

**MOBILE PHONE USER SATISFACTION TOWARDS SOCIAL NETWORKING SITES – A STUDY WITH
REFERENCE TO WHATSAPP IN NAGAPATTINAM DISTRICT OF TAMIL NADU**

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ABSTRACT

In this era the development of technology and its accessibility has enabled rapid expansion and popularity of social networking sites. Consequently this global phenomenon is affecting interpersonal relationships of many. The social networking sites are a highly important medium of communication and entertainment, especially for mobile customers. As a matter of fact everyone is far more attracted than any group of people to social networking sites. WhatsApp is one of the medium of such technology. Now-a-days it is becoming a popular word among mobile phone users, which is currently available in the various electronic items such as I-Phone, Android, windows phone and computer also. The present study is an attempt to study the mobile phone user satisfaction towards social networking sites with reference to WhatsApp in Nagapattinam District of Tamil Nadu. This empirical study has been conducted upon 50 respondents and a structured questionnaire was used as tool of data collection.

Key words: Social Networking Sites, WhatsApp, Mobile Phone User, Communication.

INTRODUCTION

Social networking sites have added entirely new meanings to interpersonal interaction and community. It is the interplay between internet and real life communication and its subsequent effect on interpersonal relationships. Social networking websites have bundled many of the internet communication standards such as e-mail forums, and instant messaging into one resource. However, its usage has become a staple activity in a young adult's life. While it varies slightly among gender and race groups, overall, college students who have internet access use WhatsApp regularly for some type of social contact. With this mass assimilation into daily life, it has already begun to change the way in which interpersonal relationships.

STATEMENT OF THE PROBLEM

The rapid growth of new technologies globally, has led to studies and research to find possible approach in its application. One of the pivotal roles played in modern technology is the invention of smart phones. The smart phones are used as a means of communication since the social media plays a big role in socialization, especially through WhatsApp. Today the mobile application, WhatsApp has become a part of mobile phone user's life. It has become a communication application that customer find it difficult to be without, whether they agree it or not. They get in touch with friends and family, and use it for fulfilling their information, entertainment and educational purposes. They use it for the exchange of emotional intimate content and also to co-ordinate their everyday life. The groups that youth create with friends and colleagues help them to share their ideas, thoughts and emotions. The mobile phone user in Nagapattinam District made a gradual shift from all social networking sites to WhatsApp in a short span of time.

OBJECTIVES OF THE STUDY

The study has been undertaken with the following objectives:

- To know the factors influence of WhatsApp on consumer behaviour.
- To know the frequency of use pattern of WhatsApp.
- To find out the mobile phone user satisfaction towards WhatsApp, Nagapattinam District.

RESEARCH METHODOLOGY

This study descriptive research method is followed both primary and secondary data were collected. Primary data was collected using a structured questionnaire from the people who own and use Smartphone and includes the respondents who are the user of WhatsApp. The samples 50 were selected among the user of WhatsApp, at Nagapattinam District for this research. The samples were chosen from the population, by using Convenience sampling technique. Survey method of data collection was used in this research.

LIMITATIONS OF THE STUDY

The present study is subjected to the following limitations:

- The study is conducted for WhatsApp users in Nagapattinam District with 50 respondents.
- The respondent's response may have the bias, which may not give true picture about the chosen research topic.

DATA ANALYSIS AND INTERPRETATION

**TABLE NO.1
GENDER WISE CLASSIFICATION**

S.No.	Gender	No. of Respondents	Percentage
1	Male	26	52
2	Female	24	48
	Total	50	100

Source: Primary Data

Table 1 shows that gender wise classification of sample respondents. Out of 50 respondents, 26 respondents are male and 24 respondents are female allocating for 52% and 48% respectively of WhatsApp users surveyed. It reveals that, majority 52% of the WhatsApp users are male respondents in the study area.

