

A Study on the Usage and Impact of WhatsApp Messenger

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Abstract: *WhatsApp is a messaging programme that allows users to text, talk, and share material with individuals or groups, including voice chats and video — all with just a Wi-Fi connection. WhatsApp's global popularity is due in large part to its accessibility, cross-platform functionality, and simple, straightforward features. WhatsApp has had a significant impact on people's privacy; there is a constant source of distraction. Many people communicate unconfirmed information, and there have been instances in India where people have shared incorrect and unverified information, resulting in riots. As a result, this research is attempted to investigate the impact and usage of WhatsApp with a focus on Coimbatore city. This study is undertaken to know why majority of the people use whatsapp and why it has become a mandatory part of everyone life, to know the factors with influences them. This study employed a descriptive research design. A questionnaire has been used as a source of collecting primary data. Simple Random sampling is employed in this investigation. In this case, 105 people were chosen at random.*

Keywords: Whatsapp, Usage, Impact, Factors Influencing

I. INTRODUCTION

WhatsApp is a free, multiplatform messaging app that lets you make video and voice calls, send text messages, and more. . With over 2 billion active users, WhatsApp is especially popular among friends and family who live in different countries and want to stay in touch. Whatsapp is the best platform to share any kind of news or information. It helps to connect across continents. Whatsapp has transformed itself into a pseudo-e-learning platform; teachers not only share notes or information but can also make learning videos or videos from YouTube and share it on whatsapp groups. It has been reported that teenagers who are always engrossed in WhatsApp, have a lower concentration. Checking for their messages or scrolling through their chats adds to this problem. This is considered as one of the most negative effects of Whatsapp. One of the most adverse effects of Whatsapp on students, this can lead to a lack of concentration in education as well. WhatsApp has contributed to social isolation amongst teenagers. From sleep deprivation (due to continuous chatting) to straining of eyes, WhatsApp contributes to a lot of problems. In fact, the impact of WhatsApp on students is currently a growing concern for a lot of doctors and counselors.

1.1 Objective of the Study

- To analyze the usage and impact of whatsapp messenger.
- To investigate the elements that influence whatsapp usage.

II. REVIEW OF LITERATURE

Deepali A. Mahajan and C.Namrata Mahender exposed "A study on impact of whatsapp on college students"(2021)¹. They tried to find the behavior of students toward the use of WhatsApp in their studies. The study conducted on the 98 colleges and university students that are of the undergraduate and postgraduate level. They have distributed self-generated questionnaires among the students and recorded the responses. They found the regular but moderate use of WhatsApp. The use of WhatsApp keeps students happy and feeling excited. WhatsApp addiction is not found in the students.

Shabnam Shaikh studied the "Usage and impact of whatsapp on youth" (2019)², They investigated the usage and effect of WhatsApp in the area of Nerul Navi Mumbai. Simple random sampling technic was used. Questionnaire with both open and close ended questions were given. They performed a survey and obtained responses. Total 70 responses had been received in which only 50 responses were considered for analysis those have completed all questions and having 18-25 years of age. The users made a slow shift from all social networking sites to WhatsApp in a quick span of time. This survey results show that there is a significant impact of WhatsApp on its users. Around 66% of WhatsApp users believe that WhatsApp has improved their relationship with friends. More than 63% of its users think it is not harmful for them.

Naveen Kumar and Sudhansh Sharma conducted a "Survey Analysis on the usage and Impact of Whatsapp Messenger" (2016)³. They performed an internet based survey using open-source Lime survey software and obtained responses. Total 460 responses had been received in which only 136 responses were considered for analysis those have completed all questions and having more than 18 years of age. The users in India made a slow shift from all social networking sites to whatsapp in quick span of time. This survey results shows that there is a significant impact of whatsapp on its users. Around 66% of WhatsApp users believe that WhatsApp has improved their relationship with friends. More than 63% of its users think it is not harmful for them. There are several other analyses presented in this paper based on age-groups and gender of WhatsApp users.

III. RESEARCH METHODOLOGY

Research Design: Descriptive Research Design.

Sources of Data

- **Primary Data:** A questionnaire has been used as a source of collecting primary data with the help of Google Form.
- **Secondary Data:** Books, Journals, Magazines, Articles and Websites.

Sampling Technique: Simple Random Sampling.

Sampling Size: The sample size used for the study is 105 respondents.

