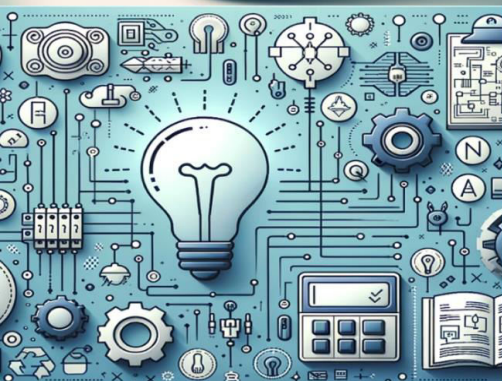


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Impact of Social Influence on Individual Behavioural Patterns in Coimbatore City

Dr. S. Kowsalya, Dr. S. Senthil, Sowparnika P

Associate Professor and HOD, Department of Commerce (Corporate Secretaryship with Computer Application),

Dr. N.G.P Arts and Science College, Coimbatore, India

Assistant Professor, School of Commerce and International Business, Dr. G.R. Damodaran College of Science,
Coimbatore, India

Student, Department of Commerce (Corporate Secretaryship with Computer Application),

Dr. N.G.P Arts and Science College, Coimbatore, India

ABSTRACT: This study investigates the impact of social influence on individual behaviour in Coimbatore City, Tamil Nadu, India. It aims to understand patterns of behaviour, the relationship between societal factors, media and technology's influence, and social support systems. The research uses primary data from surveys and questionnaires, secondary data from books and academic journals, and a mixed-methods approach. The cross-sectional approach uses both quantitative and qualitative analysis methods. The study aims to clarify real-life factors influencing human behaviour, contributing to the social psychology field and providing practical insights for promoting healthy societal interactions. The research aims to contribute to the general knowledge of social psychology.

KEYWORDS: Social Influence, Individual Behaviour, Media and Technology, Social Psychology

I. INTRODUCTION

Social behaviour is influenced by social conduct, ethics, relationships, politics, and conflict, as well as culture and social interaction. Acceptable behaviour is determined by social norms and mechanisms of regulation. People tend to adhere to rules and exhibit behaviours that are permitted or prohibited in a specific society or culture. Cognitive behaviour deals with how individuals learn and use knowledge, while physiological behaviour describes body maintenance and health routines. Economic behaviour considers actions related to resource creation, organization, and use. Ecological behaviour deals with interactions with other living organisms and their environment's influence. Social Learning Theory suggests that behaviour is learned through observation, imitation, and modelling, with social influence playing a significant role in psychologically influencing human behaviours. People tend to be drawn to overemphasized valuables and turn decisions into moral crusades.

OBJECTIVES OF THE STUDY

1. To analyse the influencing factor that alters human behaviour.
2. To examine and evaluate the effect of media and technology in individual behavioural patterns.

STATEMENT OF PROBLEM

The study aims to investigate the various social influences that shape an individual's behaviour and the major mediators and moderators of these effects. It will analyse various social environments and their corresponding effects to understand how social dynamics are responsible for inducing behaviour change. The findings will be crucial for the formulation of effective interventions and policies to promote desirable social behaviour and discourage undesirable ones. In today's globalized society, people are subject to a wide range of social influences, from peer pressure to media influence, cultural norms, and family interactions.

SCOPE OF THE STUDY

This research explores the behaviour of individuals in Coimbatore, Tamil Nadu, focusing on social influences such as social norms, friends, family, and community. It also explores the impact of technology and media on attitudes and



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behaviour, as well as the influence of family, friends, and community. The study aims to contribute to social psychology and behavioural sciences by examining the unique social, cultural, and economic characteristics of Coimbatore, offering valuable concepts for fostering healthy interactions in society.

NEED FOR THE STUDY

The research aims to understand the role of social influence in determining individual behaviour in the rapidly evolving social environment of today. People are constantly exposed to various social, cultural, and technological inputs that influence their attitudes, choices, and relationships. The study of behavioural patterns in Coimbatore, a city with a blend of traditional values and modern developments, provides valuable insights into how people adapt to and are affected by the environment. The study is of extreme significance due to the increased use of digital media and social networks, which expose individuals to external forces and potential issues like information distortion or social influence.

