

User's Satisfaction on Whatsapp Messenger

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ABSTRACT

The present study underlines the user's satisfaction on Whatsapp Messenger. The study is based on primary and secondary data. The primary data were collected through questionnaire and secondary data were collected through magazine, websites and journals etc. A sample of 107 respondents was selected using convenient sampling method. Percentage analysis, Weighted average and Chi – square test were used to analyse the data collected. The study reveals that majority of users satisfied with the use of whatsapp, effective in chatting with their friends, relatives etc.

1. Introduction

Whatsapp is a cross-platform mobile messaging app which allows you to exchange messages without having to pay for SMS. Whatsapp Messenger is available for iPhone, BlackBerry, Android, Windows Phone and Nokia. Those phones can all message each other. Because Whatsapp Messenger uses the same internet data plan that you use for email and web browsing, there is no cost to message and stay in touch with your friends. Competing with a number of Asian-based messaging (like kakao talk, wechat) Whatsapp handled 10 billion messages per day in August 2012 growing from 2 billion in April 2012 and one billion the previous October. On June 13, 2013 Whatsapp announced they had reached their newly daily record by processing 27 billion messages. According to the financial times Whatsapp has done SMS on mobile phones What Skype did to international calling on landlines.

2. Objectives of the study

To find out the solutions for the problem, the following objectives are framed,

- To know the socio-economic profile of sample whatsapp users.
- To find out the user satisfaction of whatsapp.
- To find out the features that whatsapp can improve to expand their customer need.
- To suggest the suitable measures to improve the quality of the whatsapp.

3. Review of literature

Ms. Jisha K and Dr. Jebakumar (2014), in their study entitled on, "Whatsapp: A trend setter in mobile communication among Chennai youth" with a view to find out the frequency and interactivity of Whatsapp among its users. The questionnaire was distributed to 100 college students in the age group of 18-23. They observe that now whatsapp is being used by youth for creating, sharing and exchanging information. Whatsapp has become one of the reasons for smart phone penetration in India. Whatsapp with its tagline "simple. Personal. Real time messaging," has proved that its tagline is very much for the brand.

Johnson yeboah and George dominic ewur (2014), in their study entitled on, "The impact of whatsapp messenger usage on students performance in tertiary institutions in ghana" with a view to also to determine the relationship between the use of the application and academic performance. 418 questionnaires distributed. They observe that the study found that, instead of making communication easier and faster thereby enhancing effective flow of messages and idea sharing among students, Whatsapp has rather impacted negatively on the performance of students in tertiary institutions in Ghana.

G. Veena and M. Loksha (2016), in their study entitled on, "The effect of whatsapp messenger usage among students in mangalore university: a case study" with a view to identify the purpose of using Whatsapp messenger by the students. In a total 200 questionnaires were distributed to students of various departments. Out of which, 188 filled questionnaires were received back. They observe that based on the results of the study perception could be created between all the individuals irrespective of their age, academic background, profession etc. If this may possibly be done, not only the higher education institution students but all the individuals could follow the advantage of using Whatsapp Messenger.

4. Methodology

▪ Data

The study is based on primary and secondary data. The primary data were collected through questionnaire and secondary data were collected through magazine, websites and journals etc,

▪ Tools of the analysis

The data collected were regrouped and reclassified according to the purpose of the study. The following tools have been used for the study:

- a) Percentage analysis
- b) Weighted average
- c) Chi – square test

▪ Period of study

The study period covers six months only i.e., November 2017 to April 2018.

respondents 39(36.45%) are Rs.101-Rs.200 spending for monthly internet.

▪ Sampling technique

The sample size of the study is 107 respondents. Those are selected by using convenient sampling method.

5. Results and discussion

The findings of the study are presented in the following paragraphs:

Socio- Economic Profile of Sample Respondents

Table 1 summarizes the socio-economic profile of the respondents. majority of the respondents 65(60.75%) belong to rural area. Majority of the respondents 62(57.94%) are female. It is found that of the total 107 respondents, 49(45.79%) are Up to 20 years, 36(33.65%) are between 21 to 30 years, 9(8.41%) are belongs to between 31 to 40 years and the rest 13(12.15%) are above 41 years of respondents. Education-wise classification of the respondents reveal that majority of the respondents 40(37.38%) are under graduate. Majority of the respondents 74(69.16%) are unmarried. Majority of the respondents 72(67.29%) are Students. Monthly family income wise classification of the respondents reveal that, majority of the respondents 43(40.19%) family monthly income is up to Rs.20,000. it is observed that majority of the respondents 79(73.83%) are nuclear family. majority of the respondents 48(44.86%) are 3-4 member in their family.

User's Behaviour on Whatsapp

- It is found that out of 107 respondents, 26(24.30%) are less than 1 year of experience in using the Whatsapp, 28(26.17%) are belongs to 1-2 years of experience in using the Whatsapp and the rest 53(49.53%) are more than 2 years of experience in using the Whatsapp. Majority 53(49.53%) of the respondents are more than 2 years of experience in using the whatsapp.
- It is found that out of 107 respondents, 39(36.45%) are spending below one hour in a day in Whatsapp, 35(32.71%) are spending 1-2 hours in a day in Whatsapp, 12(11.21%) are belongs to spending 3-4 hours in a day in Whatsapp and the rest 21(19.63%) are spending more than 4 hours in a day in Whatsapp.
- It is found that out of 107 respondents, 28(26.17%) are up to Rs.100 spending for monthly internet, 39(36.45%) are belongs to Rs.101-Rs.200 spending for monthly internet, 14(13.08%) are Rs.201-300 spending for monthly internet and the rest 26(24.30%) are above Rs.301 spending for monthly internet. Hence, it is said that majority of the

Reason for Choose of Whatsapp - Weighted Average Ranking

It is observed from table 3 that, among various features considered, the respondents ranked Group chatting is the highest feature followed by Speed, Support voice calls, Video calling service, Privacy-who can view & add, Support for personal computers to phone, Cross compatibility and Increase group chat participants more.

