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A STUDY ON CUSTOMER SATISFACTION TOWARDS WHATSAPP USAGE IN GINGEE TALUK

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ABSTRACT

Customer satisfaction has been widely debated as organizations increasingly attempt to measure it customer satisfaction can be experienced in a variety of situations and connected to both goods and services. It is a highly personal assessment that is greatly affected by customer expectations. A customer can be a consumer, but a consumer may not necessarily be a customer. WhatsApp is a messaging application that you can download to your Smartphone and use to easily send messages to other peoples mobile phones. There are so many apps available today, but before you waste time and energy on downloading and installing an app you want to know that it's actually worth the effort. Whatsapp problems can be worldwide, but majority of the time they are more result on individual platform or countries. Some of the main whatApp issues that arise is when the service goes down completely. As far the researcher collected the review of literature studies in very limited in India and Internationally. To find out user satisfaction towards Whatsapp. To know the soci-economic profile of the respondents. To explore the various user of Whatsapp among its use. WhatsApp has become very popular and besides all, this Application is highly addictive and can create a great impact on regular users. In the study, most respondents are satisfied with the use of information sharing apps. Customer satisfaction us affected by factors such as needs fulfillment, performance improvement, ease of use, security/privacy, and influence of the peer.

KEY WORDS- Customer Satisfaction , highly personal assessment , review of literature studies , performance improvement.

WHAT IS CUSTOMER SATISFACTION?

The definition of customer satisfaction has been widely debated as organizations increasingly attempt to measure it customer satisfaction can be experienced in a variety of situations and connected to both goods and services. It is a highly personal assessment that is greatly affected by customer expectations. Satisfaction also is based on the customer's experience of both contact with the organization (the moment of truth as it is called in business literature) and personal outcomes.

When a consumer / customer is contented with either the product or service it is termed satisfaction. Satisfaction can also be a person's feelings of pleasure or disappointment that results from comparing a product's perceived performance or outcomes with their expectations.

Those who buy the goods or services provided by companies are customers. In other words, a customer is a stakeholder of an organization who provides payment in exchange for the offer provided to him by the organization with the aim of fulfillment a need and to maximize satisfaction. Sometimes the term customer and consumer are

confusing. A customer can be a consumer, but a consumer may not necessarily be a customer. Another author explained this difference. I.e. a customer is the person who does the buying of the products and the consumer is the person who ultimately consumes the products.

WHAT IS WHATSAPP?

WhatsApp is a messaging application that you can download to your Smartphone and use to easily send messages to other peoples mobile phones. The beauty with the application is that it's available for most types of modern Smartphone's including iPhones, Blackberries, Windows Phone devices, Android phones and certain Nokia phones using Symbian. Unlike traditional text messages sent using SMS, WhatsApp uses your phones' data connection so you don't have to pay for the individual messages you send.



WHAT ARE THE BENEFITS?

There are so many apps available today, but before you waste time and energy on downloading and installing an app you want to know that it's actually worth the effort. As I see it, there are a number of benefits of this messaging app.

INTRODUCTION TO WHATSAPP?

WhatsApp Messenger is a proprietary, cross-platform instant messaging service for smart phones without having to pay for SMS. In addition to text messaging, users can send each other images, video and audio media messages as well as their location using integrated mapping features.

ADVANTAGES OF USING WHATSAPP?

Some of the great advantages of using WhatsApp are:

- You can easily send free messages to any part of the world without any charges. This service is completely free.
- All tools provided by WhatsApp are very easy to use.
- It does not have any advertisement on display screen.
- This app automatically imports the contacts from your phone and tells that hat how many for your friends are using WhatsApp.
- You can share your location, photos, status, with your friends.
- It also allows you to send 100 messages a month to any of your friends not using WhatsApp for free.
- You can make video calls for free to any WhatsApp user.
- Whatsapp is a great application that offers various benefits to the customer.

DISADVANTAGES OF USING WHATSAPP?