II. RESEARCH METHODOLOGY OF THE STUDY

Research methodology is a systematic way of addressing a research problem. It may be described as an examination of how scientific studies are undertaken. In research, it is the duty of the researcher to make research decisions available for inspection prior to implementation. The researcher must make apparent and precise what decisions he takes and why, so that others may evaluate them. Thus, choosing the proper method is a critical step to conduct a research study.

SAMPLING

Sampling is a research, statistical, and other fields technique of choosing a representative subset of people, items, or data points from a larger population. It is done in order to research this smaller subset in order to make conclusions or inferences about the whole population. Sampling technique used in this study:

Convenience Sampling: Selecting individuals who are readily available.

DATA COLLECTION METHODS

Data collection is the way of gathering and collecting all the information needed for the study from our chosen data samples. There are many methods for data collection, the one used in this study is, **Surveys and Questionnaires**

RESEARCH DESIGN

Type: Mixed-methods (combination of qualitative and quantitative approaches)

Approach: Explanatory and exploratory

TOOLS FOR THE STUDY

The data collected through this study was analysed using

1. Simple percentage analysis
2. Chi square analysis
3. Rank analysis
4. Weighted average analysis

III. REVIEW OF LITERATURE

Saranya K (2018)¹ under the guidance of Jelince dhinakar A in her article “**Influence of store atmospherics on customer behaviour a study of apparel retail stores in Coimbatore city**”, published the truth of real marketing strategy that are used in apparel retail stores with special reference to Coimbatore city. Stated the major problems that are possible to arise during purchase of any kind of apparel and also lighted the way to its solutions, which indicates that there are influences on customer’s decision by the atmospheric condition of the store.

Dr. N. Anitha (2016)², in her article “**Influence of lifestyle on consumer decision making with special reference to organise retail formats in Chennai**” the literature supports the notion that lifestyle is a vital determinant of consumer behavior, influencing purchase decisions and brand selection. The present study’s findings contribute to this body of knowledge by providing empirical evidence on the positive impact of lifestyle on consumer decision-



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making. Marketers can leverage these insights to develop targeted strategies that resonate with consumers' lifestyles, ultimately enhancing their marketing efforts and achieving greater customer satisfaction.

Ms. Princy Caroline, Dr. P. Mohanamani and Dr. D. Chandrakala (2014)³ in their article “Study on Influence of Behavioural factors towards Investment in Coimbatore district” In this paper an attempt has been made to find the influence of behavioural factors towards investments. A structured questionnaire was used to collect data from 527 respondents in Coimbatore city. Factor was used to identify the most influencing behavioural factors in deciding about the investments. Study revealed that Family, Friends, sources of information and annual income of an individual to a large extent influence the individuals.

SOCIAL INFLUENCE

The potential and demonstrated ability of human individuals or groups to react to both internal and external stimuli throughout their lives is known as human behaviour. An individual's behaviour is influenced by both environmental and genetic factors. Behaviour is also partially influenced by thoughts and emotions, which reveal aspects of a person's psyche, including attitudes and values. Psychological characteristics influence human behaviour because different personality types result in distinct behaviours and actions.

Actions aimed at other people are explained by social behaviour. In addition to ethics, interpersonal relationships, politics, and conflict, it also addresses the significant impact of social interaction and culture. While some behaviours are typical, others are not. Social norms and a variety of social control mechanisms determine what behaviour is considered acceptable. Additionally, social norms shape behaviour, as people are influenced to adhere to rules and exhibit behaviours that are either acceptable or unacceptable in a particular society or culture.

