



A Study on User Satisfaction towards Whatsapp

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ABSTRACT

The purpose of this study is to identify the user's satisfaction of WhatsApp. The new research model and an instrument are used to examine the influence of various quality factors of mobile application on user satisfaction especially WhatsApp.

In this generation every individual has a smartphone which has many applications for our day to day use one of them will be WhatsApp. Based on the valid responses collected through a questionnaire, descriptive statistics, and other techniques use to find relationship between the independent and dependent factors. The results of the study indicate that reliability, usability, efficiency, significantly affect the consumer satisfaction of WhatsApp mobile application.

This study helps to know the taste of users and what makes them comfortable to use this application in the current technology. This research paper is to measure the Satisfaction level of WhatsApp Messenger; user satisfaction is a measure of how products and services supplied by a company meet User expectation. User satisfaction is critical if a company is to register high sales profits. The study of on this project helped me to know current market scenarios of WhatsApp and also the variety of services that it offers to the users.

INTRODUCTION

In today's digitally interconnected world, communication platforms play a pivotal role in shaping the way individuals and organizations interact. Among these platforms, WhatsApp stands out as one of the most ubiquitous and influential messaging applications. Since its inception in 2009, WhatsApp has rapidly grown to become a household name, boasting over 2 billion active users worldwide. This unprecedented growth can be attributed to its user-friendly interface, free messaging services, and a suite of features that cater to both personal and professional communication needs.

The primary aim of this study is to delve into user satisfaction towards WhatsApp, examining the various factors that contribute to its widespread adoption and continued use. Understanding user satisfaction is crucial for several reasons. Firstly, it provides insights into user preferences and expectations, which can guide future enhancements and feature development. Secondly, it helps in identifying potential areas of improvement, ensuring that the application remains competitive in a rapidly evolving market. Lastly, it offers a comprehensive understanding of user behaviour, which can inform strategic decisions for business growth and customer retention.

KEYWORDS: User satisfaction, consumer behaviour, WhatsApp

REVIEW OF INTRODUCTION

Singh, S., Prasanth, A., & Subramani, A. K. (2015). User satisfaction towards WhatsApp, Avadi, Chennai. *Excel International Journal of Multidisciplinary Management Studies*, Singh. *Excel International Journal of Multidisciplinary Management Studies*, 5(6), 1-8. "A study on User satisfaction towards WhatsApp", it is concluded that the demographic variables such as age group, gender and occupation are having less. *A Study on Customer Satisfaction towards WhatsApp in Coimbatore City*. The results of the study indicate that reliability, usability, efficiency and data integrity significantly affect the consumer satisfaction of WhatsApp mobile application. Smith, J. (2020). Factors influencing user satisfaction in mobile apps. Suraj Singh, Arun DOI:10.15613/hjrh/2018/v5i2/181537 ISSN (Print): 2349-4778 HuSS: International Journal of Research in Humanities and Social Sciences, Vol 5(2), 92-95, July-December 2018 ISSN (Online): 2349-8900 Predicting Consumer Satisfaction Towards WhatsApp Based on Quality Factors * Assistant Professor, BCIPS, Dwarka, Delhi 110075,

Ms. Jisha K and Dr. Jebakumar (2014) in their study on "WhatsApp: A Trend Setter in Mobile Communication among Chennai Youth". The main objectives of the study are to examines the usage of WhatsApp mobile application among the youth in Chennai region. The study uses online survey method and is restricted to youngsters in Chennai region. Questionnaire was distributed to 100 college students in the age group of 18-23. Terpstra (2013) made a study on "WhatsApp& privacy." This study investigates the privacy security features of WhatsApp. How people can secure and maintain their

privacy on WhatsApp. This study also made a brief analysis of WhatsApp such as the permissions that one has to give while installing the WhatsApp, capabilities of WhatsApp, what information does WhatsApp use from our phone? etc. Lastly, the study mentions some tools to look into the inner working of WhatsApp like Packet Capture, Wireshark, Mitmproxy, Apktool

RESEARCH METHODOLOGY

This study employs a descriptive research approach to identify user satisfaction with WhatsApp and also Hypothesis testing from the objectives of my research. The target respondents are users who utilize WhatsApp for communication above 18 years. Both primary and secondary data were used in this study. Primary data was collected through a well-designed, structured questionnaire via Google Forms. Among 120 respondents sample size of 70 is taken for research, under the age of 18 to 24, was selected using a simple random sampling technique. The collected data was analysed using Chi-square tests and descriptive statistics.

