

A Study on User Satisfaction towards WhatsApp Messaging Service with Special Reference to Erode City

C. Sangeetha*

Assistant Professor, PG and Research Department of Commerce, Vellalar College for Women (Autonomous), Erode, Tamil Nadu, India; sanchand@rediffmail.com

Abstract

The mobile application is gaining rising popularity due to the advances in mobile technologies and huge increase in the number of mobile users. The facility of WhatsApp messaging enables the users to communicate easily. The study analyzes and examines the level of user satisfaction and the problems that exist among the WhatsApp users. The collected data is analyzed by using the statistical tools namely Percentage Analysis, Weighted Average Analysis and Chi-Square Analysis. The findings of the study showed that the demographic factors of the respondents have no influence over their level of satisfaction towards WhatsApp application services and the major problem reported by them is the lack of facility to send PDF files in WhatsApp messaging service.

Keywords: Messaging Service, Satisfaction, Social Media, WhatsApp

1. Introduction

A mobile application is a software application designed to run on smart phones, tablets, computers and other mobile devices. This application is available through distribution platforms of the mobile operating system, such as the Apple App Store, Google Play, Windows Phone Store and BlackBerry App World. WhatsApp Inc., was founded by Americans Brian Acton and Jan Koum in 2009 headquartered in Mountain View, California, which was later acquired by Face book in 2014. Many research findings have proved that WhatsApp is the top most popular instant messenger service used by all categories of people today irrespective of age and economic status. The popularity of WhatsApp among youth has brought huge profit among the telecom service providers since it works on internet data plan. The reason for popularity of WhatsApp among youth is that it allows sending unlimited texts, images, videos, audio and video calls to friends and

family members without any cost other than internet data plan that is used in the smart phones. It was reported in Financial Express Online that WhatsApp has 1.5 billion monthly active users and 200 million users in India are particularly using WhatsApp by sharing messages and social news during early 2018¹. The users are enjoying upcoming features in WhatsApp messaging service. It plays an important role among people by sharing messages easily in groups and make them stay connected. In this aspect, the study was undertaken to examine the user satisfaction towards WhatsApp messaging service with special reference to Erode city.

2. Review of Literature

Shravan Rungta² concluded that gender influenced the usage of WhatsApp in some cases, but there were a lot of elements like usage style/pattern/preference that showed little or no difference amongst genders. Suraj Singh, Arun

*Author for correspondence

Prasanth and Subramani AK³ opined that the demographic variables such as age group, gender and occupation were having less impact on the factors of user satisfaction. Ala' Mohammad Al-Smadi⁴ suggested that the most frequently used topic in WhatsApp status among Jordanian females was the religious topic, while among male Jordanians was the topic related to economy.

3. Objectives of the Study

The main aim of the study is to analyze and examine the level of satisfaction among WhatsApp users and to know the problems faced by them. The specific objectives are as follows.

- To know the usage pattern of WhatsApp services by the respondents.
- To analyze the factors influencing the level of satisfaction of the respondents in WhatsApp messenger.
- To find out the problems faced by the respondents in availing WhatsApp services.

4. Research Methodology

Empirical method was adopted to assess and analyze the level of satisfaction and the problems faced in using WhatsApp messaging services among the respondents in Erode city. Both the primary and secondary data were used in this study. The primary data was collected through a well designed structured questionnaire. A sample of 250 respondents of the age group of above 20 years from Erode City was selected on the basis of simple random sampling technique. The collected data was analyzed by using the statistical tools of Simple Percentage Analysis, Weighted Average Analysis and Chi-square Analysis.

5. Hypotheses of the Study

H_0 . There is no significant association between the Demographic factors (Gender, Age, Educational Qualification and Occupation) of the respondents and the factors influencing their level of satisfaction in using the service of WhatsApp messenger features (Usage of Smiley and Emoticons, WhatsApp Message service, Audio and Video sharing, Social awareness through WhatsApp, WhatsApp calling service).

6. Findings and Discussion

The major findings of the study are as follows:

6.1 Usage Pattern of Whatsapp Service

The usage pattern of WhatsApp service by the respondents was brought out from the dimensions of the 'quality of messaging service', 'period of usage', 'frequency of using per day', 'WhatsApp seems knowledgeable', 'WhatsApp messenger is protected one' and 'usage of WhatsApp based on its cost' by employing simple percentage analysis. The results are shown in Table 1.