Area of the Study: The study was conducted only within Coimbatore city.

Tools used for the Study

- Percentage Analysis
- spearman's rank correlation

IV. ANALYSIS AND INTERPRETATION

4.1 Analysis of Percentage Analysis

Table 1: Years of Using Whatsapp

YEARS OF USING WHATSAPP	NO.OF RESPONDENTS	PERCENTAGE
ONE YEAR	2	1.9
2-4 YEARS	59	56.2
5-8 YEARS	38	36.2
MORE THAN 8 YEARS	6	5.7
TOTAL	105	100

Source: Primary Data

The above table depicts that 56.2% of the respondents have been using whatsapp for 2-4 year, 36.2% of the respondents have been using whatsapp for 5-8 years and 5.7% of the respondents have been using whatsapp for more than 8 years and 1.9% of the respondents have been using whatsapp for one year. (56.2%) of the respondents have been using whatsapp for 2-4 year .

EXHIBIT 1

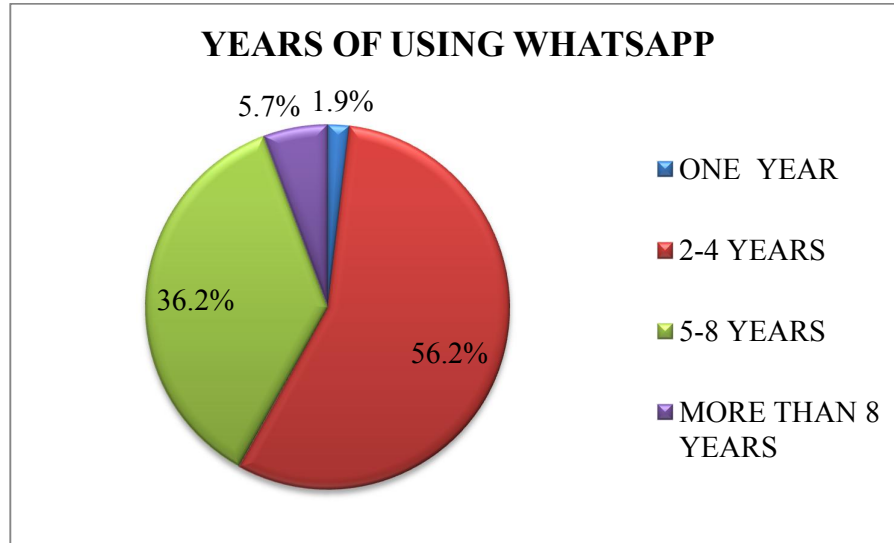


Table 2: Use of Whatsapp

USE OF WHATSAPP	NO. OF RESPONDENTS	PERCENTAGE
EASY TO USE/USER FRIENDLY	39	37.1
EASY TO COMMUNICATE	55	52.4
SPEED OF INFORMATION RETRIEVAL AND TRANSFER	11	10.5
TOTAL	105	100

Source : Primary Data

The above table depicts that 52.4% of the respondents use whatsapp as it is easy to communicate, 37.1% of the respondents use whatsapp as it is easy to use / user friendly and 10.5% of the respondents use whatsapp for its speed of information retrieval and transfer. (52.4%) of the respondents use whatsapp as it is easy to communicate.