OBJECTIVE OF THE STUDY

PRIMARY OBJECTIVE

- A study on users satisfaction towards WhatsApp

SECONDARY OBJECTIVE

- To investigate how socio demographic affected consumers towards WhatsApp
- To know the customer behaviour on WhatsApp
- To find out the key success features of WhatsApp

DATA ANALYSIS AND INTERPRETATION

The questionnaire became the basis to build five hypotheses (Null) for further testing. To analyse the results SPSS is used. In the data analysis process, a Single Factor ANOVA (Analysis of Variance) and a Chi-Square test were used for hypothesis testing. ANOVA is employed to determine if the means between two or more groups differ significantly. The null hypothesis in ANOVA asserts that all population means are equal, indicating no difference among the groups being tested. Conversely, the alternative hypothesis suggests that a significant difference exists among the groups.

This section breaks down the study's descriptive analysis the customers satisfaction towards WhatsApp

- To investigate how socio demographic affected consumers towards WhatsApp

Descriptive statistics and frequency of gender, age, educational qualification also provided their mean, median, mode and standard deviation.

Statistics				
		Gender	AGE	EDUCATIONAL QUALIFICATION
N	Valid	70	70	70
	Missing	0	0	0
Mean		1.67	2.00	2.46
Median		2.00	2.00	2.00
Mode		2	2	2
Std. Deviation		.473	.000	.502

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	23	32.9	32.9	32.9
	female	47	67.1	67.1	100.0
	Total	70	100.0	100.0	

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	70	100.0	100.0	100.0

EDUCATIONAL QUALIFICATION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	UG	38	54.3	54.3	54.3
	PG	32	45.7	45.7	100.0
	Total	70	100.0	100.0	

Hypothesis 1:

Null Hypothesis-H₀. Socio-demographic factors have no significant effect on consumers' attitudes towards WhatsApp.

Alternative Hypothesis-H₁. Socio-demographic factors have a significant effect on consumers' attitudes towards WhatsApp.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		.022	1	.022	.004	.948
Within Groups		609.103	118	5.162		
Total		609.125	119			

Interpretation- The F-value is 0.004 with a p-value of 0.948, which is much greater than the typical significance level of 0.05.

There was a statistically significant difference between groups as determined by one-way ANOVA here the independent variable is gender and the dependent variable is overall satisfaction level. The table 5 shows the ONE WAY ANOVA and its signific is .0948 which is greater that p value 0.05

Therefore, the null hypothesis is rejected

INFERENCE:

Alternative Hypothesis-H₁. Socio-demographic factors have a significant effect on consumers' attitudes towards WhatsApp.

Hypothesis 2:

Null Hypothesis (H₀): There is no significant relationship between customer behaviour and satisfaction with WhatsApp.

Alternative Hypothesis (H₁): There is a significant relationship between customer behaviour and satisfaction with WhatsApp.

Statistics				
		DAILY USAGE	WHATSAPP USAGE	Update helpful
Z	Valid	70	70	70
	Missing	0	0	0
Mean		3.16	3.34	1.86
Median		4.00	3.00	1.50
Mode		4	4	1

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.918 ^a	3	.270
Likelihood Ratio	4.028	3	.258
Linear-by-Linear Association	2.630	1	.105
N of Valid Cases	70		
a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.31.			

Chi square test of independence is used for analysing the association between socio-demographic factors and customer behaviour on WhatsApp using the Chi-Square Test of Independence.

Here the Pearson value is 3.918 and its sig value is 0.270 which is greater than 0.05 the null hypothesis is accepted.

Therefore, Alternative hypothesis is rejected

INFERENCE:

Null Hypothesis (H0): There is no significant relationship between customer behaviour and satisfaction with WhatsApp.