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

AGE	FREQUENCY	PERCENTAGE
UNDER 18	12	10.0
18 – 24	52	43.3
25 – 34	39	32.5
Above 35	17	14.2
TOTAL	120	100
GENDER		
FEMALE	61	50.8
MALE	59	49.2
TOTAL	120	100
MARITAL STATUS		
MARRIED	56	46.7
UNMARRIED	64	53.3
TOTAL	120	100
EDUCATIONAL QUALIFICATION		
SSLC	19	15.8
HSC	12	10.0
UG	69	57.5
PG	20	16.7
TOTAL	120	100



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OCCUPATION		
STUDENT	70	58.3
EMPLOYED	25	20.8
SELF-EMPLOYED	18	15.0
RETIRED	7	05.9
TOTAL	120	100
MONTHLY SALARY		
15000 – 25000	35	29.1
26000 – 40000	42	35.0
41000 – 60000	32	26.7
ABOVE 60000	11	9.2
TOTAL	86	100
TIME SPENT ON SOCIAL MEDIA		
2 – 3 HRS	31	25.8
4 – 5 HRS	54	45.0
5 – 6 HRS	21	17.5
MORE THAN 6 HRS	14	11.7
TOTAL	120	100

SIMPLE PERCENTAGE ANALYSIS

Most influential Societal Factor among the respondents

S.NO	MOST INFLUENTIAL SOCIETAL FACTOR	FREQUENCY	PERCENTAGE
1	FAMILY VALUES	19	15.8
2	PEER PRESSURE	43	35.8
3	CULTURAL NORMS	42	35.1
4	MEDIA PRESSURE	16	13.3
	TOTAL	120	100

Source: Primary Data

INTERPRETATION

It is evident that from the above stated analysis, 35.8 percent of the respondents agrees that peer pressure is the most influencing societal factor compared to all other factors. 35.8 percent pf people tells cultural norms, 15.8 percent agrees with family values and at last 13.3 percent of the total responses agrees with media pressure as the influencing factor.

Most influential social media among the respondents

S.NO	MOST INFLUENTIAL SOCIAL MEDIA	FREQUENCY	PERCENTAGE
1	INSTAGRAM	30	25.0
2	FACEBOOK	34	28.3
3	YOUTUBE	44	36.7
4	TWITTER	12	10.0
	TOTAL	120	100

Source: Primary Data



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INTERPRETATION

It is evident that Youtube is the most influential social media among the respondents with the maximum of 36.7 percent followed by Facebook with 28.3 percent of the responses, Instagram 25 percent of the responses and finally Twitter with 10 percent of the responses.

CHI SQUARE ANALYSIS

Analysis of age and time spent on social media

AGE * TIME SPENT CROSSTABULATION						
Count						
		Time spent				Total
		2 - 3 hrs	4 - 5 hrs	5 - 6 hrs	More than 6 hrs	
Age	Under 18	4	4	4	0	12
	18 - 24	8	28	10	6	52
	25 - 34	15	16	2	6	39
	Above 35	4	6	5	2	17
Total		31	54	21	14	120

CHI-SQUARE TESTS			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.122 ^a	9	.088
Likelihood Ratio	17.258	9	.045
N of Valid Cases	120		

HYPOTHESIS

H₀: There is no significance relationship between Age and Time spent on social media.

H₁: There is a significance relationship between Age and Time Spent on social media.

INTERPRETATION

From the above table, the Chi-Square test indicate that the Pearson Chi-Square value is 15.122^a with 9 Degrees of Freedom and the asymptotic significance level is .088. Since the p-value associated with the Pearson Chi-Square and likelihood ratio tests are greater than the significance level of 0.05, we reject the Alternate Hypothesis. Therefore, it is concluded that there is no significant relationship between the Age and the time spent on social media based on the given data.

