



A STUDY ON CUSTOMER SATISFACTION ON WHAT'S APP USAGE ON ANDROID,WINDOWS,MACBOOK,AND IOS APPLE DEVICES

Mrs. R. KALAIVANI¹, HARIHARAN M²

¹Assistant Professor DEPARTMENT OF COMMERCE PROFESSIONAL ACCOUNTING

SRI KRISHNA ADITHYA COLLEGE OF ARTS AND SCIENCE

² (222AK0784)

ABSTRACT:

In today's digitally connected world, WhatsApp has emerged as a leading communication platform, widely used across various operating systems and devices. This study aims to explore customer satisfaction levels associated with WhatsApp usage on four major platforms: Android, Windows, MacBook, and iOS Apple devices. With millions relying on the app for both personal and professional communication, understanding user experience across different platforms is essential for ensuring consistent service quality and user retention. Using a combination of quantitative surveys and qualitative feedback, the study evaluates user satisfaction based on key factors such as app performance, ease of use, interface design, feature availability, update frequency, and overall reliability. Data was collected from a diverse group of users who actively use WhatsApp on one or more of the targeted platforms. The findings reveal notable variations in satisfaction levels, with mobile platforms (Android and iOS) generally receiving higher satisfaction scores compared to desktop counterparts (Windows and MacBook), primarily due to smoother performance and a more feature-rich experience. The study concludes with The study highlights key areas for improvement, particularly in desktop applications, and offers insights into user preferences. These findings can help in enhancing the overall user . Data was collected through structured surveys from a sample of active WhatsApp users.

INTRODUCTION OF THE STUDY:

WhatsApp holds immense importance in India, deeply embedded in the fabric of daily life. Serving as a primary means of communication, it connects millions across the country, facilitating seamless interaction through text messages, voice and video calls, and media sharing. Beyond personal connections, WhatsApp plays a pivotal role in social connectivity, serving as a vital platform for family, friend, and community networks. WhatsApp was launched globally in **January 2009**. However, its widespread adoption in India started gaining momentum around **2012-2013**. Since then, it has become one of the most popular messaging platforms in the country, with millions of users across various demographics. communication and interaction among its users. These services include messaging, allowing users to send text messages, emojis, stickers, and GIFs to individuals or groups. Additionally, WhatsApp enables voice and video calling over the internet, providing a free means of communication. Users can also share various media types such as photos, videos, documents, and voice messages with their contacts or groups. When WhatsApp was **first launched in 2009**, it was a simple messaging app with a primary focus on providing an alternative to traditional SMS messaging. The initial version of WhatsApp allowed users to send text messages, images, and videos to their contacts over the internet instead of using SMS, which incurred additional charges from mobile carriers. The app was designed to be lightweight, fast, and user-friendly, with a clean and intuitive interface. WhatsApp was first launched on **the iOS platform (Apple devices) on July 11, 2009**. It initially debuted on the App Store for iPhone users, offering them an alternative to traditional SMS messaging with its internet-based messaging service. Since then, WhatsApp has remained available on iOS devices and has evolved to become one of the most popular messaging apps. WhatsApp was founded by **Jan Koum and Brian Acton in 2009**. They both worked together at Yahoo before founding WhatsApp. Jan Koum was the CEO of WhatsApp until he resigned from Facebook (WhatsApp's parent company) in **April 2018**. My study is all about Customer satisfaction on WhatsApp usage on different platform. WhatsApp is now one of the most widely used communication tools globally, with over two billion active users as of **2021**.

STATEMENT OF PROBLEM:

To Study on customer satisfaction regarding WhatsApp usage Android, Windows, MacBook, and iOS devices. The problem lies in understanding users on different devices experience satisfaction and or difficulties in communication tool across various devices, including Android, Windows, MacBook, and iOS, Networks failure in connectivity to send and receive messages, make calls, and share media on the platform.

OBJECTIVE OF THE STUDY:

1. To Evaluate Performance and Stability WhatsApp including factors to identify.

2. To Examine user adoption and satisfaction levels with WhatsApp on Mac, Windows, Android, through surveys experience, and challenges encountered.

SCOPE OF THE STUDY:

The scope of the project "A Study on Customer Satisfaction on WhatsApp Usage on android ,windows ,macbook, ios apple devices " involves assessing customer satisfaction levels with **WhatsApp across various** and Web. The objectives include identifying factors influencing satisfaction, analysing differences in user experience, features, and performance .

LIMITATIONS OF THE STUDY:

- The major limitations of the study are that respondents' small sample size.
- Internal prejudice of the respondents serves as a limitation of the study.
- Android Whatsapp can significantly drain battery life during video call.

REVIEW OF LITERATURE:

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 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

Dr. Abdullah and F. Al-Daboubi (2014) made study: The Impact of Social Networking Sites on Applied Science University Students”. The intensive use of

S.N.S. by great number of people, especially youths and university students, and its impacts on those users motivated the researcher to conduct this study. The study random sample consisted of 332 students from ASU, from both genders, various study levels, specialties. Statistical tools such as Percentage Analysis, Chi-square Test and Weighted Score Analysis were applied to .

