social media has become a part of digital generation. As on 2019 March, there are more than 2.1 billion users on Facebook and about half of them log into the site on daily basis. Every individual's average number of friends is 200. Twitter has around 320 million users and more than 100 million of the consumers tweet every day. SNS (social networking sites) doubtless the most common and consumer oriented in the world of social media. There are various options for engaging the digital generation through various marketing strategies. (Sinan Aral et.al, 2013) revealed that the way we communicate, collaborate, consume, and create is fundamentally changing because of social media. Both within and outside firm boundaries they represent one of the most transformative impacts of information technology on business. This study was designed to stimulate innovative investigations of the affiliation between social media and business transformation. It has broad research agenda for understanding the associations among social media, business, and society. The main purpose is to focus on time spent on social media and examine its impact on stress level, productivity, job satisfaction, peer support among employees. Various aspects of social media along with review of literature is presented in the following section.

2.1. Interaction Orientation

Enables the interaction between firm and customers by leveraging a more intense and authentic communication. With dimensions like an interpersonal utility, privacy concerns, perceived ease of use and age, frequency of using social media can be judged (Cha 2010). (Livingstone 2010) emphasized that while using different social media, adolescents give due importance to their identity protection. Motives for online communications always play a central theme of research.

2.2. User added Value

Is leveraged fostering online collaboration and active participation among online generation through user generated content example, feedback and reviews of the products. The increased and intensified usage of social media in past few years facilitated the consumers or organizations to converse with each other. Around 70% companies use social media actively

because of the popularity of social media. In the current scenario, social media is seen as a way of life to socialize and conduct business.

2.3. Customization & personalization

Enhances the online experience to suit the particular needs and preferences. (Kaur, T. and Zafar, S. 2014) examined the growing need to adopt social media in all the aspects of life. A short time back HR persons used to travel from one place to another and also meeting were convened for discussing policies of organizations related to promotions, retention, separations etc. but now social media, a single tweet/Facebook update or a post on the Internet-based organization management system has made these operations easy at a single stroke. It is a well-known detail that human beings having similar interests like to communicate with each other. Organizations by creating communities of like-minded individuals are able to influence the needs and interests of the people. Some networking platforms provide opportunities for digital generation to experience the companies' products and services. (Lee et al. 2012) in their research argued that for real-time interpersonal communication social media see the needs of an individual in mediated forms. (Menayes 2014) in his study found key motivating factors for using social media: information seeking, personal utility, entertainment, and convenience.

2.4. Use Blogs and other Social Media Tools for engaged generation

In today's era of digitalization if people can communicate, interact and provide feedback to the company: they feel more connected with the products offered by the company. When digital generation is emotionally engaged with the products or services, they are more likely to communicate through word of mouth and social media. (Allen, R.G. 2008) focused in his research on three factors like age, gender, and access to technology influencing usage of social networking. The result indicated that age and access have a significant impact on consumption of social networking websites. Moreover it was also found from the consequences that females use social networking sites for social involvement and want to engage with their friend groups while males are using SNS for expanding their business and looking for new opportunities in business.

2.5. Emotional Significance:

When people engage on their terms they develop emotional importance and relationships with others as well as with the products they purchase online and therefore social media is a successful mode to create and increase the emotional significance of a brand (Mangold & Faulds, 2009). Social media helps the companies in developing a more effective brand positioning and to reinforce brand personality. (Evans 2012) argued that in the era of digitalization, with the aim to augment brand loyalty social market can be used because it allows the companies to take part in a conversation and build relationships with their customers. The statistic shows that companies are recognizing the potential for social marketing on Facebook, they are getting to launch an ad optimization tool designed to help brands manage, interpret and engage their campaigns with informal precision. (Yadav, M. 2017) also concluded that technology is more about linking people through Internet technologies and web-based applications rather than linking customers which is increasing constantly. The increased and intensified usage of social media in past few years facilitated the consumers or organizations to communicate with each other and provide them with ease for interaction with a large audience.

2.6. Recruitment

Apart from applicant attraction through employer branding social media can also be powered for active recruitment. Although conventional and social media recruitment have differences in

their approaches and philosophies. Social media should not be mistaken as ‘the recruitment strategy’ as it does open the doors and changing the way recruitment functions because it is only a part of the recruiting strategy. (Dutta, D. 2014) discussed the role of social media in the strategic recruitment. The study provided details on how social media provides a logical platform for working on applicant attraction between marketing concepts and applicant attraction parallels. Social networking as a recruitment tool is gaining popularity. Those organizations which are recruiting by means of social media are perceived as evolving, innovative, and open to technological change.

