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A Study on Customer Satisfaction towards Whatsapp in Coimbatore City

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Abstract: ***The purpose of this study is to identify the quality factors of mobile applications and predict their influence on the consumer satisfaction of WhatsApp users.***
This research extends the ISO 9126 model used for evaluating the software quality. The new research model and an instrument are used to examine the influence of various quality factors of mobile applications on consumer satisfaction. Based on the valid responses collected through a questionnaire, multiple regression technique is employed to test the relationship between the independent and dependent factors.
The results of the study indicate that reliability, usability, efficiency and data integrity significantly affect the consumer satisfaction of WhatsApp mobile application, whereas the other two factors, functionality and portability, do not have considerable influence on consumer satisfaction.
Keywords: User satisfaction, User loyalty, User satisfaction, WhatsApp.

I. INTRODUCTION

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. In a competitive market place where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Within organizations, customer satisfaction ratings can have powerful effects.

They focus employees on the importance of fulfilling customers' expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability These metrics quantify an important dynamic. When a brand has loyal customers, it gains positive word-of mouth marketing, which is both free and highly effective." Therefore, it is essential for businesses to effectively manage customer satisfaction. In researching satisfaction, firms generally ask customers whether their product or service has met or exceeded expectations.

Thus, expectations are a key factor behind satisfaction. When customers have high expectations and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying. For this reason, a luxury resort, for example, might receive a lower satisfaction rating than a budget motel even though its facilities and service would be deemed superior in 'absolute' terms. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service.

II. OBJECTIVES OF THE STUDY:

A. To find out key success features of WhatsApp.
B. To know usage of WhatsApp.
C. To know customer behavior on WhatsApp.
D. To understand the satisfaction level of WhatsApp

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III. REVIEW OF LITERATURE

1) 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.
2) Dr. Abdullah and F. Al-Daboubi (2014) made study on "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 simple 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 interpret the data to draw meaningful inferences. The results of the study showed that (133) students out of (332) spent (2 to 3) hours per day as a high average of use.
3) 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.
4) Ghulam Shabir et all (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 simple 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 and interpreted.

IV. RESEARCH METHODOLOGY

The idea behind this particular section is to reveal the rationale for the research methodology, the method and strategy adopted in collecting data for the research. This part also seeks to reveal how the researchers conducted the research to be able to investigate the impact of WhatsApp using on reduction of stress performance of Pubic. Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. It includes the overall research design, the sampling procedure, data collection method and analysis procedure.

V. DATA ANALYSIS AND INTERPRETATION

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

Table: 1 Respondents satisfaction towards Whatsapp compared with demographic factors

ITEM	Factors influencing them to be in touch by using whatsapp		TOTAL
	Yes	No	
AREA			
Rural	17	8	25
Urban	20	6	26
Town	10	4	14
City	53	8	61
GENDER			
Male	72	4	76
Female	28	9	37

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AGE			
10 - 20 Years	32	21	53
21 – 30 Years	30	8	38
31 - 40 Years	20	10	30
Above 40	18	14	32
EDUCATION LEVEL			
School Level	12	10	22
Graduate	82	6	88
Post Graduate	6	9	15
OCCUPATION			
Student	28	13	41
Business	34	4	38
Employee	30	6	36
Others	8	13	21

Results show that overall, 72 Male and 28 Female respondents of the study. Compared to Females, Male gender have more responses towards the study. 17 Rural, 20 Urban and 10 Town, 53 City respondents. 83 respondents are 18 - 25 Years, 10 respondents are 26 - 35 Years, 5 respondents are 36 - 45 Years, 2 respondents are Above 45 Years. 12 respondents are School level, 82 respondents are Graduate. 6 respondents are Post Graduate. 34 respondents are Business people, 30 respondents are working employees, 4 respondents are belonging to others. Table 1 shows that, Customers Satisfaction towards Whatsapp in Coimbatore City is measured by making its comparison with various demographic factors like Age, Gender, Area, Educational Qualification, and Occupation.

VI. FINDINGS AND SUGGESTION

Majority 32% of the respondents are between 10 – 20 years of age. Majority 72% of the respondents are male. Majority 34% of the respondents are business. Majority 48% of the respondents are using WhatsApp. Majority 78% of the respondents said that they will be in touch with them by using apps. Majority 60% respondents are staying in touch with the social messaging.

WhatsApp is easy to use. Through this we can have a contact with the person regularly. As encryption mode is present it is easy to use & also it will be safe. We can easily make backup in WhatsApp. In customer satisfaction it is 100% safe. The study shows that WhatsApp is the most used App amongst information sharing apps like Facebook, We Chat. WhatsApp is a great application that offers various benefits to the customer. It provides the best features that an internet messaging application can provide to us. With that, we can easily send enough unrestricted messages to our WhatsApp friends. The other information sharing apps can speed up their service. Also, can make a collaboration with companies and offer a free hour to the users. Many extras feature such as voice chat, video chat, etc., can be offered as in WhatsApp and Facebook.