EXHIBIT 2

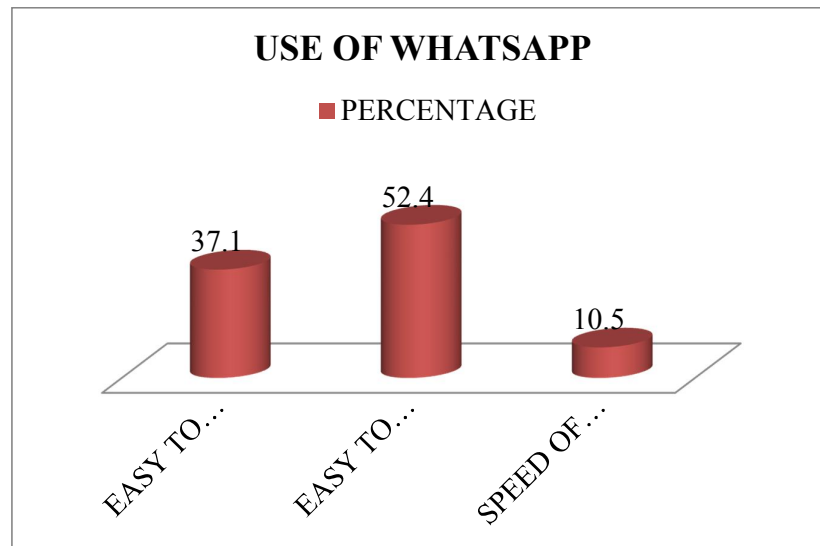


Table 3: Hours Spend in a Day On Using Whatsapp

HOURS SPEND IN A DAY ON USING WHATSAPP	NO. OF RESPONDENTS	PERCENTAGE
1-2 H/DAY	59	56.2
3-5 H/DAY	35	33.3
6-7 H/DAY	8	7.6
OVER 8 H/DAY	3	2.9
TOTAL	105	100

Source : Primary Data

The above table depicts that 56.2% of the respondents spend 1-2 h/day on using whatsapp, 33.3% of the respondents spend 3-5 h/day on using whatsapp, 7.6% of the respondents spend 6-7 h/day on using whatsapp and 2.9% of the respondents spend over 8 h/day on using whatsapp. (56.2%) of the respondents spend 1-2 h/day on using whatsapp .

EXHIBIT 3

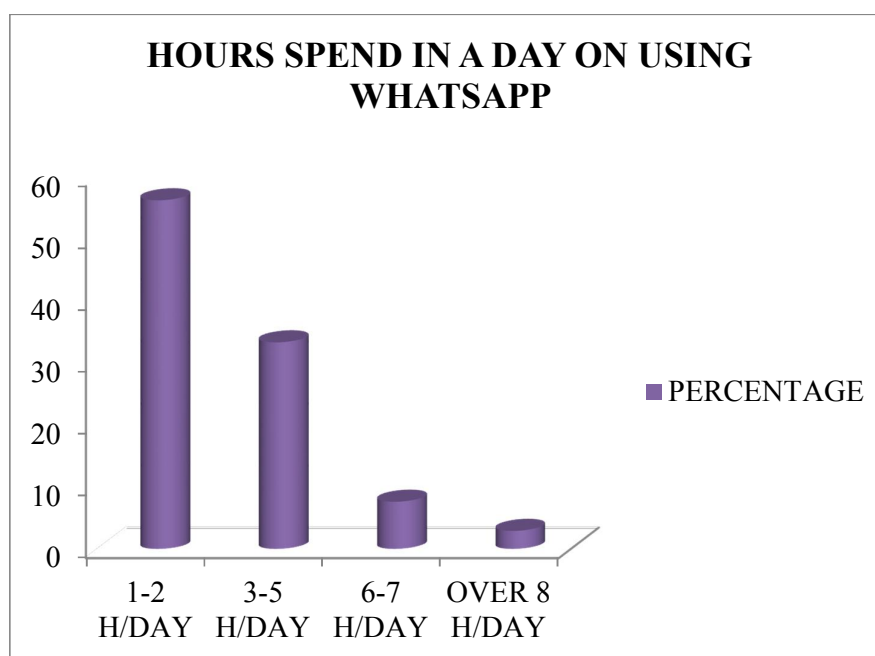


Table 4: Feel Irritable and Restless Without Whatsapp

FEEL IRRITABLE AND RESTLESS WITHOUT WHATSAPP	NO. OF RESPONDENTS	PERCENTAGE
YES	37	35.2
NO	68	64.8
TOTAL	105	100

Source: Primary Data

The above table depicts that 64.8% of the respondents does not feel irritable and restless without whatsapp and 35.2% of the respondents feel irritable and restless without whatsapp. (64.8%) of the respondents does not feel irritable and restless without whatsapp.