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 examine 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.

Ghulam Shabir et al (2014) in their study on “The Impact of Social Media on Youth: A Case Study of Bahawalpur City”. The main objectives of the study are to evaluate the attitude of youth towards social media and measure the spending time on social media. A sample of 300 youngsters was selected and non e random sampling method was used to select the sample from all over population among youth including male and female in Bahawalpur City. Statistical package for the Social Sciences (SPSS) was used for the data analysis .

COMPANY PROFILE

WhatsApp is a popular messaging app owned by Meta Platforms, Inc. It allows users to send text messages, voice messages, make voice and video calls, share images, documents, user locations, and other media. It's known for its end-to-end encryption feature, ensuring user privacy and security. WhatsApp has a vast user base globally, making it one of the leading messaging platforms.

WhatsApp was founded by Jan Koum and Brian Acton in 2009. They were both former employees of Yahoo! WhatsApp is an easy-to-use app that helps people talk to each other using their phones or computers. You can send messages, make phone calls, and even have video chats with your friends and family. It's like texting or calling, but it's free as long as you have an internet connection. You can also share pictures, videos, and voice recordings with your contacts. WhatsApp keeps your conversations private and secure so only you and the person you're talking to can see them. It's a popular way for people all over the world to stay in touch with each other, no matter where they are. WhatsApp is available on various platforms, including **iOS, Android, Windows Phone, and desktop operating systems like Windows and macOS**. Each version of WhatsApp offers similar features but may have slight differences in user interface and to suit the specific platform's requirements. **On iOS**, WhatsApp is optimised for iPhones and iPads, providing a seamless experience tailored to Apple's ecosystem. Users can download the app from the Apple App Store and enjoy features such as text messaging, voice calls, video calls, and multimedia sharing. **Android users** can access WhatsApp through the Google Play Store. The Android version of WhatsApp is designed to integrate smoothly with Android devices, offering the same range of features available on iOS. For **Windows Phone users**, WhatsApp provides a dedicated app available for download from the Microsoft Store. While the platform has seen a decline in usage, WhatsApp continues to offer support for Windows Phone users. In addition to mobile platforms, WhatsApp offers desktop applications for both **Windows and macOS**.

ANALYSIS AND INTERPRETATION OF DATA

INTRODUCTION:

Analysis and interpretation of data is the process of assigning meaning to collected information and determining the conclusions, significance and implication of the findings. It is an important and exciting step in the process of research. In all research studies, analysis follow data collection.

The statistical tools are:

- Percentage Analysis
- Chi–Square Test
- Rank Analysis

PERCENTAGE ANALYSIS

A percentage analysis is used to interpret the data by the researcher for the analysis and interpretation. Though the use of percentage the data or reduced in the standard form with the base equal to 120 which fact facilitates relating comparison. In the percentage analysis percentage is calculated by multiplying the number of respondents in to 120 and it is divided by the same size.

FORMULA:

$$\text{Simple percentage} = \frac{\text{No. of respondent}}{\text{Sample size}} * 100$$

TABLE SHOWING THE PRIMARY PLATFORM OF THE RESPONDENTS

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
ANDROID	103	59.9
IOS APPLE DEVICES	23	13.4
MAC BOOK	23	13.4
WINDOWS	23	13.4
Total	172	100.1

