A Study on Customer Usage Towards WhatsApp in Alangulam Area

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Abstract

Self-presentation can be defined as "the process through which individuals communicate an image of themselves to others" (Yang and Brown, 2015: 404) and it is an essential part of human communication. Self-presentation has been widely studied both in face-to-face communication and online. Most online research, however, has focused on social networking sites, blogs, chatrooms, etc. while less attention has been paid to other online means of communication such as WhatsApp despite the growing im-portance of WhatsApp as a means of communication. The present paper aims to redress this imbalance by analysing self-presentation on WhatsApp; more specifically, by paying attention to emotional self-pre-sentation in profile status. To that purpose, a corpus of 206 WhatsApp statuses was gathered in Spanish. Results show the existence of recurrent patterns connected to variables such as sex1 or age, which play a crucial role in determining the emotions users choose to display in their profile status.

Keywords

Self-presentation, emotions, WhatsApp, Spanish, WhatsApp.

Introduction

The world is dynamically changing due to the advancement in the mobile technology. These days it is almost impossible to avoid the presence of mobile applications or called Mobile Apps. Most of the People can praise the various mobile applications that they use in their everyday lives. Several people are heavily dependent of the usage of such applications for their day to day activities6. Technology is evolving at a really quick rate, and what are its impacts on the general public need to be studied and analyzed. WhatsApp is one among the major change in mobile apps communication in the recent past, it users is growing very fast on mobile phones and also on the computers. The graph below shows its grown of users in recent years. This statistic shows a timeline with the amount of monthly active WhatsApp users worldwide as of February 2016. As of that month, the mobile messaging app announced more than 1 billion monthly active users, up from over 700 million in January 2015. The service is one of the most popular mobile apps worldwide1.

WhatsApp:

WhatsApp Messenger is proprietary, cross-platform instant messaging service for Smartphone. In addition to text messaging users can send each other images, video, and audio media messages.The client software is available for Android, Black Berry OS, Black Berry 10, IOS, Nokia- series 40, Symbian (S60) and Windows phone.

Social messaging war

A survey of 3,759 Android and iOS smart phone owners in the US, Brazil, South Africa, India and China, carried out by mobile market research company On Device Research, reveals that Face book Messenger no longer leads in social messaging.

Sources of the data

Both primary data and secondary data have used for the study, primary data have been collected from the respondent, directly and secondary data of related the information has collected from website, books, journals etc.,

Statement of the Problem

Now the social networking sites have billions or even uncountable users across the globe. The sites has made the world as a global village where all and sundry has an easy access to their neighbours in getting in touch with one another. Social networking sites, now, has named the world with integrated vehicle one.

The advancement in technology has carried a tremendous popularity and growth in social networking sites which have derived the concerns within communication experts, school authorities and socio-psychological researchers towards the advantages and heavy risks to which undergraduates are facing, as they make them busy in online social networking to fill their information and social needs rather than they reach one another physically and have one to one communication. Pouring further the light over the dangers of social networking sites on verbal communication into their users, Sherry Turkle (2012), the founder and director of the MIT initiative on technology and self, has argued that the easiness towards the social networking sites provides the users with access to communicate with one another can detriment their interpersonal communication.

Objectives of the study
- To know the current market scenarios of whatsApp.
- To know the customer behaviour on WhatsApp.
- To have an idea of usage knowledge in whatsApp
- To find out the difficulties face by the respondents

Different social media apps :

1.Messenger :
Messenger used to be a messaging feature within Facebook, and since 2011, Facebook has made Messenger into a standalone app by itself and greatly expanded on its features. Businesses can now advertise, create chatbots, send newsletters, and more on Messenger. These features have given businesses a myriad of new ways to engage and connect with their customers. If you are thinking about using Messenger for your business, here are seven ways you can use Messenger for your marketing.

2.Facebook :

Face book is the biggest social media site around, with more than two billion people using it every month. That's almost a third of the world's population! There are more than 65 million businesses using Facebook Pages and more than six million advertisers actively promoting their business on Facebook, which makes it a pretty safe bet if you want to have a presence on social media.

3.WhatsApp :
WhatsApp is a messaging app used by people in over 180 countries. Initially, WhatsApp was only used by people to communicate with their family and friends. Gradually, people started communicating with businesses via WhatsApp. (When I was in Bangkok to buy a new suit, I communicated with the tailor via WhatsApp.) WhatsApp has been building out its business platform to allow businesses to have a proper business profile, to provide customer support, and to share updates with customers about their purchases. For small businesses, it has built the WhatsApp Business app while for medium and large businesses, there's the WhatsApp Business API. Here are some stories of how businesses have been using WhatsApp.

