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IMPACT OF SOCIO-DEMOGRAPHIC AND BEHAVIOURAL FACTORS ON ATTITUDES OF YOUNG ADULTS TOWARDS DIGITAL DEVICE USAGE

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ABSTRACT

Digital devices particularly smartphones, tablets, and laptop had a significant impact on the lifestyle, communication and behavior of young adults. The present study aimed to examine the socio-demographic and behavioural influences on the attitude of the young adults towards the use of Digital devices in Coimbatore, Tamilnadu. The descriptive and analytical research design were followed and primary data were collected from 500 respondents residing in coimbatore district using stratified sampling technique by structured questionnaire. The data was analysed using descriptive statistics, independent-samples t-test and one-way ANOVA. The results showed that the attitudes towards digital device usage was significantly affected by educational qualification, field of study, family type, monthly family income, type of digital device used, years of usage experience and daily duration of usage. Respondents who had a higher educational qualification, joint family and longer period of time spent with digital media had relatively more positive attitudes. The occupation did not reveal any significant relationship with attitude, however. The findings of this study emphasize the significance of demographic and behavioral variables in influencing attitudes towards the use of digital devices among young adults and emphasize the need for digital literacy and practices on digital devices use.

KEYWORDS: *Digital Device Usage, Young Adults, Attitude, Socio Demographic factors, Behaviours*

1. INTRODUCTION

Smartphones, social media and other digital devices have become an integral part of the life of young adults with the rapid development of digital technology. These technologies facilitate communication, education, entertainment and information sharing, which impacts on people's behaviours and social interactions (Kumar & Arulchelvan, 2018). However, excessive usage of digital devices has raised concerns regarding digital dependency, behavioural addiction, anxiety, depression, and poor psychological well-being among young adults (Nehra et al., 2012; Abrar et al., 2026). Previous studies have found that overusing social media and mobile devices can have adverse effects on mental health and self-regulation (Waqas et al., 2018; Dzigal & Velichkovski, 2025). At the same time, digital devices also facilitate learning, accessibility, and communication among students (Boobalakrishnan et al., 2019). The rise of digital devices and their use in learning, social, and recreational activities has further enhanced young adults' reliance on technology for day-to-day living. The amount of screen time and constant online interactions that youth seem to engage in these last few years has affected their attitudes, habits, and lifestyle patterns. These trends in digital behaviours demonstrate the need to know how socio-demographic and behavioural factors influence attitudes to digital device use. Hence, the present study aims to examine the effect of socio-demographic and behavioural factors on attitudes towards the use of digital devices among young adults in Coimbatore, Tamil Nadu.

2. REVIEW OF LITERATURE AND CONCEPTUAL FRAMEWORK

Nehra et al. (2012) examined whether excessive mobile phone usage among young adults reflects an emerging behavioral addiction. The study found that compulsive mobile phone use exhibited characteristics similar to substance dependence and resulted in negative effects across different aspects of life. The authors concluded that excessive mobile phone usage may develop into a behavioral addiction among young adults. Kumar and Arulchelvan (2018) examined the influence of attitudes toward smartphone usage among users in Chennai, Tamil Nadu. The study found that respondents generally had a positive attitude toward smartphones and mainly used them for social purposes. The results also revealed that age significantly influenced anxiety and compulsive usage patterns. Gender differences were observed, with males showing a negative attitude toward compulsive and social usage, while females demonstrated a positive attitude toward process and social usage. Waqas et al. (2018) examined the association between social media usage and depression among young adults. The study found a significant positive relationship between excessive social media use and depression among college students. The authors emphasized the importance of creating awareness and implementing measures to reduce the negative psychological effects of excessive social media usage among young adults. Boobalakrishnan et al. (2019) investigated the attitudes of college students in Coimbatore, Tamil Nadu, toward social media usage. The study highlighted that smartphones and social media facilitate flexible and collaborative learning experiences among students. The findings further revealed that demographic factors such as age, gender, and educational qualification did not significantly influence students' exposure, communication, accessibility, or addictive behavior related to social media usage. Abrar et al. examined the psychological

