

“CUSTOMER SATISFICATION TOWARDS WHATSAPP WITH SPECIAL REFERENCE TO COIMBATORE CITY

ABSTARACT

Today in a hurry moving world, we can observe change in every movement. Therefore in every phase life is getting complicate but technology has made life very suitable. Whatsapp is marvellous app the most popular in Indians almost every second mobile phone users using the app. As a partial accomplishment of commerce course subject of marketing research for B.com program we have select “whatsapp Inc” for general understanding of the marketing research. Whatsapp Inc was founded in 2009 by Americans Brian Acton and Jan Koum, both former employees of Yahoo!, and is based in Mountain View, California. The company employs 55 people. This research as to measure the satisfaction level of whatsapp messenger; user satisfaction is a evaluate of how products and services supplied by company to meet user’s expectation. The study of this project helped me to know user satisfaction of whatsapp and also the current market scenarios of whatsapp.

Key words:User satisfaction, Whatsapp, Key success features

CHAPTER - I

INTRODUCTION

The application was made in 2009 by Jan Koum and Brian Acton, two previous representatives of the IT organization .Originally, the application was created for iOS, and afterward spread over all major cell phone working frameworks. Whatsapp utilizes an adjusted rendition of the standard informing convention XMPP. And afterward the whole area is stacked into this focal database after establishment, a record dependent on the telephone number of the gadget is made Whatsapp, enabling an end client to give a rundown of contacts who, similar to him, has introduced the application

Whatsapp is a property Facebook.inc application dependent on multi-stage prompt informing for cell phones. Other than the trading of instant messages, you can call, send pictures, recordings, sound documents, share your area (by utilizing consolidated in the gadget maps) and make VoIP calls to anybody with a cell phone furnished with Internet association that has the application introduced

Utilizing the application is free for the principal year after establishment, after which you need to contribute in accordance with taxes accessible. The administration is initiated by the client number, you can switch unreservedly among telephone and reinstall or overhaul the product as long as the telephone Whatsapp is accessible for iOS, Android, BlackBerry OS, Series 40, Nokia Symbian and Windows Phone number buildups the equivalent.

Notwithstanding content brief informing, which is the fundamental capacity of the application, clients Whatsapp can make talk gatherings, where at whatever point somebody composes a message is seen by everybody in the gathering (up to 100 members), share photographs , recordings, sound documents, contacts, and information on the possible area utilizing Google Maps. As declared in 2014, from March 2015, with the new update, VoIP calls are incorporated into the elements of the application.

A realized issue regard to Whatsapp protection, is the way that Whatsapp requires its clients send every one of their contacts to the application server, so you can interface with others simply just utilizing the contacts application. While this strategy is quick and helpful, realizing that its contact is perceived application sharing, while at the same time giving a duplicate of our information reenacted on the servers of the endeavor, including the individuals who don't utilize it's anything but a subject to leave the planet without terminating a warmed fight. In principle, the activity makes the data on the telephone numbers are put away utilizing hash and not giving other data that can recognize you, for example, name and surname The March 31, 2013, the Telecommunications Authority in

Saudi Arabia, Communications and Information Technology Commission (CITC), has given an announcement with respect to the conceivable prohibitive measures against Whatsapp, and different applications like Skype and Viber, greeting suppliers of these administrations to adjust to the standards of his nation, in connection to observing and security.

OBJECTIVE:

1. To discover the client fulfillment towards whatsapp
2. To know the client conduct on whatsapp
3. To realize the utilization example of whatsApp

SCOPE OF THE STUDY

Whatsapp as a discrete help, similarly as it did with Instagram, which it purchased for about 715.3 million of every two years back. The arrangement gives Facebook introduction to new clients, including adolescents who shun the standard interpersonal organizations yet incline toward Whatsapp and adversaries, which have detonated in size as private informing takes off. Whatsapp is a free application that is anything but difficult to utilize. Gatherings associated with Whatsapp moment kneading can share data effectively through remarks, messaging and informing. Whatsapp gives clients the capacity to make a class production and along these lines distribute their work in the gathering. Data and learning are effectively built and shared through Whatsapp informing.

NEED OF THE STUDY

The investigation of this task will assist us with knowing the use of whatsapp informing application by different age gatherings and furthermore the assortment of administrations that are offered by this application and the degree of fulfillment among the clients.

RESEARCH METHODOLOGY

Sample Size

A total of 100 samples from the whatsapp users in Coimbatore city are taken for the study.

DATA COLLECTION

Primary Data

Survey method is employed to collect the data from the respondents and the data are collected with the help of questionnaires.