EXHIBIT 4

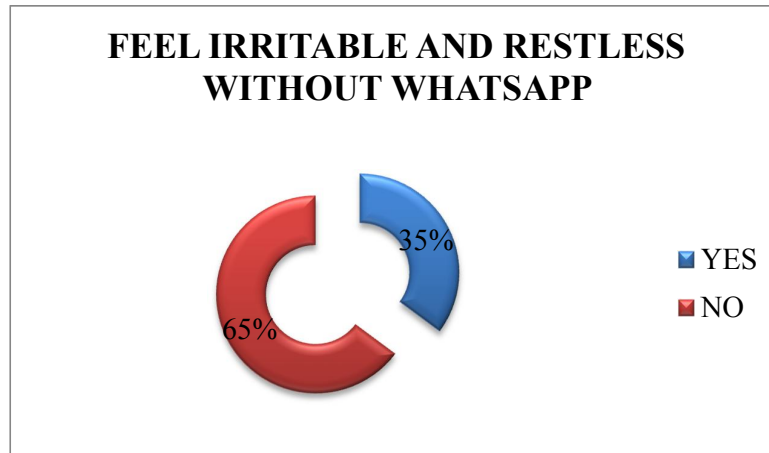


Table 5: Purpose for Using Whatsapp Mostly

PURPOSE FOR USING WHATSAPP MOSTLY	NO. OF RESPONDENTS	PERCENTAGE
TEXT MESSAGES	69	65.7
SENDING PHOTOS AND VIDEOS	14	13.4
FORWARDING INFORMATION (i.e., news, events, etc.)	20	19
VOICE MESSAGES	2	1.9
TOTAL	105	100

Source: Primary Data

The above table depicts that 65.7% of the respondents use whatsapp mostly for the purpose of text messages, 13.4% of the respondents use whatsapp mostly for the purpose of sending photos and videos, 19% of the respondents use whatsapp mostly for the purpose of forwarding information (i.e., news, events, etc.) and 1.9% of the respondents use whatsapp mostly for the purpose of voice messages. (65.7%) of the respondents use whatsapp mostly for the purpose of text messages.