**TABLE NO.2
AGE WISE CLASSIFICATION**

S.No.	Age	No. of Respondents	Percentage
1	Below 20	08	16
2	21-30	17	34
3	31-40	12	24
4	Above 41	13	26
	Total	50	100

Source: Primary Data

Table 2 consists of the age wise classification of customer using the WhatsApp. Around 34% of the respondents belong to the age group of 21-30 years and 24% respondents fall under the category of 31-40 years and 26% of respondents come under above 41 years and the remaining 16% were found to be

below 20 years. It clears from the above analysis that majority 34% of the WhatsApp users belong to the age group between 21-30 years.

**TABLE NO.3
EDUCATION LEVEL**

S.No.	Education Level	No. of Respondents	Percentage
1	Student	13	26
2	Working professional	22	44
3	Homemaker	12	24
4	Unemployed	03	06
	Total	50	100

Source: Primary Data

From the table 3 shows that out of 50 respondents, 26% of the respondents have an educational qualification as student, 44% are working professional, 24% are Homemaker and 6% are Unemployed. It has been ascertained that majority 44% WhatsApp users as Working professional.

**TABLE NO.4
MONTHLY INCOME**

S.No.	Monthly Income	No. of Respondents	Percentage
1	Below 15,000	15	30
2	15,001- 30,000	10	20
3	30,001- 45,000	13	26
4	Above 45,001	12	24
	Total	50	100

Source: Primary Data

The above table 4 reveals that monthly income of the respondent. Out of 50 respondents, 30% of the respondents were having an annual income of less than 15,000, 20% respondents were having monthly income 15,001- 30,000, 26% respondents were having an monthly income 30,001- 45,000 and 24% respondents were having an monthly income above 45,001. It is seen from the above analysis, 30% of the WhatsApp users were having an annual income of less than 15,000.

**TABLE NO.5
SOURCES OF INFORMATION TO KNOW ABOUT WHATSAPP**

S.No.	Sources of Information	No. of Respondents	Percentage
1	Friends	20	40
2	Relatives	05	10
3	Media	09	18
4	Internet	16	32
	Total	50	100

Source: Primary Data

It is evident from table 5 shows that, majority 40% of the respondents have know about WhatsApp through friends, 10% are relatives, 18% are media and 32% came to know about internet. Hence majority 40% of the respondents have known about WhatsApp through friends.

TABLE NO.6
DURATION OF USAGE WHATSAPP

S.No.	Duration of Usage	No. of Respondents	Percentage
1	Less than 1 Year	12	24
2	1-2 years	14	28
3	2-3 Years	13	26
4	More than 3 Years	11	22
	Total	50	100

Source: Primary Data

From the above table 6 show that, 24% of the total respondents using WhatsApp less than 1 year, 28% of the respondents using of WhatsApp 1-2 years, 26% of the respondents have using their WhatsApp 2-3 years and 22% of the respondents have using more than 3 years. Thus, the data reveals that majority 28 respondent's use the WhatsApp 1-2 years.

TABLE NO.7
FREQUENCY OF USAGE WHATSAPP

S.No.	Frequency of usage	No. of Respondents	Percentage
1	Daily	35	70
2	Weekly	08	16
3	Once in a while	05	10
4	Rarely	02	04
	Total	50	100

Source: Primary Data

From the table 7 analyses that, majority 70% of the respondents used WhatsApp daily, 16% of the respondents used WhatsApp weekly, 10% of the respondents used WhatsApp once in a while and only 4% of the respondents rarely used in WhatsApp. It shows that majority 70% of the respondents used WhatsApp daily.

TABLE NO.8
MEMBERS IN WHATSAPP LIST

S.No.	List of Members	No. of Respondents	Percentage
1	Relatives	11	22
2	Friends	22	44
3	Colleagues	15	30
4	Acquaintances	02	04
	Total	50	100

Source: Primary Data

From the above table 8 shows that, Majority 44% of the respondents stated that they include only those person in their WhatsApp list in close friends, 30% of respondents were those who invite their work colleague on WhatsApp for official purpose, 22% of respondents choose closely connected with family members and relatives and only 4% of the respondents revealed that they include only those person on WhatsApp to whom they are well acquainted in real life. Thus, majority 44% of the respondents stated that they include only that person in their WhatsApp list in close friends.