RANK ANALYSIS

Analysis of coping mechanism against social media influence

S.NO	PARTICULARS	SCORE	MEAN SCORE	RANK
1	Avoiding online appearance is my coping mechanism when it comes to negative social media impacts	190	1.58	5
2	Exercises and face-to-face interactions greatly help in managing stress from social media	270	2.25	4



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3	Rely on developing new skill sets like reading and writing to avoid unwanted distractions by media	296	2.47	3
4	Avoiding external opinions to resist influences of others	318	2.65	2
5	Adapting and compromising for any media impact	329	2.74	1

Source: Primary Data

INTERPRETATION

The above table depicts the data collected from the samples which are analysed using a Statistical tool called Rank analysis. From the collected information, it is evident that adapting and compromising for any media impact is the common coping mechanism used by the respondents which is ranked first, avoiding external opinions to resist influences of others is used by the respondents is ranked second, followed by rely on developing new skill sets like reading and writing to avoid unwanted distractions by media ranked third, exercises and face-to-face interactions greatly help in managing stress from social media ranked fourth and avoiding online appearance is the coping mechanism when it comes to negative social media impacts ranked fifth.

WEIGHTED AVERAGE ANALYSIS

Impact of media and technology on individual behavioural patterns

S.NO	PARTICULARS	SUM	WEIGHTED AVERAGE	RANK
1	The pressure to stay connected online affects my mental well being	190	12.67	5
2	Exposure to online content impacts my views and opinions on societal issues	288	19.20	4
3	Reliance on technology has changed how I interact with people face-to-face	316	21.07	3
4	Online reviews and opinions influence the choices I make in everyday life	321	21.40	1
5	Social media platforms influence how I perceive worldly events	303	20.20	2

Source: Primary Data

INTERPRETATION

The above table depicts the weighted average table shows that online reviews and opinions influence the choices the respondents make in everyday life has the highest impact as it stands on the first rank, secondly followed by social media platforms influence how the respondents perceive worldly events, reliance on technology has changed how I interact with people face-to-face weighted third, exposure to online content impacts individuals views and opinions on societal issues weighted fourth and the pressure to stay connected online affects individuals mental wellbeing ranked fifth.

IV. FINDINGS

- Maximum (43.3 percent) of the respondents are between the age group 18 – 24.
- Majority (50.8 percent) of the respondents are females.
- Majority (53.3 percent) of the respondents are unmarried.
- Majority (57.5 percent) of the respondents are qualified Under Graduates.



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- Majority (58.3 percent) of the respondents are students.
- Maximum (35 percent) of the respondents earn an average monthly salary of Rs. 26000 – Rs. 40000.
- Maximum (45 percent) of the respondents spend 4 – 5 hours on social media.
- Maximum (35.8 percent) of the respondents agrees peer pressure as the influencing societal factor.
- Maximum (36.7 percent) of the respondents feels youtube as the most influencing social media.
- There is no significant relationship between the Age and the time spent on social media based on the given data as the significance level is 0.088 which is greater than the standard level of significance 0.05. Since there is no significant relationship alternate hypothesis (H_1) is rejected and Null hypothesis (H_0) is accepted.
- Adapting and compromising for any media impact is the coping mechanism that is accepted by maximum of the respondents.
- Online reviews and opinions influence the choices of individuals is ranked first when it comes to impact of media and technology.

V. CONCLUSION

Social influence plays a significant role in shaping individual behavioural patterns in Coimbatore City, affecting lifestyle choices, consumer behaviour, and social interactions. The influence of family, peers, media, and cultural traditions creates a dynamic environment where individuals often modify their actions and decisions to align with societal expectations.

While social influence can foster positive behaviours, such as community engagement and cultural preservation, it can also lead to negative consequences, including peer pressure, conformity, and reduced independent thinking. The increasing role of digital media and social networking platforms has further amplified these effects, sometimes leading to unrealistic aspirations and anxiety about social acceptance.

To balance these influences, individuals must develop critical thinking skills and self-awareness. Encouraging independent decision-making, promoting media literacy, and fostering open discussions can help people resist undue pressures and make informed choices. Educational institutions, family structures, and social organizations play a crucial role in guiding individuals toward balanced behaviour.

In conclusion, social influence is a powerful force in shaping behaviour in Coimbatore City. While it cannot be entirely avoided, understanding its impact and making conscious decisions can help individuals maintain their personal identity while adapting to societal expectations. Striking this balance ensures both personal growth and positive contributions to the community.

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