Everything having a plus point also has some negative points too. So are some of the disadvantages of this brilliant app:

- You can chart to friends that only have smart phones supporting this application and to friends having their account on WhatsApp.
- You must have access to internet to sent and receive messages for free and the messages are also not too sent to the phone inbox.
- You need to pay \$0.99 for renewal after every year.
- Your profile picture is visible to every person having your contact and using this app, whether by you or not.

REVIEW OF LITERATURE

The research work summarizes related review of the literature related to customer satisfaction towards WhatsApp. In view of the finding research gap, the researcher has collected related literature from journals, magazines, Libraries in various theories and internet sources. As far the researcher collected the review of literature studies in very limited in India and Internationally. The researcher collected 36 articles, theses and working paper

related to customer satisfaction towards WhatsApp, but only 13 reviews of literature were related to the study and they are reviews subsequently.

Jodi kumari (2014) this article provides “customer satisfaction towards whatsapp in lucknow” The world is even changing due to the advancement. In the realm of science and technology. now a day’s whatsapp has become the networking boon As the smart phone market grew, whatsapp has covered the market and has maintained the level of satisfaction of customer by doing innovation The study shows that whatsapp is being frequently used by the young professionals disrespect of the gender, age, income. The sample size of the data 100 respondents from Lucknow.

Dr.S. Shanmugapriya & A. Priya (2016) this article providers “A study on impact of using whatsapp on reduction of stress” The study used primary as well as secondary data. The data collected from well structured questionnaire filled by the respondents In This current scenario where everyone is busy in their schedule, they often don’t get time for their relative, friends and family But thanks to the Technology that it helps to cut the distance between our like to prefer chat on several application which free of cost and just required minimum amount of internet package which makes life easier rather pay high cost of calls and messages to telecom companies.

There are number of applications available in the market which people use according to their preference, whatsapp application is one of them an application which not only has function of chatting but also other very convenient function. The using whatsapp faced on reduction stress the study was conducted on 400 questionnaire using convenience sampling methods The study makes use of statistical techniques such as simple percentage analysis and chi-square test in analyzing the data for finding the result.

RESEARCH DESIGN

The research work covers the research design used. It includes statement of the problem, objective of the study, pilot study area, study period, sample of the study, Data collection methods, statistical tools used, scope of the study, limitations of the study.

STATEMENT OF THE PROBLEM

Whatsapp problems can be worldwide, but majority of the time they are more result on individual platform or countries. Some of the main whatApp issues that arise is when the service goes down completely. That note complaints include people trying to download WhatsApp for Android, iphone, Mac, and more, As well as sing in/ log in errors, messages and photos not being sent or received.

When even a user installs this app, the app ask the user to enter the respective phone number for verification. If you’re unable to complete this verification process you can’t use this IM app. User can bypass this verification either through SMS or voice call verification. There can be various reasons behind the failure of the phone number verification. The first thing you to cheek if there is proper connection of the network provider secondly, try the voice call verification if SMS is not reaching your end.

OBJECTIVES OF THE STUDY

- 1.To find out user satisfaction towards Whatsapp.
- 2.To know the soci-economic profile of the respondents.
- 3.To explore the various user of Whatsapp among its use

PILOT STUDY

The researcher undertook pilot study in Gingee taluk with 25 respondents from Gingee taluk with tentative interview schedule, after careful scrutinisarions of the interview schedule necessary corrections were made in the interview schedules.

STUDY AREA

The researcher has selected Gingee taluk Villupuram districts as the study area Gingee taluk as taken the study area of the present study.

STUDY PERIOD

The study is mainly based on primary data and it also used secondary data. The primary data were collected through interview schedule during the period of 4 month from Jan-2017 to April 2017.

SAMPLE OF THE STUDY

The study collected primary data from 86 respondents from Gingee taluk Customer satisfaction towards WhatsApp in Gingee taluk. The study planned to collect 94 samples and the primary data were collected by the researcher through well structured interview schedule using simple random sampling method. At the time of scrutinizing the interview schedule 8 interview schedule were found unusable for analysis due to insufficient data, hence the researcher took 86 samples finally.

