



ORIGINAL RESEARCH PAPER

Commerce

A STUDY ON THE OVERALL USAGE OF WHATSAPP AMONG THE COIMBATORE YOUTH

KEY WORDS: Whatsapp, Youth, Usage.

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ABSTRACT

The study explores the overall usage of WhatsApp among youth in Coimbatore city, Tamil Nadu. The main objectives of the study is to identify the awareness level of respondents towards WhatsApp, to find the existing pattern of usage of WhatsApp among the respondents, to identify the influencing factors of the respondents on the usage of WhatsApp, and to identify the problems faced by respondents in using WhatsApp. The study was based on convenient random sampling method. The study was carried out from 200 respondents. The data were analysed by using Descriptive analysis, Chi-square test and Average rank analysis. It is identified from the study that the WhatsApp is being used by most and demographic ratio does not affect the usage of WhatsApp.

1.Introduction

The world is ever changing due to the advancement in the field of science and technology. These days it seems hard to escape the presence of technology. Most people will praise many technological gadgets that they use in their everyday lives. Many of us depend on it to get us through the day, to do our job, to get around, and to find certain things. Technology is evolving at a very fast rate, and what most people did not even think could be real a few years ago, is now becoming a reality.

WhatsApp is one of the changes in technology that is commonly used on specific mobile phones and computers. Since the Smart phones became popular, many messaging services were launched but WhatsApp has become very popular among them. The service is free for one year and after that a very small amount is charged yearly. Besides all, this Application is highly addictive and can create a great impact on regular users, and apart from that it can leave a trace that becomes difficult to control and cure. Some of the most prominent technological innovations are smart phones, laptops and using the internet. They have greatly affected many aspects of our lives. Today the Internet continues to grow day by day at an incredible speed.

2.Statement of the problem

WhatsApp is a communication platform. Impact of WhatsApp is more in all level of people especially among youth. Social media is not meant for entertain alone it focus much on education also. The transferring of subject related material sent through WhatsApp is increasing day by day. Young minds were persuaded due to awareness, technology up-date, and Education and socio-culture groups. This study focuses on the awareness & usage of WhatsApp among young people behavior, how much, when, where and for what they are using, factors influencing, and the problems faced by the respondents. And it is important for society to know the path of young generation where they are going. So it is very much indispensable to have an analysis of the overall usage of WhatsApp among the Coimbatore youth.

3.Objectives of the study

- To find the awareness level and the pattern of usage of WhatsApp among the respondents.
- To identify the influencing factor of the respondents on the usage of WhatsApp.
- To identify the reasons to use WhatsApp and the problems faced by respondents in using WhatsApp.

4.Statement of Hypothesis

- The personal factors of the respondents have significant influence on the reasons to use WhatsApp
- The personal factors of the respondents have significant influence on the person to whom the respondents frequently chat with
- The personal factors of the respondents have no significant influence on the problems faced by the respondents

5. Review of Literature

- Karthikeyan.V.Patel in their study on impact of WhatsApp among college students in Coimbatore identified that WhatsApp is one of the major social media network in the world. It is the best innovative in communication device. The important things are how we use that for the enrichment and enlighten for knowledge. It has many features and uses. Every coins has two sides likewise everything has positive and negative sides so that students should try to use the positive features of technology for their educational and other personal purposes and avoid the negative ones.
- Jisha and Jayakumar in their study on WhatsApp a trend setter in mobile communication among Chennai youth identified that many studies conducted in India by taking the youngsters as respondents have revealed the smart devices and unprecedented levels of online access are making the present generation the most connected. Now whoever you chat through WhatsApp has created a sense of belongingness, nearness and intimacy with friends and relatives. It has created a psychological experience of being close and caring WhatsApp has become so comfortable an application among youngsters. Now WhatsApp is being used by youth for creating, sharing and enhancing information. WhatsApp has become one of the reasons for small phone penetration in India.

6.Methodology

To accomplish the objectives of the study, the data has been collected by using both primary and secondary data. Primary data have been collected through a structured questionnaire. The secondary data have been collected from various sources like Books, Magazines, and Website.

7. Limitations of the Study

1. The study is limited to consumers of Coimbatore city only.
2. The sample size restricted to 200 respondents

8. Analysis and Interpretations

The following statistical tools are used to fulfil the objectives of the study

1. Descriptive analysis
2. Chi-square test
3. Average rank analysis

9.Findings of the study

9.1 Descriptive analysis result

1. It is observed from the table 1 that the majority of the respondents are female (59%), aged between 15- 20 years (41%) who are doing professional courses (36%) and (56%) are unmarried and professionals (29%)and with a family income of 10000-15000 (30.5%) and with the family size of 4-6 members(33%).