PREFERENCE

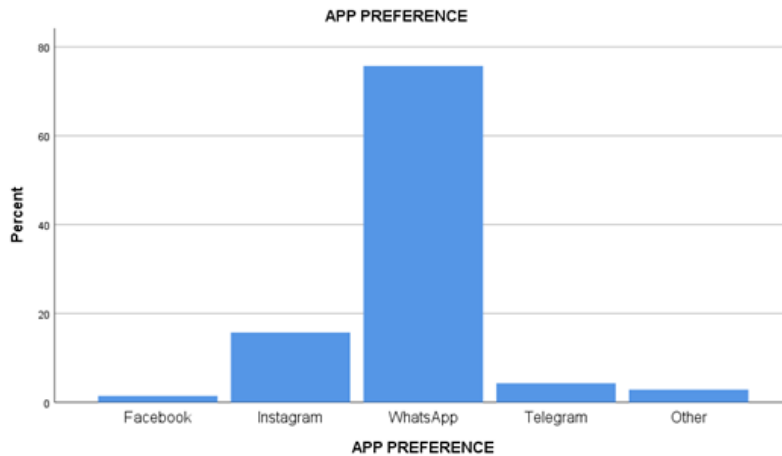
The given below statistics is descriptive statistics with mean, median, mode of app preference that the people use

From the App preference table and the bar graph we could know that the user preference is highly in WhatsApp which has the high frequency of 53 respondents and 11 respondents prefer Instagram and 3 respondents prefer Telegram and 1 prefer Facebook and 2 respondents prefer other messaging apps

Statistics		
APP PREFERENCE		
N	Valid	70
	Missing	0
Mean		2.91
Median		3.00
Mode		3

APP PREFERENCE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	1	1.4	1.4	1.4
	Instagram	11	15.7	15.7	17.1
	WhatsApp	53	75.7	75.7	92.9
	Telegram	3	4.3	4.3	97.1
	Other	2	2.9	2.9	100.0
	Total	70	100.0	100.0	

Gender * Switch to other app Crosstabulation								Chi square value	P value
Count		Switch to another app					Total		
		Very unlikely	Unlikely	Neutral	Likely	Very likely			
Gender	male	4	3	13	2	1	23	3.024591	0.553719
	female	4	13	22	6	2	47		
Total		8	16	35	8	3	70		

**INFERENCE:**

This states that users of WhatsApp are about to be satisfied with the WhatsApp. And choose WhatsApp as their preference other than the apps they use

Null Hypothesis: There is no association between gender group of the respondents and switch over other app other than WhatsApp

Alternative Hypothesis: There is an association between gender group of the respondents and switch over another app other than WhatsApp

From the above table states the relationship between Gender and the preference of switch over another app

Interpretation:

Chi square test is used for analysing the association between socio-demographic factors and switch over other app using the tools. The Chi square value is 3.024 and its sig value is 0.553719 which is greater than 0.05. The null hypothesis is accepted

Therefore, Alternative hypothesis is rejected

INFERENCE:

Null Hypothesis: There is no association between gender group of the respondents and switch over other app other than WhatsApp

FINDINGS:

From this study the study sampled 70 respondents aged between 18-24, comprising 32.9% males and 67.1% females. The educational qualification of respondents included 54.3% undergraduates and 45.7% postgraduates. The study shows 75.7% prefer using WhatsApp in their future. The key quality factors identified as significantly affecting user satisfaction with WhatsApp include reliability, usability, and efficiency. This study provided valuable insights into the factors influencing user satisfaction with WhatsApp. Despite demographic differences, reliability, usability, and efficiency were the main drivers of satisfaction. The research revealed a strong preference for WhatsApp over other messaging apps, and no significant relationship was found between socio-demographic factors or customer behaviour and overall satisfaction. These findings highlight WhatsApp's dominance in the messaging app market and provide directions for future enhancements to maintain its competitive edge. These factors contribute to a seamless user experience, making WhatsApp a preferred communication tool.

SUGGESTION:

- I suggest to improve the usage of WhatsApp by proper updates
- To have an attention on encrypting of our contact number
- And reach out the cyber prevention as secure than even more protective
- Meta AI a new feature can be more upgraded and also enhance the features of WhatsApp.

CONCLUSION

Conduct a larger and more diverse survey sample to reduce sample bias and improve generalizability of the findings. From the study, I would suggest that WhatsApp has to enhance its features as from my research I have understood that they are in need of many features and mostly this app is used for communication as their major purpose and they are satisfied. In conclusion, the study on user satisfaction towards WhatsApp is timely and relevant, given

the app's pervasive presence in the global communication landscape. By systematically examining the factors that influence user satisfaction, this study aims to provide a comprehensive understanding that can drive improvements and innovations in digital communication. The insights gained will not only benefit WhatsApp but also contribute to the broader discourse on user-centric design and digital communication strategies.

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