VII. CONCLUSION

The study focuses on consumer aspects of WhatsApp in terms of their satisfaction with the use of the information sharing apps. In the study, most respondents are satisfied with the use of information sharing apps. Consumer's satisfaction us affected by factors such as needs fulfilment, performance improvement, ease of use, security/privacy, and influence of the peer. It shows that users of WhatsApp are satisfied with WhatsApp so they will suggest any body for using WhatsApp. The results revealed that the social media application needs to improve their services to satisfy all types of users. The customization of services is needed by the social media application to improve the satisfaction level of all category users. Social media application should take steps to reduce the risk involved in social media application services. So that the users feel social media application services are safe and secure.

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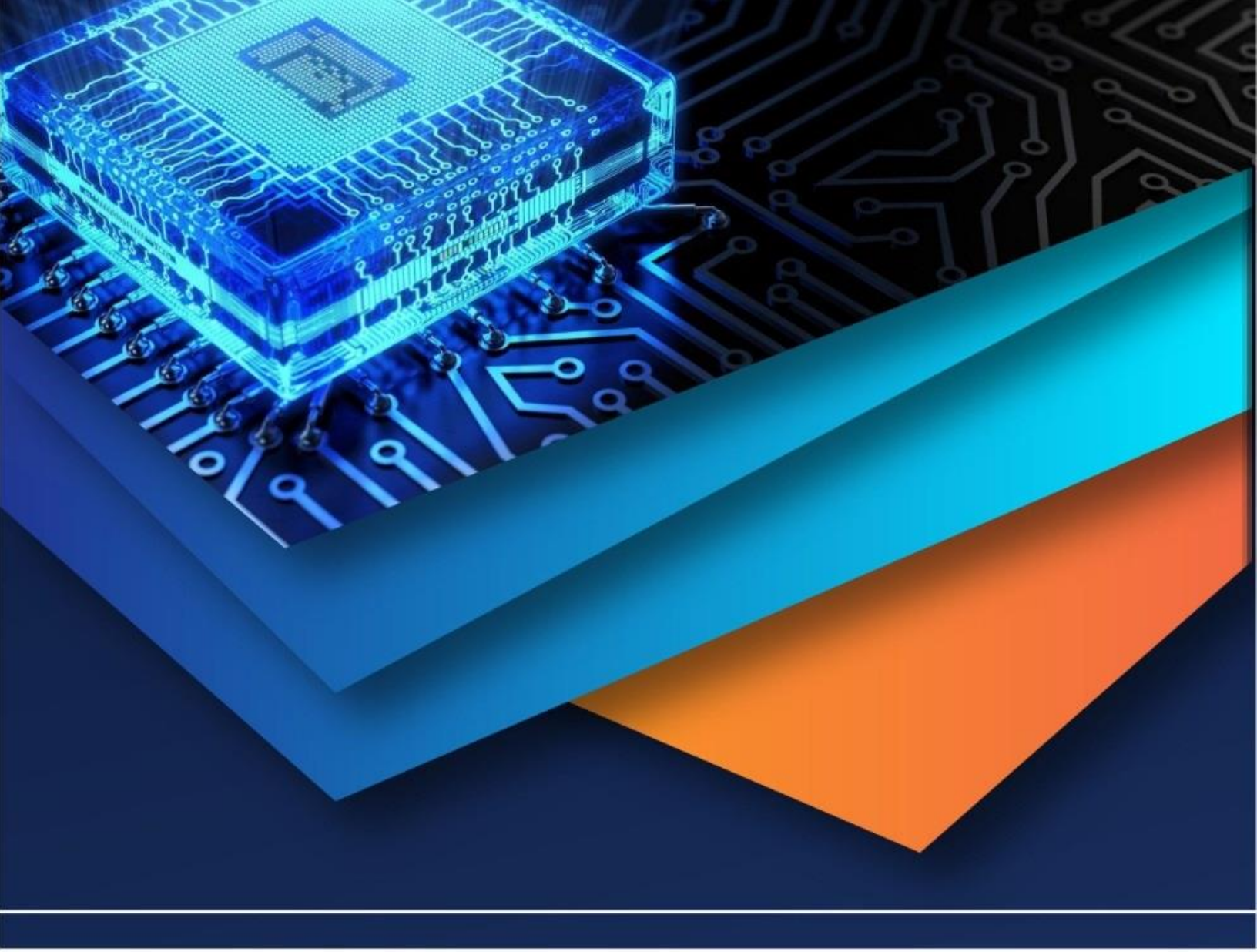
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