2.It is clear from the table-2 that out of the total respondents taken for the study ,23.5 % of the respondents are aware of WhatsApp through advertisements, 17% by self, 7.5% through their neighbours and majority of the respondents (52%) are aware of WhatsApp through their friends and relatives.

9.1 Chi-square test results

It is inferred from the table-3 that the hypothesis is rejected for age and in other cases the hypothesis is accepted . It is concluded that Age has significant influence on the reasons to use WhatsApp, person to whom the respondents frequently chat with.

It is also found that the hypothesis is rejected and in other cases the hypothesis is accepted for occupational status. It is concluded that occupational status has significant influence on the reasons to use WhatsApp, person to whom the respondents frequently chat with and types of problems faced by the respondents.

9.2 Average rank analysis

From the table-2 it could be interpreted that the respondents have given rank 1 for the factor sending documents, followed by rank 2 for the factor constant communication with the group of people and rank 3 for friends and family usage, rank 4 for voice chats, rank 5 for unlimited messages, rank 6 for low cost and rank 7 for sharing pictures and videos.

Table 1: Table showing personal factor

Personal profile		No of respondents	Percent
Gender	Male	82	41
	Female	118	59
Age	Less than 15	38	19

	15-20 yrs.	82	41
	20-25 yrs.	47	23.5
	25-30 yrs.	33	16.5
Educational qualification	School level	17	8.5
	UG level	60	30
	PG level	50	25
	Professional	72	36
	Others(diploma)	1	0.5
Occupational status	Agriculture	9	4.5
	Salaried	55	27.5
	Business	31	15.5
	Professionals	58	29
	Student	47	23.5
Marital status	Married	88	44
	Unmarried	112	56
Monthly income	Below 10000	54	27
	10000-15000	61	30.5
	15000-20000	41	20.5
	Above 20000	44	22
Size of the family	Up to 2 members	54	27
	2-4 members	63	31.5
	4-6 members	66	33
	Above 6 members	17	8.5

Table 2: Table showing sources of awareness of WhatsApp

Sources of awareness	No of respondents	Percent
Advertisements	47	23.5
Friends/Relatives	104	52
Self	34	17
Neighbours	15	7.5

Table 3: Table showing the relationship between personal factors and reasons to use WhatsApp, person to whom the respondents frequently chat with and types of problems faced by the respondents

Personal factor	Reasons to use WhatsApp				Person to whom the respondents frequently chat with				Types of problems faced by the respondents			
	Chi-square	df	p-value	Significant level	Chi-square	df	p-value	Significant level	Chi-square	df	p-value	Significant level
Gender	.125	4	.998	NS	.084	3	.994	NS	8.754	4	.068	NS
Age	151.89	12	.000	S	65.93	9	.000	S	25.75	12	.012	NS
Occupational status	112.90	16	.000	S	60.147	12	.000	S	39.18	16	.001	S

Hypothesis(H0): "The personal factors of the respondents "The personal factors of the respondents have no significant

"The personal factors of the respondents have significant S-Significant

Have significant influence on the reasons to use WhatsApp" influence on the types of problems faced by them

Influence on the person to whom the respondents frequently NS-Not significant chat with."

Table 2:Table showing the Gender Wise Average Rank and the Influencing Factors

Gender		Low cost	Sharing pictures and videos	Voice chats	Unlimited messages	Sending documents	Friends and family use it	Communicate instantly with group of people
Male	AR	1.75	1.81	1.59	1.61	1.38	1.49	1.44
	FR	6	7	4	5	1	3	2
FEMALE	AR	2.52	2.60	2.28	2.32	1.99	2.15	2.07
	FR	6	7	4	5	1	3	2

AR-Average Rank

FR-Final Rank

10.Suggestions

- ÿ There should be a "sticky note" feature for groups. This will help people to understand the topic for discussion in case they have missed it.
- ÿ The company should focus on voice chats in order to communicate in a better way.
- ÿ It would be useful if message can be scheduled. Example ; on a Birthday.

11.Conclusion

From the above discussion it is evidently clear that the WhatsApp

has been in market for quite some time and is being used by most and offers functionality like text based messaging and files transfer. WhatsApp is clearly emerging as an alternate for SMS and MMS messaging. Demographic ratio does not affect the usage of WhatsApp. Though word of mouth has given great advantage to make the customer aware of the products. With increasing Smartphone market, WhatsApp has captured the market but companies have to keep innovating to maintain the satisfactory level of existing customers. It is concluded that the WhatsApp is convenient and faster as well. But if it is improperly used which will lead to problems such as addiction and health issues.

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