Secondary Data

Secondary data collected through various journals, books and internet which is restricted to the conceptual frame work of the paper only.

Statistical Tools

To arrange and internet the collected data following statistical tools were used

- Percentage Method
- Chi-Square Analysis

Percentage Analysis

Rate investigation is the most generally utilized for information accumulation. It is gotten by the reaction estimation of the every factor is partitioned by the entirety of reaction estimation of the gathering of related factors and the resultant figure is increased with 100. For the most part the estimation of every factor is communicated regarding rate.

$$\frac{\text{No of Respondents}}{\text{Total no of Respondents}} * 100$$

Chi-Square Test

The chi-square is an important non parametric test and as such rigid assumptions are necessary in respect of the type of population. The chi-square value is often used to judge the significance of population variance. It is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance.

LIMITATIONS OF THE STUDY

In this present situation where everybody is occupied in their Schedule, they regularly don't get time for their relatives, loved ones. However, on account of the innovation that it cuts the separation between our relatives. On the off chance that they need to converse with their friends and family they like to favor talk on a few applications which free of expense and simply required least measure of web bundle which makes life simpler rather to pay significant expense of calls and messages to telecom organizations. There are number of utilizations accessible in the market which individuals use as indicated by their inclination, Whatsapp application is one of them, an application which has capacity of visiting as well as other helpful capacities. The principle targets of the investigation is to distinguish the client satisfaction towards whatsapp. the investigation was led 106 survey utilizing accommodation testing strategy. The examination utilizes measurable strategies, for example, straightforward rate investigation and Chi-square test and weighted normal technique in breaking down the information for finding the outcome. Whatsapp is an extraordinary application that offers different advantages to the client. It gives the best highlights that a web informing application can give to us. With that, we can without much of a stretch send enough unlimited messages to our Whatsapp companions.

CHAPTER II

REVIEW OF LITERATURE

Anand Y. Kenchakkanavar and Dr.Gururaj S. Hadagali (2015), made a study on “Use of whatsapp among the Research Scholars of Karnatak University, Dharwad”. The principle target of the investigation is to look at the utilization of Whatsapp by the sociology inquire about researchers of the Karnatak University, Dharwad. A structure poll was intended for the reason and disseminated to 145 ordinary research researchers, out of which, 139 properly filled in surveys were gotten back with a reaction pace of 95.86 percent. The gathered information were dissected utilizing measurable strategies like basic rate. The consequences of the investigation demonstrate that a dominant part of the exploration researchers know about SNSs particularly Facebook, Google+ and You Tube and utilize these SNSs to keep in contact with their companions. It tends to be demonstrated from the investigation that dominant part, i.e.96.87% examine researchers use Whatsapp to take an interest in gathering discourse on their examination work and to share photographs and data on workshops/courses/meetings.

Dr. Sankar Kumar Chakra borty (2015), carried out a study entitled, “Impact of Social Media / Social Networks on Education and life of Undergraduate level students of Karimganj town-A survey Sudipta Deb Roy”. The principle goal of the examination is to discover the positive effect of web based life on Education of undergrad level understudies. The examination was led through illustrative study technique for research. The investigation was directed on test of 60 college understudies. Basic measurable techniques were applied to explore and examination the gathered information. Straightforward rate technique was utilized to land at the outcomes and discoveries of the information investigation which is graphically appeared by Bar Graph and Pie Chart. The Study uncovers that, Facebook is the most prominent locales among the young people. It gives people a method for keeping up and reinforcing social ties which can be gainful to both social and scholastic settings.

References:

1. Anand Y. Kenchakkanavar and Dr. Gururaj S. Hadagali (2015), “Use of Whatsapp among the Research Scholars of Karnatak University, Dharwad”, Journal of Library & Information Science, Vol.5 No.3, PP.548-561.
2. Dr. Sankar Kumar Chakra borty (2015), carried out a study entitled, “Impact of Social Media / Social Networks on Education and life of Undergraduate level students of Karimganj town-A survey Sudipta Deb Roy”.

CHAPTER-III

INTRODUCTION TO WHATSAPP



Whatsapp flag-bearer is an exclusive, cross-stage, texting administrations for advanced mobile phones without paying for sms. Notwithstanding Tex informing clients can likewise sent each other pictures, video and sound media messages just as their area utilizing incorporated mapping highlights. The customer programming is accessible for Google android, blackberry OS and apple iOS, chose Nokia arrangement 40, Symbian, chose Nokia Asha stage, Microsoft windows telephone and dark berry10.