Table 1. Usage pattern of whatsapp service

Variables	No. of Respondents	Percentage (%)
Quality of Message Service		
Excellent	81	32
Very Good	49	20
Good	77	31
Fair	11	4
Poor	32	13
Period of Usage		
Past 6 Months	32	12
Past 1 Year	77	31
1-2 Years	27	11
2-3 Years	92	37
More than 3 Years	22	9
Frequency of Using Per Day		
Once in a Day	12	5
2-3 Times	47	19
More than 5 Times	67	27
Often	72	28
Very Often	52	21
WhatsApp seems Knowledgeable		
Strongly Agree	82	33
Agree	67	27
Mutually Agree	37	15
Disagree	28	11
Strongly Disagree	36	14
WhatsApp messenger is protected one		
Definitely	63	25
Probably	77	31
Average	22	9
Not sure	49	19
Poor	39	16
Usage of WhatsApp based on its cost		
Definitely	126	50
Probably	72	29
Not Sure	52	21

Table 1 reveals that the majority 32% of the respondents rate that the service quality of WhatsApp as excellent, 37% of the respondents are using WhatsApp social media for 2-3 years, 28% of the respondents are using their WhatsApp often, 33% of the respondents strongly agree that the WhatsApp seems knowledgeable, 31% of the respondents probably agree that the WhatsApp messenger is protected one and 50% of the respondents agree that they definitely use WhatsApp based on its cost.

6.2 Factors Influencing the Level of Satisfaction Towards the Usage of WhatsApp Messenger Services

The significance of association between gender and level of satisfaction towards usage of smiley and emotions (S1), age and level of satisfaction towards WhatsApp messaging service (S2), audio and video sharing in WhatsApp (S3), Educational Qualification and level of satisfaction towards social awareness through WhatsApp (S4), Occupation and level of satisfaction towards WhatsApp calling service (S5) was analyzed through Chi-Square Test. The results are shown in Table 2.

Table 2 reveals that there is no significant association between gender and level of satisfaction towards usage of smiley and emoticons (S1), age and level of satisfaction towards messaging service (S2), audio and video sharing in WhatsApp (S3) and Educational Qualification and level of satisfaction towards social awareness through WhatsApp (S4). However, there exists significant association between occupation and the level of satisfaction towards WhatsApp calling service (S5).

6.3 Problems Faced in Using WhatsApp Services

The various problems namely ‘Make the user addicted’, ‘Battery low’, ‘Consumption of KB’, ‘Unable to transfer images to more than 5 accounts together’, ‘Need to pay for renewal after an year’ and ‘Unable to send PDF files’ as reported by the respondents in using WhatsApp services were analyzed by Weighted Average Ranking and the results are shown in Table 3.

Table 3 reveals that the problem of ‘Unable to send PDF files’ has ranked first with a weighted average score of 31.53, followed by the problems of ‘Low Battery’ and ‘Unable to

Table 2. Association between demographic factors and level of satisfaction in whatsapp messenger features

Demographic Factors	Factors Influencing Level of Satisfaction	Chi-square value	Degrees of Freedom	Table Value	S/NS
Gender	S1	8.93	4	9.488	NS
Age	S2	12.31	12	21.026	NS
	S3	17.35	12	21.026	NS
Educational Qualification	S4	7.92	12	21.026	NS
Occupation	S5	41.6	16	26.296	S

S-Significant (P value < 0.05); NS-Not Significant (P value > 0.05)

Table 3. Problems faced by the respondents in using whatsapp services

Problems	1	2	3	4	5	6	Total score	Weighted average	Rank
Make the user addicted	24	52	26	35	62	51	788	26.27	6
Battery low	54	24	60	53	31	28	933	31.1	2
Consumption of KB	42	24	63	34	51	36	864	28.8	4
Unable to transfer images to more than 5 accounts together	52	36	46	27	64	25	910	30.33	3
Need to pay for renewal after an year	28	48	32	48	35	59	809	26.96	5
Unable to send PDF files	50	66	23	53	7	51	946	31.53	1

transfer to more than 5 accounts together' which ranked second and third with weighted average scores of 31.10 and 30.33 respectively.

7. Suggestions

The following suggestions have been made based on the findings of the study.

- As per the study, the percentage of respondents using WhatsApp services for more than 3 years is found to be comparatively lower than for a period of upto 3 years. Hence, it is suggested that the WhatsApp has to focus on adding further new and attractive features setting right the key problems in order to topple the other apps like WeChat, Line etc., in South East Asian Countries too.
- WhatsApp should introduce the feature of sending documents with more KBs than at present.

8. Conclusion

It is concluded from the study that the social media network has changed the way we interact with each other and stay connected officially and informally. Globally, though WhatsApp has captured the market by offering functionality features like text based messaging, image, audio, video file transfers, audio and video calls etc., further attractive new

features should be introduced to set right the key problems highlighted in the present study to topple the other apps like Wechat, Line etc., even in South East Asian Countries.

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