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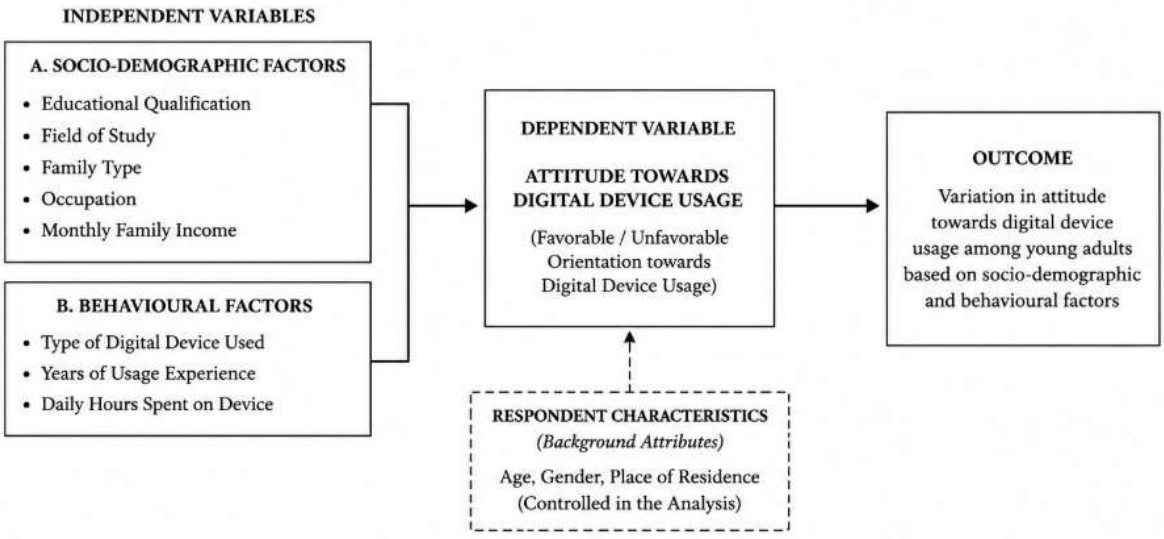
consequences of prolonged smartphone usage among young adults, focusing on digital dependency, anxiety, depression, and emotional well-being. The study found that excessive smartphone use and digital dependency were significantly associated with poorer psychological health, including increased anxiety and depressive symptoms. The authors emphasized the importance of promoting healthy digital practices to reduce the adverse mental health effects of prolonged smartphone usage among young adults. Miraclin et al. (2024) conducted a study to assess digital gadget addiction among young adults using the Digital Addiction Scale. The findings showed that smartphones were the most commonly used gadgets, mainly for social media purposes, with most participants spending 2–5 hours daily on digital devices. The study also revealed that a considerable proportion of respondents experienced moderate to severe levels of digital addiction, indicating the increasing prevalence of excessive gadget usage among young adults. Dzigal and Velichkovski (2025) examined the psychological effects of social media addiction among young adults. The study found that excessive social media usage led to digital dependency, poor self-regulation, compulsive behavior, and negative emotional outcomes, highlighting its adverse impact on mental well-being. Sachu et al. (2025) examined social media news consumption among youth using Media Dependency Theory. The study found that younger students showed higher trust and dependency on social media for news, while male and undergraduate students demonstrated greater engagement and platform usage. The authors concluded that frequent social media use strengthens media dependency among youth and emphasized the importance of digital literacy. Nawaz et al.(2025) examined the impact of smartphone dependency on real-life recreational activities using the Theory of Planned Behaviour. The study found that individuals with higher smartphone dependency, particularly heavy social media and multimedia users, were more likely to engage with smartphones during recreational activities. The findings also revealed that demographic factors such as age and parental status significantly influenced smartphone usage patterns. The study emphasized the need for effective interventions to manage excessive smartphone dependency and promote balanced digital behavior

CONCEPTUAL FRAMEWORK

Determinants of Attitude Towards Digital Device Usage among Young Adults



3. OBJECTIVES OF THE STUDY

1. To examine the influence of socio-demographic factors on attitude towards digital device usage among young adults.
2. To analyse the impact of behavioral factors on attitude towards digital device usage among young adults.

4. RESEARCH METHODOLOGY

4.1 Research Design

The study adopts a descriptive and analytical research design to examine the attitude towards digital device usage among young adults.

4.2 Sample Area

The study was conducted in Coimbatore, Tamil Nadu, India. Coimbatore was selected due to its status as a major educational and industrial hub with a large population of young adults and diverse socio-economic characteristics, making it suitable for studying variations in digital device usage attitudes.

4.3 Sampling Technique and Sample Size

The study employed a stratified sampling technique to ensure adequate representation of different sub-groups of young adults based on key characteristics such as education, occupation, and field of study. The population was divided into homogeneous strata, and respondents were proportionately selected from each stratum to reduce sampling bias and improve representativeness. A total

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of 500 respondents were included in the study. Stratified sampling was used to enhance the reliability, validity, and generalisability of the findings by ensuring balanced representation across all relevant categories.