Whatsapp Inc. was established in 2009 by Americans Brian Acton and Jan Koum (likewise the CEO,) both previous representatives of Yahoo!, and it situated in Mountain View, California the organization workers 55 individuals.

whatsapp , a fantasy work out as expected of taking to a companion's sitting seas separated through radio waves, implies totally free what used to cost a somewhere close to RS 5-15 for every message was brought down to being free by internet informing like Way2 SMS .

This was as yet seen as unwieldy by individuals predominantly due the association of web which required logging or marking in a PC or workstation. This is the place whatsapp strolled in to make life simple for cell phones clients. It utilized on the expanding fame of the expression "remain associated".

Where individuals needed keeping in contact with their companions and friends and family at as low a costs as could reasonably be expected, whatsapp expelled the costs perspective from it. It appears this application developers utilized on the developing populace of short message administrations (sms) clients.

ADVNTAGES OF USING WHATSAPP

Effectively ACCESABLE

The clients can undoubtedly send data to any piece of the world with no different charges for utilizing whatsapp.

Simple TO USE;

All highlights and offices given by whatsapp is simple use.

NO ADVERTASEMENT;

It doesn't demonstrate any commercial in its showcase screen.

NO NEED TO LOGIN AND LOGOUT;

Whatsapp doesn't have to login or log out for making day by day discussions and it typically spares the hours of the client.

Gathering CHAT;

Through whatsapp the client can appreciate the gathering talk. It makes a discussion with increasingly number of people one after another. The individuals who make the gathering called 'Administrator' and he can choose who every one of the individuals in his gathering are.

NO INTERNATIONAL CHARGES;

There is no expense for utilizing visit with individuals who the nation over or nations. We can without much of a stretch associate with them whenever.

Media;

The clients share their pictures, area, sounds, recordings and reports and like through whatsapp.

DEFAULT;

This application imports the contacts from the telephones of the clients and tell what number of them are there in whatsapp.]

Disconnected MESSAGES

The client can send the messages to their contacts regardless of whether they are not in on the web. The message will send consequently when they returned to on the web.

LAST SEEN;

The clients have the element of seeing the last observed of their contacts. It encourages them to know when they are in on the web or disconnected.

CHAPTER-4

ANALYSIS AND INTREPRETATION

TABLE .1 - AGE OF THE RESPODENT

CATEGORY	FREQUENCY	PERCENTAGE (%)
Below 20	28	26.4
20yrs-25yrs	39	36.8
26yrs-30yrs	14	13.2
Above 30	25	23.6
Total	106	100

Sources: Primary Data

INTREPRETATION:

The above table clearly pictures that 26.4% of respondents are age group of below 20 years, 36.8% of respondents are in age group of 20-25 years, 13.2% of respondents are in age group of 26-30 years and 23.6% of respondents are age group of above 30 years.

It is inferred that the most (36.8%) of the respondents are in age group 20-25 years.