2.7. Innovation

(Kaul, A. and Chaudhri, V. 2015) highlighted the relevance of social media hinges in context of innovation. Due to social media an innovation paradigm shift has occurred which has encouraged the stakeholders to innovate and co-create with companies heralds engagement. To develop innovative and consumer specific products few companies like Volvo, Nike, and Lego have used this consumer-friendly environment. Operational performance of the company is improved owing to knowledge inflow and process upgradation. In developing a vision and its strategic implementation such interactions helped companies.

2.8. Research Gap

It has been identified from the past reviews that social media in all aspects, is useful in sustaining the competitive advantage. The researchers also argued that Social media is an effective way for creating & increasing the emotional significance of a brand and it builds relationship with customers by communication. Social interactions are an assessment of trends and preferences of people so that new outlook were explored but in this present study, the main purpose is to focus on time spent on social media and attempt to examine its impact on stress level, productivity, job satisfaction, peer support among employees of service sector in India. As no earlier studies have taken such variables together and wanted to find the variances so this existent study has unique concept and this gap has been statistically found through the testing of hypotheses.

3. OBJECTIVES OF THE STUDY

- To measure the difference for demographics (Gender & age) among employees with respect to time spent on social media.
- To study the differences in the employees’ stress level, employee productivity, peer support and job satisfaction after implementation of new initiative of spending time on social media.
- To examine the impact of time spent on social media on employees’ stress level, employee productivity, peer support and job satisfaction.

4. METHODOLOGY

The research is an experimental study. For this total 502 employees were chosen to solicit their responses for social media. The data was collected from respondents before implementation of initiative of spending time on social media as well as after the implementation of the initiative. Therefore purposive sampling method is applied and respondents were selected from service sector companies across India which implemented the initiative. The field work was done during January 2020-July 2020. After repeated follow-ups, only 502 duly filled-in questionnaires could be collected constituting 85 per cent response rate. The sample was deliberately restricted to employees of service sector. The instrument was self-constructed based on earlier studies. The questions were standardized on 5 point Likert scale which does

range from strongly agree to strongly disagree. The scale was finalized after normal distribution. The questionnaire included items relating to time spent on social media, job satisfaction, peer support, stress level and employee productivity. The research design used was before and after Experimental Design.

5. FINDINGS AND RESULTS ON HYPOTHESES

H₀₁: There is no significant difference between male and female employees with respect to time spent on social media.

Table 1 Group Statistics on Gender & Time Spent on Social Media

	Gender1	N	Mean	Std. Deviation	Std. Error Mean
Time spent	Female	256	1.7563	1.07804	.06738
	Male	246	1.7916	1.07506	.06854

The above table unveils the mean score of male and female employees with respect to time spent on social media. It indicates that both male and female equally spent their time on social media. Hence, no significant difference is found between male and female employees with respect to time spent on social media.

Table 2 Independent Samples t-Test Group Statistics on Gender & Time Spent on Social Media

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	.063	.802	-.367	500	.714	-.03529	.09612	-.22414	.15356
Time spent Equal variances not assumed			-.367	499.310	.714	-.03529	.09611	-.22413	.15355

Table 2 exhibits that the p-value 0.714 is more than 0.05 and so the stated null hypothesis 'There is no significant difference between male and female employees with respect to time spent on social media' is not rejected. This infers that the male and female employees' perception towards time spent on social media is not significantly different.

H₀₂: There is no significant difference among different aged employees with respect to time spent on social media.

Table 3 Descriptive Group Statistics on Age & Time Spent on Social Media Timespent

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
25-35	188	1.9580	.96115	.07010	1.8197	2.0963	.00	3.60
35-45	63	1.6659	1.03460	.13035	1.4053	1.9264	.05	3.52
45-55	104	1.9051	1.15364	.11312	1.6807	2.1295	.00	3.57
above 55	147	1.4910	1.11896	.09229	1.3086	1.6734	.00	3.56
Total	502	1.7736	1.07565	.04801	1.6793	1.8680	.00	3.60

The above table no. 3 unveils the mean score of age wise employees with respect to time spent on social media and discloses that those employees who are between 25-35 years, have the highest mean score followed by those who are between 45-55 years, 35-45 years and above 55 years. Hence, age wise difference is found among employees with respect to time spent on social media.