4.WeChat :
WeChat grew from a messaging app, just like WhatsApp and Messenger, into an all-in-one platform. Besides messaging and calling, users can now use WeChat to shop online and make payment offline, transfer money, make reservations, book taxis, and more.

5.Instagram :
Instagram is a photo and video sharing social media app. It allows you to share a wide range of content such as photos, videos, Stories, and live videos. It has also recently launched IGTV for longer-form videos.

6.Tumblr :
Tumblr is a microblogging and social networking site for sharing text, photos, links, videos, audios, and more. People share a wide range of things on Tumblr from cat photos to art to fashion.

7.Tik Tok :
Tik Tok (also known as Douyin in China) is a rising music video social network. It was the world's most downloaded app in the first quarter of 2018, beating Facebook, Instagram, and other social media apps.

8.Twitter :

Twitter is a social media site for news, entertainment, sports, politics, and more. What makes Twitter different from most other social media sites is that it has a strong emphasis on real-time information — things that are happening right now. For example, one of the defining moments in the Twitter history is when Janis Krums tweeted the image of a plane that landed in the Hudson River when he was on the ferry to pick the passengers up.9.Viber On the surface, Viber is quite similar to major social messaging apps such as WhatsApp and Messenger. It allows users to send messages and multimedia, call, share stickers and GIFs, and more.

Limitations

Following are some of the limitation of the study

1. The study covers Alangulam region only.
2. Another limitation of the study is that, finding of the study are based on the Assumption that the respondents have given correct information.

Research Methodology

The study was conducted to assess the Social Messager. 70 respondent are actively using messager .70 users of social app are selected sample in Alangulam Taluk by adopting convenience sampling method. The respondent access to internet, usage, perception on social Messager, and their frequency of using it.

Using social messaging app

Social messaging apps in social media going 'back to the roots' of internet where an individual use it for self – purpose and no one can define it as back to created and through technical application, platform, text, cultural, political, economic processed and human relations with the social media networking to the communication development with family and friends. The finding to the respondents are in the table.

Using social Messengers App	No of Respondents	Percentage
WhatsApp	15	21
Face book	14	20
We chat	12	17
Twitter	10	14
BBM (black berry messenger	9	13
Skype	7	10
Line	3	4
Total	**70**	**100**

The table shows that 21 percentage of the respondents are used WhatsApp, 20 percentage of the respondents are used Face book Messenger,17percentage of the respondents are used we chat, 14 percentage of the respondents are used twitter, 13 percentage of the respondents are used BBM (BlackBerry Messenger) 10 percentage of the respondents are used skype, 4 percentage of the respondents are used an line.

Time of using whatsapp

Whatsapp using time of working hours is not used for whatsapp. So as the whatsapp using for the free time sometimes used for whatsappp. The findings are described in table.

Time of using whatsapp	No of Respondents	Percentage
All the time	30	43
Most of the time	25	36
Sometimes	15	21
Total	70	100

The table shows that 43 percentage of the respondents are using whatsapp all the times, 36 percentage of the respondents are using most of the time and 21 percentage of the respondents are using sometimes.

satisfaction

Regarding the satisfaction of the respondents all respondents have asked to mark their responses, it is laced in the table.

Satisfied	No of Respondents	Percentage
Dissatisfied	15	21
Neutral	10	14
Satisfied	20	29
High satisfied	25	36
Total	70	100

The table showing that 36 percentage of the respondents are highly satisfied, 29 percentage of the respondents satisfied and the rest 21 percentage of the respondents have dissatisfied 14percentage of the respondents are not mark their response .

Conclusion

WhatsApp has been in market for quite some time and is being used by most and offers functionality like text based messaging and files transfers. WhatsApp is clearly emerging as an alternate for SMS and MMS messaging. Demographic factors do not affect the usage of WhatsApp.The word of mouth has given great advantage to aware the customers about the products. With increasing Smartphone market, WhatsApp has captured the market but company has to keep innovating to maintain the satisfactory level of existing customers. With given time we chat, line are a capable product and in the future they hold the potential to overtake WhatsApp, unless some new innovations is adopted by the world leader in messengers.

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