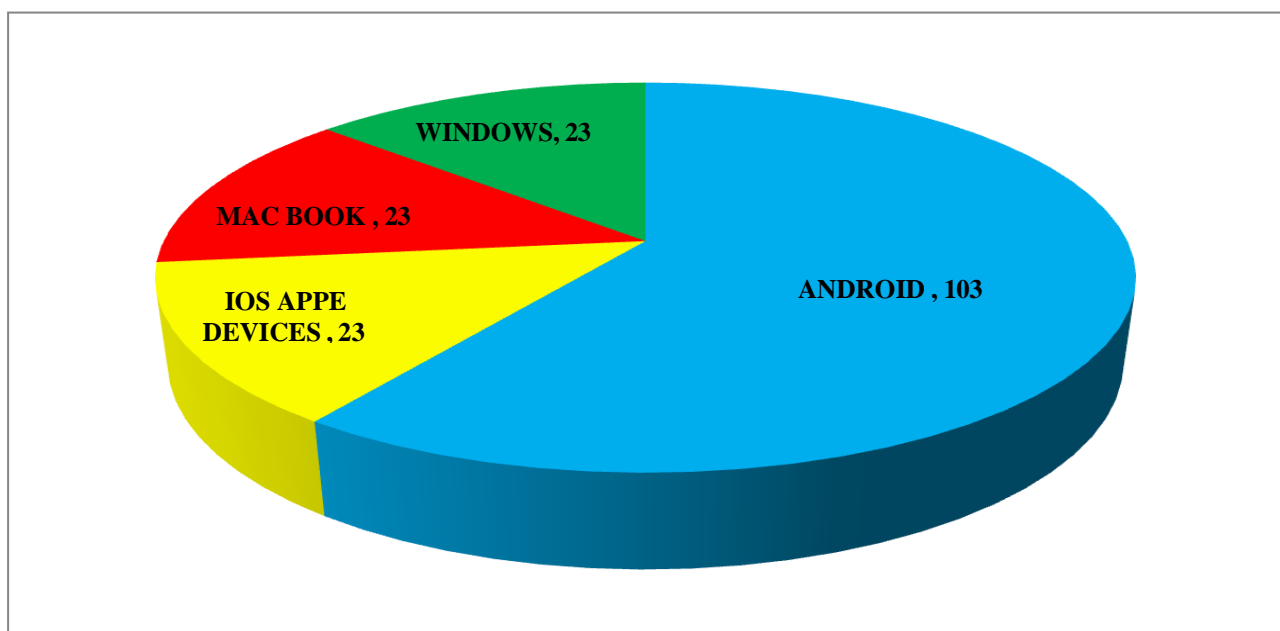
SOURCE: PRIMARY DATA

INTERPRETATION:

From the above table, it shows that 59.9% of the respondent are android, 13.4% of the respondents are ios apple devices , 13.4% of the respondents are mac, 13.4% of the respondent are windows.

59.9% of the respondents are Android.

CHART SHOWING PRIMARY PLATFORM WISE CLASSIFICATION OF THE RESPONDENTS



RANKING ANALYSIS:

A ranking is a relationship between a set of items such that, for any two items, the first is either ranking higher than", "ranked lower than or 'ranked equal to the second. In. mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different objects can have the same rating. The ranking themselves are totally ordered, for example, materials are totally pre ordered by hardness, while degree of hardness are totally ordered. for example, an Internet search engine may rank the pages it funds according to an estimation of their relevance, making it possible for the user quickly to select the pages they are likely to want to see. Analysis of data obtained by ranking commonly requires non-parametric statistics.

TABLE SHOWING THE PERFORMANCE OF RATING ON WHATSAPP IN DIFFERENT PLATFORMS
WHATSAPP IN DIFFERENT PLATFORMS

PERFORMANCE	RATING					TOTAL	RANK
	1	2	3	4	5		
ANDROID	21	45	28	11	67	172	1
IOS APPLE DEVICES	4	29	25	23	64	145	3
MACBOOK	7	17	24	18	54	120	4
WINDOWS	8	19	29	14	83	153	2

INTERPRETATION:

The above table depicts that rating and performance of WhatsApp in different platforms that's the Highest rank is towards (172) ANDROID , second rank is towards (153) WINDOWS, third rank is towards (145) IOS APPLE DEVICES , fourth rank is towards (120) MACBOOK .

FINDINGS,SUGGESTIONS, AND CONCLUSION**INTRODUCTION:**

In his chapter the researcher presents elaborate findings through the application of Percentage analysis and Rank analysis. The findings are presented in the order of the electives to enhance to know the WhatsApp in usage on Android ,windows , macbook ,ios apple devices and satisfaction of consumers in and round Coimbatore.

FINDINGS:**PERCENTAGE ANALYSIS:**

- 59.9% of the respondents are android.

RANKING ANALYSIS:

The above table depicts that rating and performance of WhatsApp in different platforms that's the Highest rank is towards (172) ANDROID , second rank is towards (153) WINDOWS, third rank is towards (145) IOS APPLE DEVICES , fourth rank is towards (120) MACBOOK .

SUGGESTIONS:

- Regularly update WhatsApp across all platforms to access the latest features, security enhancements, and bug fixes.
- iOS users can benefit from Siri shortcuts for efficient tasks like messaging and calling, along with utilizing iOS widgets for quick chat previews.
- Android users should manage battery usage for WhatsApp's background activity, utilize app lock or fingerprint unlock for security, and customize chat notifications and group settings.
- Windows users should update the WhatsApp desktop app from the Microsoft Store regularly, use keyboard shortcuts for faster navigation, and enable desktop notifications for message updates.

CONCLUSION

The study reveals significant insights into customer satisfaction levels with WhatsApp usage across various platforms—Android, iOS Apple Devices, MacBook, and Windows. The results from both percentage and ranking analyses indicate that Android users report the highest satisfaction, likely due to better integration, consistent performance, and richer feature availability on mobile platforms. Windows follows as the second most preferred platform, suggesting a satisfactory user experience on the desktop version, especially with regular updates and improved user interface. iOS Apple Devices and MacBook ranked third and fourth, respectively, indicating that while they offer a reliable experience, there may be scope for performance or feature enhancements to match Android's efficiency and user satisfaction.

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