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AN INVESTIGATION BASED ON GROWING POPULARITY OF WHATSAPP AMONG POST-GRADUATE STUDENTS: A CASE STUDY OF SERVICE MARKETING

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Abstract
Mobiles have been updated with so many applications that our needs are served by the usage of various apps available which are downloaded freely. Applications of WhatsApp are becoming more popular among student populations ;for it serves as a single window service provider for mutual and group communication, online education, download of academic materials, chatting, messaging, online video calling, etc. So, the research aims to test whether multipurpose services through a single window are the reason for the popularity of WhatsApp among potential student groups. The study flow is executed by commencing the Statistical tests of Normality, Parametric and Non-Parametric tests, and Reality Statistics using the data collected on structured questionnaire based on an ordinal scale. After generating the empirical evidence for the created hypothesis, the flow of the research pursues the facts.

Key Words: **WhatsApp, Education, Students, Online**

1.1 Introduction: The five dimensions of the SERVQUAL methods include Assurance, Reliability, Empathy, Tangible, and Responsiveness are trusted for measuring customer satisfaction to measure service quality for airlines(Parashuraman et.al 1988). According to the service marketing triangle communication plays a vital role whereas relationship procedures and principles do exist between customers and employees (Hitesh Bhasin 2017). The usage of service marketing becomes more significant as the Internet becomes accessible to potential users irrespective of time and place. Purchasing decisions before consumption in service marketing are highly influenced directly (Rust and Hang 2014). Android mobiles have a huge market in India because the configurations solve many problems that are human needs and wants. Education becomes more interesting when students attend online classes and share educational material with important links within potential groups created on WhatsApp. Online quizzes, personality development classes, Grammar, and computer skills-related videos are becoming learning habitats, among potential groups of the student masses. Students use their WhatsApp for chatting and displaying pictures (DP) on the other hand they are more serious about the educational content circulated in turn. WhatsApp groups enable students to share educational material with their group members and anyone if they want to. Nowadays communities are becoming more popular on WhatsApp and channels are also attracting subscribers.

1.2 Literature Review: Apps allow firms to digital customer orientation and attain a competitive advantage through their superior experiences (Kopalle et al 2020). Service quality (SQ) is measured by subtracting Consumer Expectations (CE) from Consumer Perceptions (P): (SQ=CE-P) as possible outcomes reflect what might, could, should, or better or had better not happen as researchers believed or meant in the array (Ms S Gayatri et al 2019). The three approaches of the service are quality assurance, total quality learning,and total quality management (BenardBerinyuyet al 2021). According to the SERVQUAL model, satisfaction may be just a related attitude towards services; whereas the outcome from consumption is associated with perceptions and performances (Parasuraman et al 1988).. In Banking Apps there are services provided like balance inquiry, account transfer and bill payment on their smart phones that are convenient for users on their real-time smart devices(Shiekh et al 2015).To reduce stress, anxiety, and depression symptoms meditation and mindfulness apps are more significant (Economides et al 2018). Social interaction in online communities can facilitate information exchange and social support contributing to customer satisfaction (Al-Hubaishi et al 2018). Transaction security and data privacy are key aspects that influence customer security in online services in the context of e-commerce (Ahn et al 2023).

1.3 Research Gap: The literature study confirms that customer satisfaction is the key to the popularity of online app-related services. Service is measured in terms of quality, which is associated with customer expectations and

perceptions. Social interaction is also necessary in building loyalty for online products among potential users who create a community. Multi-purpose services under a single window enhance customer service among potential groups. Hence, the research gap is to fill the effectiveness of the single window serving numerous purposes that are interrelated and concerned with a specific location, as well as the targeted population in the above literature

1.4 Research Objectives:

1. To study whether the WhatsApp users of the selected population are satisfied with its services among the targeted populations
2. To ensure that if a single window is useful for multiple purposes, the quality of the service enhances its popularity

1.5 Hypothesis:

- HO- WhatsApp users are not satisfied with its quality of service provided during the study period
- H1- WhatsApp users are satisfied with its quality of service provided during the study period

1.6 Research Methodology

1.6a Population and sample size

The research was commenced at SKNG, Government First Grade College, Gangavathi. Three Post Graduate (PG) courses, students belonging to the final year and the previous year, were selected. The student list we selected from all three courses was 122, those who have secured distinction in their Bachelor's Programme. respectively.