Level of Satisfaction towards Whatsapp – Chi-Square Test

Chi-Square Test has been employed to examine the association between the socio-economic variables and the level of satisfaction of the sample respondents on Whatsapp Messenger. The table 4 exhibits that, Out of six variables taken for chi-square test, only one variable, namely occupation of the respondents is associated with the level of satisfaction. Level of satisfaction is high among students and low with private employees.

6. Limitations of the study

The study is based on primary data, which is collected through questionnaire; hence the result will contain the limitations of the primary data. This study is restricted to respondents in Pollachi Taluk alone and the sample size is limited to 107 respondents.

7. Suggestions

Based up on the study conducted, the following suggestions are made,

- To Safe and Security must be increased to avoid problems.
- Video calls are not clearly sometimes whatsapp will coalsps.
- Avoid do not share of wrong news and information.
- Uploading of unwanted pictures should be eliminated.
- To add the Group video calls facility.

8. Conclusion

Whatsapp is one of the using popular social networking media. This plays a vital role in communicating and sharing ideas of people all around the world. Most of the people are using for sharing their views and photos. In the present study, an attempt has been made to day to day information passing through the world to transfer the information on whatsapp. The study reveals that majority of users satisfied with the use of whatsapp, effective in chatting with their friends, relatives etc.

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ANNEXURES

TABLE 1 : SOCIO- ECONOMIC PROFILE OF SAMPLE RESPONDENTS

VARIABLES	CLASSIFICATION	FREQUENCY	PERCENTAGE
AREA OF RESIDENCE	Urban	42	39.25
	Rural	65	60.75
GENDER	Male	45	42.06
	Female	62	57.94
AGE	Up to 20 years	49	45.79
	21 to 30 years	36	33.65
	31 to 40 years	9	8.41
	Above 41 years	13	12.15
EDUCATIONAL QUALIFICATION	Up to HSC	11	10.28
	Under-Graduate	40	37.38
	Post-Graduate	39	36.45
	Professional	9	8.41
	Others	8	7.48
MARITAL STATUS	Married	33	30.84
	Unmarried	74	69.16
OCCUPATION	Student	72	67.29
	Private employee	15	14.02
	Government employee	9	8.41
	Professional	7	6.54
	Business	4	3.74
TYPE OF FAMILY	Joint	28	26.17
	Nuclear	79	73.83
MONTHLY FAMILY INCOME	Up to Rs.20,000	43	40.19
	Rs.20,001-Rs.30,000	32	29.91
	Rs.30,001-Rs.40,000	15	14.02
	Above Rs.40,001	17	15.88
NUMBER OF MEMBERS IN THE FAMILY	1-2 Members	4	3.74
	2-3 Members	22	20.56
	3-4 Members	48	44.86
	Above 4 Members	33	30.84

TABLE 2: USER'S BEHAVIOUR ON WHATSAPP

VARIABLES	CLASSIFICATION	FREQUENCY	PERCENTAGE
USING WHATSAPP	Less than 1 year	26	24.30
	1-2 years	28	26.17
	More than 2 years	53	49.53
USING WHATSAPP PER DAY(In Hours)	Below one hour	39	36.45
	1-2 hours	35	32.71
	3-4 hours	12	11.21
	More than 4 hours	21	19.63
AMOUNT SPEND MONTHLY FOR INTERNET	Up to Rs.100	28	26.17
	Rs.101-200	39	36.45
	Rs.201-300	14	13.08
	Above Rs.301	26	24.30

TABLE 3: REASON FOR CHOOSING WHATSAPP - WEIGHTED AVERAGE RANKING

REASON	1	2	3	4	5	6	7	8	TOTAL	RANK
Group chatting	37	26	23	11	5	1	1	3	264	I
Speed	34	30	17	14	7	1	3	1	271	II
Cross compatibility	1	16	9	9	14	17	19	22	577	VII
Video calling service	11	8	13	12	16	13	16	18	528	IV
Support voice calls	5	8	19	17	19	15	10	14	513	III
Increase group chat participants more	5	7	8	13	10	25	29	10	578	VIII
Privacy-who can view & add	9	5	10	13	18	21	17	14	548	V
Support for personal computers to phone	5	7	8	18	18	14	12	25	573	VI

TABLE 4: SOCIO - ECONOMIC FACTORS AND LEVEL OF SATISFACTION

VARIABLES	TABLE VALUE	CHI-SQUARE VALUE	ASSOCIATION
Area Of Residence	5.99	2.713	Not Associated
Gender	5.99	2.055	Not Associated
Age	12.6	9.186	Not Associated
Educational Qualification	15.5	12.962	Not Associated
Marital Status	3.223	5.99	Not Associated
Occupation	16.041	15.5	Associated