Table 4 ANOVA Group Statistics on Age& Time Spent on Social MediaTimespent

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	20.666	3	6.889	6.137	.000
Within Groups	559.003	498	1.122		
Total	579.669	501			

The above table displays ANOVA results which states the Goodness of Fit Model in explaining the effect of age on time spent on social media. The F value is 6.137 and p value is $0.000 < 0.05$. Hence, the hypothesis 'There is no significant difference among different aged employees with respect to time spent on social media' is rejected.

H₀₃: There is no significant difference in employees' stress level after implementation of new initiative of spending time on social media

Table 5 Paired Samples Statistics on Stress Level.

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Before Stress Level	4.7595	502	2.37910	.10618
	After Stress Level	3.6572	502	1.80255	.08045

Table no.5 presents the mean on the difference in employees' stress level after implementation of initiative of spending time on social media. The mean of stress level before implementation of new initiative of spending time on social media is 4.75 at 2.37 SD and the mean of stress level after implementation is 3.65 at 1.80 SD which is lower to the mean of before implementation of new initiative of spending time on social media.

Table 6 Paired Samples Test on Stress Level

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Before Stress Level After Stress Level	1.10230	2.60212	.11614	.87412	1.33048	9.491	501	.000

The p-value (.000) is < than at 5% alpha value t-test value is 9.491 which is more than the tabulated value so the hypothesis is rejected and it is concluded that there is a significant difference in employees' stress level after implementation of new initiative of spending time on social media and it is lower to earlier environment.

H₀₄: There is no significant difference in perception of employees for support they receive from their peers after implementation of new initiative of spending time on social media.

Table 7 Paired Sample Statistics on Peer's Support

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Before Peer Support	5.6009	502	2.65419	.11846
	After Peer Support	6.1127	502	2.39945	.10709

The above table presents the mean on the difference in perception of employees for support they receive from their peers after implementation of new initiative of spending time on social media. The result revealed that the mean of perception of employees for support they receive from their peers before implementation of new initiative is 5.60 at 2.65 SD and the mean of perception of employees for support they receive from their peers after implementation of new initiative of spending time on social media is 6.11 at 2.39 SD which is higher to the mean of before implementation of new initiative.

Table 8 Paired Samples Test on Peer's Support

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Before Peer Support After Peer Support	- .51188	3.45783	.15433	-.81509	-.20866	-3.317	501	.001

Result shows that null hypothesis there is no significant difference in perception of employees for support they receive from their peers after implementation of new initiative of spending time on social media is not accepted as p-value (.001) is less than at 5% significant level and the t-test statistic is 3.317 which is more than the tabulated value. Thus, there is significant difference in perception of employees for support they receive from their peers after implementation of new initiative of spending time on social media.

H₀₅: There is no significant difference in job satisfaction of employees after implementation of new initiative of spending time on social media.

Table 9 Paired Samples Statistics on Job Satisfaction

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Before Job Satisfaction	5.5505	502	2.70686	.12081
	After Job Satisfaction	5.5629	502	2.77847	.12401

The above table displays mean on the difference in job satisfaction of employees after implementation of new initiative of spending time on social media. It revealed that the mean of before implementation of new initiative of spending time on social media, the job satisfaction of employees is 5.55 at 2.70 SD and the mean of after implementation of new initiative, the job satisfaction of employees is 5.56 at 2.77 SD. Both the means are nearly equal.

Table 10 Paired Samples Test on Job Satisfaction

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Before Job Satisfaction After Job Satisfaction	-.01239	3.84626	.17167	-.34967	.32489	-.072	501	.942

Result indicates that hypothesis “There is no significant difference in job satisfaction of employees after implementation of new initiative of spending time on social media” is accepted as p-value 0.942 is more than 0.05 and t-test statistic is .072 which is less than the tabulated value.

H₀₆: There is no significant difference in productivity of employees after implementation of new initiative of spending time on social media.

Table 11 Paired Samples Statistics on Productivity

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Before Productivity	4.1103	502	6.46046	.28834
	After productivity	8.1504	502	7.26993	.32447

Table no. 11 presents the mean on productivity of employees before and after implementation of new initiative of spending time on social media. The outcome is that the mean of productivity of employees before implementation of new initiative of spending time on social media is 14.11 at 6.46 SD and the mean of productivity of employees after implementation of new initiative is 18.15 at 7.26 SD which is more than to the mean of before implementation of new initiative and is a good signal too.

Table 12 Paired Samples Test on Productivity

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Before productivity - After productivity	-4.04008	9.13865	.40788	-4.84144	-3.23871	-9.905	501	.000

Results tell that hypothesis “there is no significant difference in productivity of employees after implementation of new initiative of spending time on social media” is rejected as p-value 0.000 is less than .05 and t-test statistic is 9.905 which is greater than the tabulated value. Hence there is a significant difference in productivity of employees and it is higher than after implementation of new initiative of spending time on social media.