4.4 Data Collection

Primary data were collected using a structured questionnaire designed to capture socio-demographic information, device usage patterns, and attitude towards digital device usage.

4.5 Variables of the Study

- Dependent Variable: Attitude towards digital device usage
- Independent Variables: Educational qualification, field of study, family type, occupation, monthly income, device type, years of usage, and hours spent on devices

4.6 Tools for Analysis

The collected data were analysed using

- Descriptive statistics (mean and standard deviation) , Independent sample t-test and One-way Analysis of Variance (ANOVA).

4.7 Ethical Considerations

The study ensured informed consent, voluntary participation, anonymity, and confidentiality. No personal identifiers were collected, and the data were used strictly for academic purposes only.

5. ANALYSIS AND INTERPRETATION

5.1 Educational Qualification

Educational qualification is considered an important factor that may influence individuals' attitudes towards digital device usage, as differences in academic exposure and learning experiences can shape technology adoption and usage behaviour. Hence, the following hypothesis was framed and tested.

5.1.1 Hypothesis

H_{01}: There is no significant difference in attitude towards digital device usage across education.
H_{11}: There is a significant difference in attitude towards digital device usage across education.

Table 1: Educational Qualification and Attitude Towards Digital Device Usage – One-Way ANOVA

Education	N	Mean	Std. Deviation	F	p-value	Interpretation
High School	34	3.6783	.52835	4.281	.005*	Significant
Undergraduate	367	3.6839	.52811			
Postgraduate	84	3.8237	.52499			
Professional course	15	3.3250	.25683			
Total	**500**	**3.6962**	**.52700**			

Source: Computed Value; *indicates 5 % level of Significance

Table 1 shows that attitude towards digital device usage varies significantly across educational groups. Postgraduates record the highest mean score (3.8237), while professional course respondents report the lowest (3.3250). The ANOVA result indicates a statistically significant difference among groups ($F = 4.281$, $p = 0.005$), confirming that educational qualification has a significant effect on attitude towards digital device usage.

5.2 Field of Study

Field of study may influence attitudes towards digital device usage as students from different academic disciplines differ in their exposure to technology, digital learning, and online activities. Hence, the following hypothesis was framed and tested.

5.2.1 Hypothesis

H_{02}: There is no significant difference in attitude towards digital device usage across fields of study.
H_{12}: There is a significant difference in attitude towards digital device usage across fields of study.

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Table 2: Field of Study and Attitude Towards Digital Device Usage – One-Way ANOVA

Field of Study	N	Mean	Std. Deviation	F	p-value	Interpretation
Arts & Humanities	51	3.6029	.40269	4.646	.001*	Significant
Commerce & Management	302	3.7355	.54331			
Science	75	3.5475	.45696			
Engineering / Technology	45	3.6167	.55673			
Others	27	3.9792	.53792			
Total	**500**	**3.6962**	**.52700**			

Source: Computed Value; *indicates 5 % level of Significance

Table 2 indicates significant differences in attitude towards digital device usage across fields of study. Respondents from "Others" category include Diploma field report the highest mean score (3.9792), while Science students show the lowest (3.5475). The ANOVA results confirm a statistically significant difference among groups (F = 4.646, p = 0.001), indicating that field of study has a significant influence on attitude towards digital device usage.

5.3 Family Type

Family type may influence attitudes towards digital device usage as individuals from nuclear and joint families differ in their lifestyle, social interaction, and technology usage patterns. Hence, the following hypothesis was framed and tested.

5.3.1 Hypothesis

H_{03}: There is no significant difference in attitude towards digital device usage between nuclear and joint families.
H_{13}: There is a significant difference in attitude towards digital device usage between nuclear and joint families.

Table 3: Family Type and Attitude Towards Digital Device Usage – Independent Sample T test

Family Type	N	Mean	Std. Deviation	t-test	p-value	Interpretation
Nuclear	379	3.6672	.53436	-2.188	.029*	Significant
Joint	121	3.7872	.49441			
Total	**500**	**3.6962**	**.52700**			

Source: Computed Value; *indicates 5 % level of Significance

Table 3 shows that attitude towards digital device usage differs significantly based on family type. Respondents from joint families report a higher mean score (3.7872) compared to those from nuclear families (3.6672). The T-Test result confirms a statistically significant difference between the groups (T = -2.188, p = 0.029), indicating that family type has a significant influence on attitude towards digital device usage.