CHART .1 - AGE OF THE RESPODENT

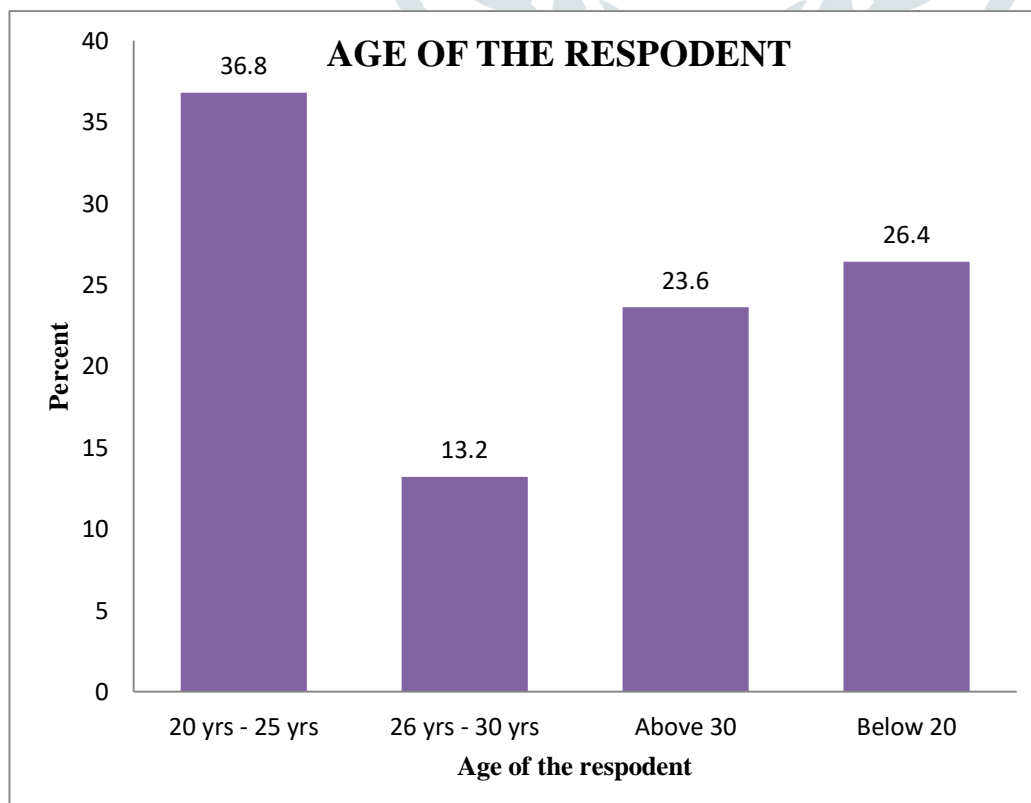


TABLE :2 GENDER OF THE RESPONENT

GENDER	FREQUENCY	PERCENTAGE (%)
Male	43	40.6
Female	63	59.4
Total	106	100

Sources: Primary Data

INTREPRETATION:

The above table shows the gender wise classification of the respondents. From the sample size 106, 40.6% of the respondents are male and 59.6% of the respondents are female.

It is inferred that the majority (59.6%) of the respondents are female.