H₀₇: There is no significant impact of time spent on social media on employee's job satisfaction.

Table 13 Model Summary of Impact of Time Spent on Social Media on Employees' Job Satisfaction

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	.075 ^a	.006	.004	2.77345	.006	2.815	1	500	.094
a. Predictors: (Constant), Timespent									
b. Dependent Variable: After Job Satisfaction									

Over all model summary shows the value of linear correlation coefficient $R=0.075$ for the impact of time spent on social media on employees' job satisfaction. It indicates no correlation between the two variables. The coefficient of determination R^2 is 0.006; therefore, only 0.6% of variation in job satisfaction is explained by time spent on social media which is negligible. The value of F is 2.815 at .094 > 0.05. Hence hypothesis 'there is no significant impact of time spent on social media on employees' job satisfaction is accepted.

H₀₈: There is no significant impact of time spent on social media on employee stress level.

Table 14 Model Summary on Impact of Time Spent on Social Media on Employee Stress Level

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	.150 ^a	.023	.021	1.78382	.023	11.579	1	500	.001
a. Predictors: (Constant), Timespent									
b. Dependent Variable: After Stress Level									

Over all model summary shows value of linear correlation $R=0.150$ for the impact of time spent on social media on employees' stress level. Weak correlation is found between the two variables. The coefficient of determination R^2 is 0.023; therefore, only 2.3% of variation in stress level is explained by time spent on social media which is negligible but this value is significant at 0.05 as value of F is 11.579 and $p=0.001 < 0.05$. Hence hypothesis 'There is no significant impact of time spent on social media on employees' stress level is rejected.

Table 15 Coefficients of Impact of Time Spent on Social Media on Employee Stress Level

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.210	.154		20.892	.000	2.908	3.512
	Time Spent	.252	.074	.150	3.403	.001	.107	.398
a. Dependent Variable: After Stress Level								

The regression equation (1) is $Y = 3.210 + .252 X_1$ where the predictor variable X_1 represents the log of time spent on social media, and the outcome variable Y represents the log of employee stress level. The estimated regression parameters are $a = 3.210$ (intercept) and $b = .252$ (slope). This regression is interpreted as follows: At $X = 0$, the value of Y is 3.210. For every one unit increase in X , the value of Y will increase on average by .252 respectively.

H_{09} : There is no significant impact of time spent on social media on employee peer support.

Table 16 Model Summary of Impact of Time Spent on Social Media on Employee Peer Support

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	.047 ^a	.002	.000	2.39922	.002	1.098	1	500	.295
a. Predictors: (Constant), Time spent									
b. Dependent Variable: After Peer Support									

Model summary shows the value of correlation coefficient $R=0.047$ for the impact of time spent on social media on employee peer support. No correlation is found between the two variables. The coefficient of determination R^2 is 0.002 therefore, only 0.2% of variation in employee peer support is explained by time spent on social media which is negligible. The value of F is 1.098 and p value is $0.295 > 0.05$, not significant. Therefore hypothesis 'There is no significant impact of time spent on social media on employee peer support' is accepted.

H_{010} : There is no significant impact of time spent on social media on employee productivity.

Table 17 Model Summary on Impact of Time Spent on Social Media on Employee Productivity

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	.154 ^a	.024	.022	7.02026	.024	12.160	1	500	.001
a. Predictors: (Constant), Time spent									
b. Dependent Variable: After Productivity									

Model summary shows the correlation coefficient $R=0.154$ for the impact of time spent on social media on employee productivity so weak correlation is found between these variables. The coefficient of determination R^2 is 0.024; only 2.4% of variation in employee productivity is explained by time spent on social media which is negligible but this value is significant as value of F is 12.160 and p is $0.001 < 0.05$. Hence hypothesis 'There is no significant impact of time spent on social media on employee productivity' is rejected.

Table 18 Model Summary on Impact of Time Spent on Social Media on Employee Productivity

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	19.976	.605		33.036	.000	18.788	21.164
	Time spent	1.017	.292	.154	3.487	.001	1.590	.444
a. Dependent Variable: After Productivity								

The regression Equation (2), is $Y = 19.976 + 1.017 X_1$ where the predictor variable X_1 represents the log of time spent on social media, and the outcome variable Y represents the log of employee productivity. The estimated regression parameters are $a = 19.976$ (intercept) and $b = 1.017$ (slope). This regression is interpreted as follows: At $X = 0$, the value of Y is 19.976. For every one unit increase in X, the value of Y will increase on average by 1.017 respectively.