**TABLE NO.9
 REASON FOR USING WHATSAPP**

S.No.	Reason for Using WhatsApp	No. of Respondents	Percentage
1	To be in touch with the people	16	32
2	Knowledge sharing	10	20
3	Sharing of information	11	22
4	Entertainment	13	26
	Total	50	100

Source: Primary Data

From the table 9, it is inferred that, 32% of the respondents are using the WhatsApp to be in touch with the people, 20% of the respondents expressed as knowledge sharing for using WhatsApp, 22% of them viewed that sharing of information for using WhatsApp and 26% of the respondents viewed that entertainment as reason for using WhatsApp. It shows that majority 32% of the respondents are using the WhatsApp to be in touch with the people.

**TABLE NO.10
 FACTORS INFLUENCING USING WHATSAPP**

S.No.	Factors	No. of Respondents	Percentage
1	No cost	08	16
2	Send multimedia messages instantly	15	30
3	Group chat facility	12	24
4	No geographic constraints	06	12
5	Great speed	05	10
6	Easy to chat	04	08
	Total	50	100

Source: Primary Data

From the above table 10 shows that, out of 50 respondents, 16% respondents no cost as influenced the usage of WhatsApp, 30% respondent's influenced factor for send multimedia messages instantly, 24% of them influenced for group chat facility, 12% respondents influenced for no geographic constraints while only 10% and 8% respondents influenced for great speed and easy to chat respectively. It shows that, majority 30% respondent's influenced factor for send multimedia messages instantly.

**TABLE NO.11
 OPINION REGARDING WHATSAPP**

S.No.	Opinion	No. of Respondents	Percentage
1	Strongly Agree	32	64
2	Agree	11	22
3	Neutral	04	08
4	Disagree	02	04
5	Strongly Disagree	01	02
	Total	50	100

Source: Primary Data

It is evident from the table 11 shows that, 64% of the respondents were found to be strongly agree with WhatsApp, 22% of the respondents were agree with WhatsApp, 8% respondents feel neutral with WhatsApp while only 4% and 2% were disagree and strongly disagree with WhatsApp respectively. It is observed that, majority 64% respondents were found to be strongly agreed with WhatsApp.

SUMMARY OF FINDINGS AND CONCLUSION

FINDINGS

- Majority 52% of the WhatsApp users are male respondents in the study area.
- Majority 34% of the WhatsApp users belong to the age group between 21-30 years.
- Majority 44% WhatsApp users as working professional.
- Majority 30% of the WhatsApp users were having an annual income of less than 15,000.
- Majority 40% of the respondents have known about WhatsApp through friends.
- Majority 28% respondent's use the WhatsApp 1-2 years.
- Majority 70% of the respondents used WhatsApp daily.
- Majority 44% of the respondents stated that they include only that person in their WhatsApp list in close friends.
- Majority 32% of the respondents are using the WhatsApp to be in touch with the people.
- Majority 30% respondent's influenced factor for send multimedia messages instantly.
- Majority 64% respondents were found to be strongly agreed with WhatsApp.

CONCLUSION

There is no doubt that mobile messaging apps have provided a new medium which allows a viral idea/message to spread instantly to millions of consumers at lowest cost. This study shows that Whatsapp is very popular and largest used mobile messaging app in Nagapattinam District. Customers in the age group of 21-30 years are frequent users in the study area. This study shows that certain factors influence the acceptance of WhatsApp messages. While the celebrities and great visuals help to gain the user attention, elements such as entertainment, knowledge sharing and sharing of information influence the acceptance of WhatsApp. This research outcome indicates that, most of the mobile phone users are highly satisfied towards WhatsApp with respect to the chosen factors.

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