5.4 Occupation

Occupation may influence attitudes towards digital device usage as individuals engaged in different occupational categories vary in their work requirements, technology exposure, and frequency of digital device usage. Hence, the following hypothesis was framed and tested.

5.4.1 Hypothesis

H_{04}: There is no significant difference in attitude towards digital device usage across occupational categories.
H_{14}: There is a significant difference in attitude towards digital device usage across occupational categories.

Table 4: Occupation and Attitude Towards Digital Device Usage – One-Way ANOVA

Occupation	N	Mean	Std. Deviation	F	p-value	Interpretation
Student	386	3.6818	.51866	.645	.586	Not Significant
Employed	72	3.7500	.64356			
Self-Employed	27	3.6875	.41494			
Unemployed	15	3.8250	.20621			
Total	**500**	**3.6962**	**.52700**			

Source: Computed Value

Table 4 indicates that there is no statistically significant difference in attitude towards digital device usage across occupational groups. Although unemployed respondents show a slightly higher mean score (3.8250), followed by employed (3.7500), student and self-employed groups show comparable values. However, the ANOVA result confirms that these differences are not significant (F = 0.645, p = 0.586), indicating that occupation does not influence attitude towards digital device usage.

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5.5 Monthly Family Income

Monthly family income may influence attitudes towards digital device usage as differences in income levels affect access to digital devices, internet facilities, and technology-related resources. Hence, the following hypothesis was framed and tested.

5.5.1 Hypothesis

H_{05}: There is no significant difference in attitude towards digital device usage across income groups.
H_{15}: There is a significant difference in attitude towards digital device usage across income groups.

Table 5: Monthly Family Income and Attitude Towards Digital Device Usage – One-Way ANOVA

Family Income	N	Mean	Std. Deviation	F	p-value	Interpretation
Below 25,000	249	3.6584	.51688	2.796	.040*	Significant
25,001 – 50,000	118	3.7691	.55419			
50,001 – 75,000	79	3.7848	.48005			
Above 75,000	54	3.5822	.55143			
Total	**500**	**3.6962**	**.52700**			

Source: Computed Value ; *indicates 5 % level of Significance

Table 5 reveals that attitude towards digital device usage varies significantly across income groups. Respondents earning between ₹50,001–₹75,000 report the highest mean score (3.7848), while those earning above ₹75,000 show the lowest (3.5822). The ANOVA result indicates a statistically significant difference among groups (F = 2.796, p = 0.040), suggesting that monthly family income has a significant influence on attitude towards digital device usage.

5.6 Device Type

Device type may influence attitudes towards digital device usage as different devices provide varying levels of accessibility, functionality, and user experience. Hence, the following hypothesis was framed and tested.

5.6.1 Hypothesis

H_{06}: There is no significant difference in attitude towards digital device usage based on device type.
H_{16}: There is a significant difference in attitude towards digital device usage based on device type.

Table 6: Device Type and Attitude Towards Digital Device Usage – One-Way ANOVA

Device Type	N	Mean	Std. Deviation	F	p-value	Interpretation
Smartphone	464	3.6860	.53124	3.921	.020*	Significant
Laptop	30	3.7375	.30327			
Desktop	6	4.2812	.78735			
Total	**500**	**3.6962**	**.52700**			

Source: Computed Value ; *indicates 5 % level of Significance

Table 6 shows that attitude towards digital device usage differs significantly based on device type. Desktop users report the highest mean score (4.2812), followed by laptop users (3.7375), while smartphone users record a comparatively lower mean (3.6860). The ANOVA result confirms a statistically significant difference among groups (F = 3.921, p = 0.020), indicating that device type has a significant influence on attitude towards digital device usage.

5.7 Years of Usage

Years of usage may influence attitudes towards digital device usage as individuals with longer experience using digital devices are likely to develop greater familiarity and dependency towards technology. Hence, the following hypothesis was framed and tested.

5.7.1 Hypothesis

H_{07}: There is no significant difference in attitude towards digital device usage across years of usage.
H_{17}: There is a significant difference in attitude towards digital device usage across years of usage.