Sample size (N) =122

1.6b Demographic Profile

Course	Male	Female	Total	Percentage%
Master of Commerce-G1	25	45	70	57
Master of Political Science-G2	15	25	40	33
Master of Economics G3	05	07	12	10
Total	45	77	122	100

Opinions of satisfaction towards WhatsAppservices werecollected on a Likert Scale of five responses in an open survey. Responses were collected from the three groups,G1, G2and G3. For the statistical analysis,the IBMSPSS 20 software was used. Non-parametric and parametric tests arecomputed on a Likert scale that are comparable with the specified regulations (Mircioiu and Atkinson 2017).Other tests include descriptive statistics, reliability statistics, and tests of normality.

1.7 Interpretation of the results:

1.7(a) Descriptive Statistics

Groups	G1	G2	G3
Mean	14.0000	8.0000	2.4000
Std Error Mean	3.67423	2.54951	1.07703
Median	10.0000	10.0000	1.0000
Mode	10.00	10.00	1.00
SD	8.21584	5.70088	2.40832
Variance	67.500	32.500	5.800
Min	5	00	00
Max	25	15	05
Skewness	.518	. -405	.473
Kurtosis	-1.687	-.178	-3.086

In a normal distribution, the mean, median, and mode are close values and converge into expected values. (Hatem et al 2022)

1.7 (b) Tests of Normality- Shapiro-Wilk(SW)

Groups	Statistics	df	Sig
G1	.914	5	.490
G2	.961	5	.814
G3	.793	5	.071

ANOVA has to be satisfied with the samples of normality, independence, and equal variance before performing a test (Tae Kyun Kim 2017). If the SW test's significance is that, if the p>.05, reject the null hypothesis where data is normal of all the groups

1.7cParametric Test-ANOVA, One-way variance

	Sum of Squares	df	Mean of Squares	F-Static	Significance
Between Groups	336.533	2	168.267	6.406	.013
Within Groups	315.200	12	26.267		
Total	651.733	14			

Rejecting the null hypothesed as .013 is < p=.05 H1, is accepted. The F-static value (6.406) is more than the critical value (3.88) is an advantage for positive research.

1.7d Levene's Statistic

Levene Statistic	df1	df2	Significance
11.218	2	12	.002

Leven's test significance determines the homogeneity of samples.

1.7e Non-Parametric Test

Hypothesis	Test	Significance	Decision
The distribution of all the groups isone and the same	Friedman's Two-way Analysis by Ranks	.021	Reject the Null Hypothesis

1.7e Reliability Statistics (groups)

Cronbach's Alpha	No of items
.842	3

The significance of Cronbach's alpha is applied to pursue the internal consistency or reliability of the average-rated scales (Cronbach L.J 1951).

1.8Findings:

1. The descriptive statistics and normality tests have provided evidence that the students belong to the same population, who use WhatsApp for multiple purposes.
2. Cronbach's alpha is approximately 84% which implies that the WhatsApp usage rate is very high among the selected sample.
3. Student needs are the expectations and types of applications(technicalities) are the performances; that are available for consumption in a single window, enhancing the quality of the service.
4. Every potential user search for multipurpose applications when the needs are interrelated and available in a single window at a glance..
5. Perceptions are beliefs that are strong in adoption, and gradually,consumersraise their level of satisfaction as service quality matches their expectations.
6. Perceptions and performances of WhatsApp match more perfectly as the single widow concept for multi-services that, holds the key to its popularity among PG students

1.9Suggestions

1. Data security is more important and WhatsApp is safer for data security and even calls using WhatsApp cannot be recorded.
2. WhatsApp communities are topic-based groups and are more popular these days for people who share information related to the same subject.
3. WhatsApp channels are more supportive for getting current information and videos and links are more useful with current updates.
4. Students can use the features of WhatsApp for all-around development and as a better tool to connect with group members.
5. WhatsApp Meta Artificial intelligence is a more powerful search engine that provides information, suggestions, and insights during chats.

1.10Conclusion: Students using WhatsApp should take advantage of WhatsApp for educational purposes and enhance their skills. Attending online classes, workshops, and seminars will be more helpful for them. Study groups are more popular for civil services and other exams. So, creating such groups and communities will help the students get more information about the syllabi.

However, students can also improve their post-graduation studies if they are sharing academic-related notes in the group. The study has analyzed the significance of WhatsApp application's technical use for post-graduate students concerned to their academic purpose.

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