6. DISCUSSION

The research shows that both male and female equally spent their time on social media. The results are so because on participating on social media networks both male and female are fully equipped with the right knowledge and skills. The study is in line with the findings of (Valerie Barke 2009) assessed motives for social network site (SNS) use, group belonging, collective self-esteem, and gender effects among older adolescents. To communicate with peers females

were more likely to report high positive collective self-esteem. For social compensation and social identity gratifications males were more likely than females to report negative collective self-esteem and SNS use. Our results show that there is difference in time spent with respect to age of employees which matches with (Tolly Katlyn 2014) study. He found that social media affects university students' self-esteem. He concluded that women under the age group of 25-30 who used Facebook were apt to feel less happy and content with their lives. Similarly, (Raymer Kristine 2015) examined the influence of social media sites especially Facebook on Self-esteem levels of male & female college students. Online survey had been employed on male & female students from North eastern middle sized university under the age group of 18 & older. The study revealed that more Facebook usage & interaction would negatively affect the Self-esteem of the target group & study also revealed that, females spend more time than males, hence having less self-esteem than male group. Our findings indicated that those employees who were between 25 to 35 years devoted more time on social media. (Papacharissi and Rubin 2000) have taken study to analyze the relation between antecedent and motives for using the internet among age group of employees. They explored that young generation spends more time on social media for interpersonal utility, information seeking, entertainment and convenience. Similarly, the study by (Subrahmanyam K. et al. 2008) examined the behaviour of college students about their online activities concerning social networking sites, instant messaging and face to face. They concluded that there was an overlap between online and offline connections and most of the users were using SNS to connect and reconnect with friends and family members.

The study discussed on the stress level and found that employees' stress level after implementation of new initiative of spending time on social media is significantly different as it is observed that social media takes out people from stress and relieve than tension and boost their energy level. This finding is supported by above mentioned studies and study by (Dawson 2003) who argued that social media exerts positive impact on the stress level of employees and they become fearful in adopting the technology. The study also identified significant difference in perception of employees for support they receive from their peers after implementation of new initiative of spending time on social media. It facilitates them to perform their job efficiently with the help of peers and it affects their job performance and also facilitate creation of friends with those who are their colleagues or peers who have same skills and interests. Communication with peer group members was strong motivation for social media use. Participants high in positive collective self-esteem were strongly motivated to communicate with peer group via social media. This is also corroborated by (Leftheriotis and Giannakos 2014) findings which indicate that it is not the presence of the technology itself that influences productivity but how much it is used. Our study theorises that to improve knowledge transfer and productivity, social media allows for information exchange that help employees positively.

Results show that no significant difference is observed in job satisfaction of employees after implementation of new initiative of spending time on social media. This may be because they are neutral with the time spent on social media. Their parameters of job satisfaction do not fall within the limits of time spent on social media. They may not get chance to participate in various activities within their organization so they pass their time in short term. Our finding is not in line with the study by (Flap and Volker 2001) who argued that social network can contribute to job satisfaction as his respondents agreed that social media made them relaxed and they felt good in their assignments and that led to job satisfaction.

The study indicated that there is a difference in productivity of employees after implementation of new initiative of spending time on social media as majority of them are posting daily and this relieved them and boosted their energy towards productivity. Employees are using the social media sites like 'Linkden' to make interaction with professionals and

maintain healthy relations with them. Thus social media gives them an opportunity to explore innovative ideas which help them in finding new concepts, technologies and address many ways to make their products or services more competent. These findings are supported by the study by (Aguenza, et al. 2012). They continued that social media networking through collaboration and knowledge sharing between individuals foster employee ideas and innovation, that can lead to increased productivity.

7. CONCLUSIONS

The study has focussed on various factors related to time spent on social media and found that job satisfaction, level of stress, peer support, productivity are all influenced by the usage of social media. The interaction becomes healthy among employees and they move towards the creative and innovative ideas that have impacted on their job. The present study is a marketing instrument and it has determined the key terms, concepts, relevance, benefits, and hazards of employing social media. (Yadav, M. 2017) in his work concluded that technology is more about linking people through Internet technologies and web-based applications and also aimed to discuss about the firm's performance and marketing strategy affected by social media. Our study theorizes that social media innovatively is seen as a way of life to socialize and conduct business. This theory has gained momentum in the current scenario.

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