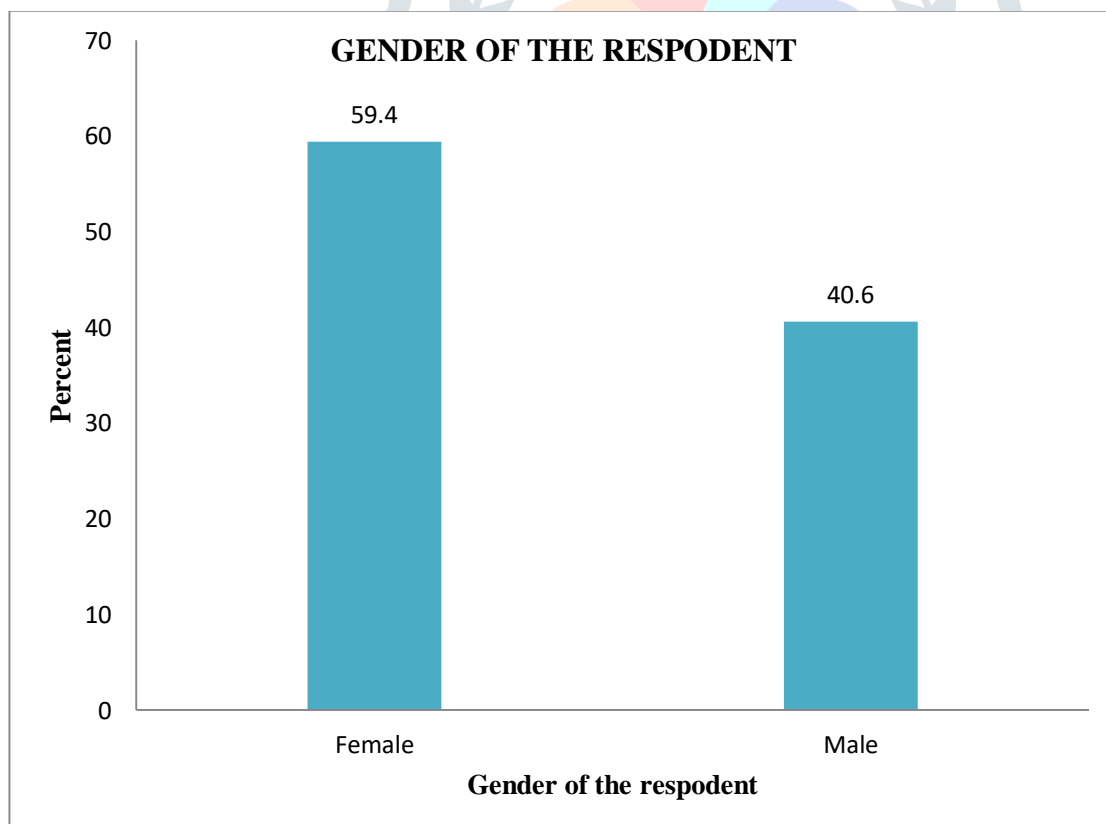
CHART .2 – GENDER OF THE RESPONENT

TABLE : 3 SMARTPHONE PURCHASES

PURCHASED SMARTPHONE ONLY BECAUSE OF USE WHATSAPP BY THE RESPONDENT

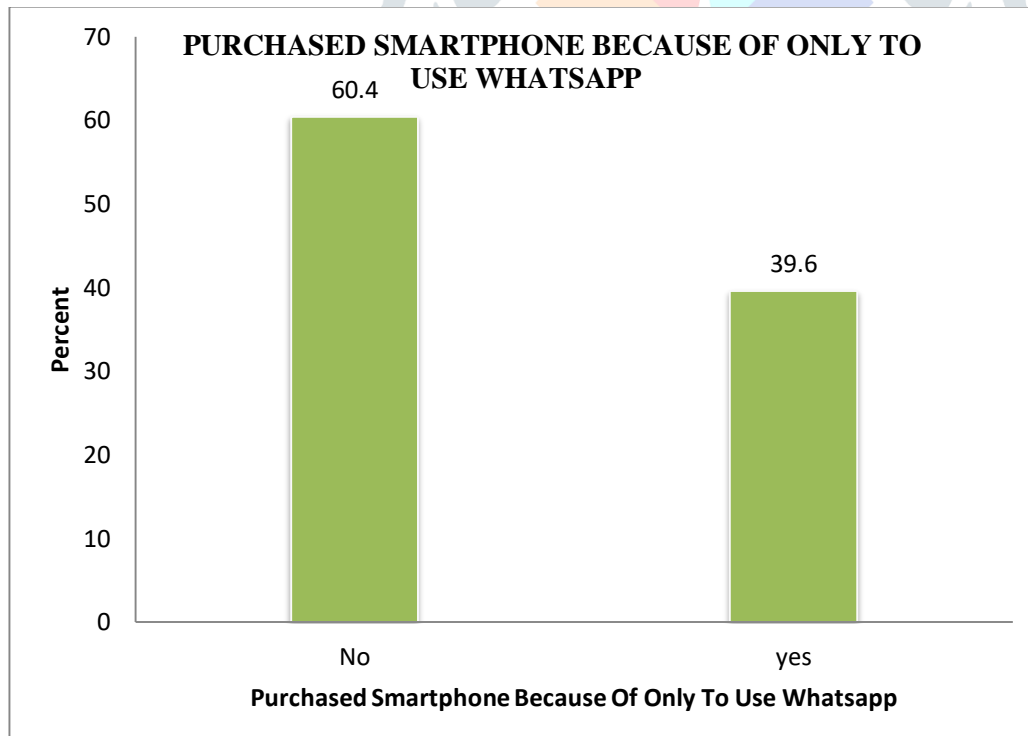
PURCHASED SMARTPHONE TO USE WHATSAPP	FREQUENCY	PERCENTAGE (%)
Yes	42	39.6
No	64	60.4
TOTAL	106	100

Sources: Primary Data

INTREPRETATION:

The above table shows that 39.6% of respondents are purchase smartphone for whatsapp and 60.4% of the respondents not purchase smart phone for whatsapp. Majority 60.4% of the respondents are not purchased for whatsapp.

CHART .3 - SMARTPHONE PURCHASE



CHAPTER – V

FINDINGS

- It is inferred that the most (36.8%) of the respondents are in age group 20-25 years.
- It is inferred that the majority (59.6%) of the respondents are female.
- Majority 60.4% of the respondents are not purchased for whatsapp.

SUGGESTIONS

In the wake of increased difference it has become imperative for WhatsAppInc. to protected its place as the true manager of multi-platform instant messaging. Though there are choice solutions, it is misleading to regard services like Blackberry immediate Messenger as true competitors as they are not true multi-platform solution; working only on Research in Motion's Blackberry devices and Apple's iOS devices respectively

CONCLUSION

Through the research paper entitled, “A study on User satisfaction towards WhatsApp”, it is finished that the demographic variables such as age group, gender and job are having less impact on the factor of user happiness. The research outcome also indicates that, most of the user are satisfied towards WhatsApp store with respect to the chosen factors.

BIBLIOGRAPHY

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2. Dr. Sankar Kumar Chakra borty (2015), carried out a study entitled, “Impact of Social Media / Social Networks on Education and life of Undergraduate level students of Karimganj town-A survey Sudipta Deb Roy”.

WEBSITE

1.*www.google.com*

2.*www.wikipedia.com*