

The Impact of the Social Media Usage of Generation Y on Their Individual Performance: A Study of Staff and Executive Level Employees in United Motors Lanka PLC

Wishwakeerthi, M. M. G.¹ and Weerasinghe, T. D.²

Social media is all about awareness and connection, and presently the social networking seems to be the tool that affects job performance of employee in the workplace. Gen Y employees has addicted to social media and they spent their entire lives in the digital environment. The new media is growing so fast that it makes it imperative for employees to embrace the medium. The purpose of the study is to assess the impact of social media usage of gen Y employees on their individual performance. The study was quantitative and a cross-sectional survey design was followed. Data was collected through a structured questionnaire. 80 staff and executive level employees of united motors Lanka PLC, were used as a sample for the study and simple random sampling method was used in this study. The results show that, the weak negative insignificant relationship between social media usage of Y gen employees at workplace with their individual job performance within the related context was the major findings of the study. It reveals there is no any significant impacts of social media usage of gen Y employees on their individual performance in selected context. Finally, whether social media have or not Y gen employees are performed and social media has become insignificant factor towards their individual performance. Accordingly, study suggests to use social media as a communication and entertainment tool at the UML company context.

Keywords: *Social Media Usage, Individual Job Performance, Y Generation*

¹ ganeshawishwakeerthi1994@gmail.com

² tdtmdananjaya@gmail.com