EXHIBIT 5

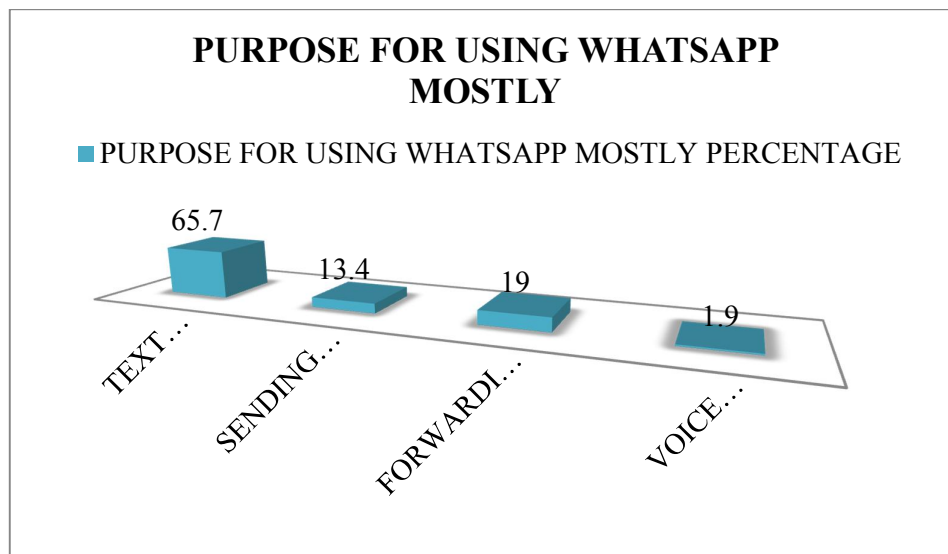


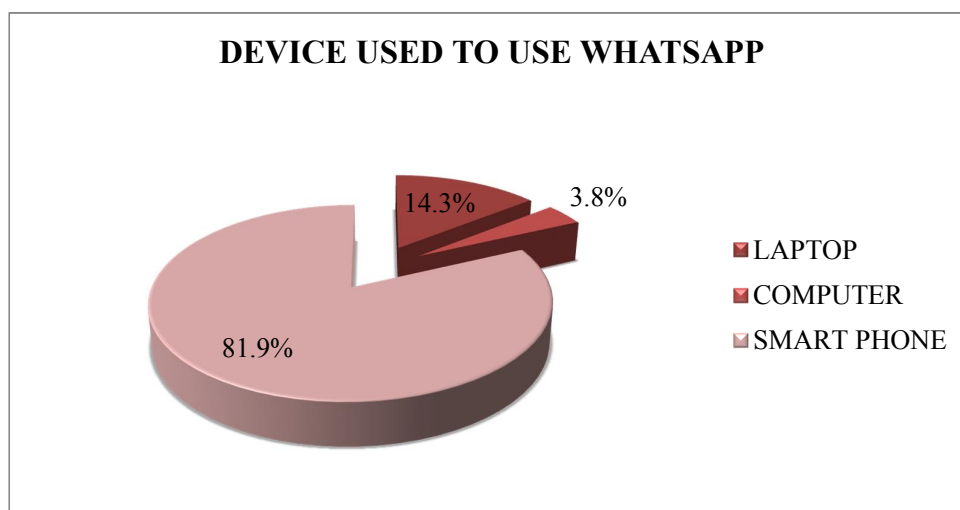
Table 6: Device Used To Use Whatsapp

DEVICE USED TO USE WHATSAPP	NO. OF RESPONDENTS	PERCENTAGE
LAPTOP	15	14.3
COMPUTER	4	3.8
SMART PHONE	86	81.9
TOTAL	105	100

Source : Primary Data

The above table depicts that 81.9% of the respondents use smart phone to use whatsapp and 14.3% of the respondents use laptop to use whatsapp and 3.8% of the respondents use computer to use whatsapp. (81.9%)of the respondents use of smart phone to use whatsapp.

EXHIBIT 6



4.2 Analysis of Spearman's Rank Correlation

Table 1: Factors Influencing the Use of Whatsapp Messenger

Factors	Rank	1	2	3	4	5	6	Total	Rank score	Ranks
	Score	6	5	4	3	2	1			
Unlimited Texting	No of respondents	44	19	17	10	10	5	105		
	SCORE	264	95	68	30	20	5	482	4.59	1
Group chat	No of respondents	30	27	18	15	9	6	105		
	score	180	135	72	45	18	6	456	4.34	5
Video calls	No of respondents	30	23	20	24	4	4	105		
	score	180	115	80	72	8	4	459	4.37	3
Status	No of respondents	28	23	26	19	5	4	105		
	score	168	115	104	57	10	4	458	4.36	4
Conveying the emotions using smiley	No of respondents	38	25	21	10	6	5	105		
	score	228	125	84	30	12	5	481	4.58	2
Ease of sharing information	No of respondents	31	21	25	10	10	8	105		
	score	186	105	100	30	20	8	449	4.27	6

Source: primary data

The above table 4.3.1 shows that, the rank given by the respondents for the factors influencing the use of whatsapp messenger, an average score of 4.59 have been given as 1st rank for unlimited texting, 4.58 have been given 2nd rank for conveying the emotions using smiley, 4.37 have been given 3rd rank for video calls, 4.36 have been given 4th rank for status, 4.34 have been given 5th rank for group chat and 4.27 have been given 6th rank for ease of sharing information. Hence, an average score of 4.59 have been given 1st rank for unlimited texting for factors influencing the use of whatsapp messenger.

V. FINDINGS

5.1 Findings from Percentage Analysis

- (56.2%) of the respondents have been using WhatsApp for 2-4 year.
- (52.4%) of the respondents use whatsapp as it is easy to communicate
- (56.2%) of the respondents spend 1-2 h/day on using WhatsApp.
- (64.8%) of the respondents does not feel irritable and restless without whatsapp.
- (65.7%) of the respondents use whatsapp mostly for the purpose of text messages.
- (81.9%) of the respondents use of smart phone to use whatsapp.

5.1.3 Findings from Spearman's Rank Correlation

- Rank 1 is given for unlimited texting
- Rank 2 is given for conveying the emotions using smiley
- Rank 3 is given for video calls
- Rank 4 is given for status
- Rank 5 is given for group chat
- Rank 6 is given for ease of sharing information.

VI. CONCLUSION

WhatsApp is used by the majority of individuals. WhatsApp is a well-known social media application. WhatsApp has grown in popularity mostly as a result of word-of-mouth marketing. The primary purpose of this study is to determine the impact and usage of the WhatsApp messenger. The study concludes that people nowadays prefer to communicate with one another over WhatsApp rather than calling. WhatsApp is mostly used for personal texting. Group activities were the second most popular use. WhatApp's most appealing feature is its userfriendliness, which is also incredibly cost-effective. The most sought features in WhatsApp are high-quality video calling and group blocking. WhatsApp, like every other invention, has its own set of benefits and drawbacks, the most significant of which being its highly addictive nature. The border between a favourite pastime and WhatsApp addiction is razor thin. It is the primary cause of people's negative psychology.

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