Table 7: Years of Usage and Attitude Towards Digital Device Usage – One-Way ANOVA

Years of Usage	N	Mean	Std. Deviation	F	p-value	Interpretation
Less than 4 years	241	3.5954	.52744	8.829	.000*	Significant
4–8 years	161	3.7822	.54055			
More than 8 years	98	3.8029	.45764			
Total	500	3.6962	.52700			

Source: Computed Value; *indicates 5 % level of Significance

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Table 7 indicates significant differences in attitude towards digital device usage across years of usage. Respondents with more than 8 years of usage report the highest mean score (3.8029), followed by those with 4–8 years (3.7822), while those with less than 4 years show the lowest mean (3.5954). The ANOVA result confirms a statistically significant difference among groups ($F = 8.829$, $p < 0.001$), suggesting that longer usage experience positively influences attitude towards digital device usage.

5.8 Hours Spent on Device

Hours spent on digital devices may influence attitudes towards digital device usage as increased usage duration can affect individuals' familiarity, engagement, and dependency on technology. Hence, the following hypothesis was framed and tested.

5.8.1 Hypothesis

H_{08}: There is no significant difference in attitude towards digital device usage based on hours spent on devices.
H_{18}: There is a significant difference in attitude towards digital device usage based on hours spent on devices.

Table 8: Hours Spent on Device and Attitude Towards Digital Device Usage – One-Way ANOVA

Hours Spent	N	Mean	Std. Deviation	F	p-value	Interpretation
Less than 2 hours	111	3.4420	.54445	13.707	.000*	Significant
2–4 hours	229	3.7189	.52970			
4–6 hours	107	3.8417	.44966			
More than 6 hours	53	3.8373	.43773			
Total	**500**	**3.6962**	**.52700**			

Source: Computed Value; *indicates 5 % level of Significance

Table 8 shows that attitude towards digital device usage varies significantly with hours spent on devices. Respondents using devices for less than 2 hours report the lowest mean score (3.4420), while those using for 4–6 hours (3.8417) and more than 6 hours (3.8373) show the highest scores. The ANOVA result confirms a statistically significant difference among groups ($F = 13.707$, $p < 0.001$), indicating that higher usage time is associated with a more positive attitude towards digital device usage.

6. FINDINGS, DISCUSSION, AND CONCLUSION

6.1 FINDINGS OF THE STUDY

The present study found that Educational qualification, field of study, family type, monthly family income, device type, years of usage, and daily duration of usage have a statistically significant relationships with attitude, while occupation was not significant.

Postgraduate respondents showed higher attitude scores compared to other educational groups. There is a Significant variation across fields of study, indicating that disciplinary differences shape digital engagement patterns. In addition, it is found that Respondents from joint families exhibited more favourable attitudes than those from nuclear families.

Among behavioural variables, longer duration of usage and greater years of experience were associated with more positive attitudes. Device type also showed significant variation, with desktop users reporting the highest mean scores. Income levels further indicated that middle-income respondents exhibited comparatively higher attitude levels.

6.2 DISCUSSION

The findings highlight that both structural and behavioural determinants play a crucial role in shaping attitudes toward digital device usage. Higher educational attainment is likely to enhance digital literacy, technological familiarity, and adaptive usage behaviour, thereby contributing to more favourable attitudes.

Differences across academic disciplines reflect variations in exposure to digital tools and integration of technology in learning environments. Similarly, family structure appears to influence digital engagement, where joint family systems may facilitate shared access and collective use of digital devices.

Income-related differences suggest that economic capacity significantly determines access to digital infrastructure, which in turn shapes usage attitudes. Behavioural factors such as prolonged usage duration and longer exposure indicate that repeated interaction with digital devices strengthens familiarity and positive orientation toward technology.

The non-significant influence of occupation suggests that digital device usage has become a ubiquitous behaviour among young adults, transcending employment categories. These findings are consistent with previous studies indicating that increased digital engagement enhances both dependency and acceptance of technology (Nehra et al., 2012; Abrar et al., 2026). At the same time, digital devices continue to serve as essential tools for communication, education, and connectivity (Boobalakrishnan et al., 2019).

6.3. CONCLUSION

The study concludes that socio-demographic and behavioural factors significantly shape attitudes toward digital device usage among young adults. While digital devices offer substantial benefits in communication, learning, and accessibility, increased exposure and prolonged usage contribute to more favourable attitudes, indicating a potential shift toward higher dependency.

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The findings emphasize the need for promoting digital literacy, responsible usage practices, and balanced engagement with technology. Policy interventions and awareness programmes involving educators, parents, and institutions are essential to ensure healthy digital behaviour among young adults and to mitigate potential risks associated with excessive usage.

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