DATA COLLECTION METHODS

The primary and secondary data collection has used to on an analysis. Secondary data have been collected from the books, journal, magazine and newspaper and with the help of various online and make theoretical concept for this particular study.

STATISTICAL TOOLS USED

The study used simple percentage analysis and interpretation of the data.

SCOPE OF THE STUDY

The study of customer satisfaction towards WhatsApp in Gingee Taluk hence, the researcher has restricted his scope of the study in the Gingee Taluk of Villupuram district of Tamil Nadu.

LIMITATION OF THE STUDY

The researcher experienced the following limitations while undertaking the researcher work.

- 1.The researcher collected data from the respondents related to cost of mobile phone, mobile name and name of net work and etc. It was very difficult to the collect those data from the whatsapp customer respondents and the data were not usable. Hence, the researcher elimination those data while analysis.
- 2.The respondents himself and his family members not are analysis were not usable
- 3.The customer satisfaction towards Whatsapp in Gingee Taluk only. No others and district

PLANE OF THE RESEARCHER WORK

The researcher work has been divided into five chapters.

1. The first chapter dials with Introduction of the WhatsApp.
2. The second chapter dials with Review of literature of the WhatsApp.
3. The third chapter dials with Research design of the WhatsApp.
4. The fourth chapter dials with Data analysis and interpretations of the WhatsApp data.
5. The fifth chapter dials with Summary of findings, Suggestions and Conclusion of the WhatsApp.

DATA ANALYSIS AND DISCUSSION

The research work gives the result and interpretation on customer satisfaction towards whatsapp in Gingee Taluk of the study area. It includes the demographical background of the customer satisfaction of the respondents.

SUMMARY OF FINDINGS

- ✦ This chapter summarizes the key findings of the study, offers suggestions and conclusion.
- ✦ 68 per cent of the respondents were male and they were 64 in numbers, 32 per cent of the respondent was female and they were 30 in numbers. It was observed that majority of the respondents were male.
- ✦ 49 per cent of the respondent belonged to the age group of Below 24 years 41 per cent of the respondent belonged to the age group of 25 to 34 years.
- ✦ 68 per cent of the respondents as unmarried, 32 per cent of the respondents as married.
- ✦ Educational Qualification of the respondents 40 per cent of the graduate, 22 per cent of the respondents Post

Graduate and above, 21 per cent of the respondents in Diploma.

- + 47 per cent of the respondents' students, 34 per cent of the respondents Professional, 9 per cent of the respondents Home maker.
- + 44 per cent of the respondents below Rs.10000 in Income, 31 per cent of the respondents Income Rs.10000 to 20000, 14 per cent of the respondents Income Rs.10000 to 20000.
- + 79 per cent of the respondents was used Android mobile O/S, 13 per cent of the respondents was used I phone mobile O/S.
- + 41 per cent of the respondents are using whatsapp 19 per cent of the respondents are using face book, 10 per cent of the respondents are using Hike and Google +.
- + 58 per cent of the respondents are using whatsapp sometimes, 26 per cent of the respondent are using most of the time, an active basis.
- + Whatsapp features 37 per cent of the respondents features impressed for sharing of information, 29 per cent of the respondents were features impressed for group chatting.
- + 63 per cent of the respondent's whatsapp social message application satisfied, 23 per cent of the respondents social message application is natural.
- + Whatsapp in offline mode 51 per cent of the respondents used in WhatsApp in offline mode yes and 49 per cent of the respondents used in whatsapp in offline mode no.
- + 70 per cent of the respondents no free internet facilities for whatsapp customer, 30 per cent of the respondents for get free internet facilities available for used in Whatsapp.
- + 72 per cent of the respondents using whatsapp charting from your friends, 12 per cent of the respondents using whatsapp charting from your family.
- + 74 per cent of the respondents agree whatsapp at rest time, 12 per cent of the respondents disagree using whatsapp at your rest time, 10 per cent of the respondents highly strongly agree.
- + 47 per cent of the respondents using less than 1 hour for whatsapp using every day, 20 per cent of the respondents was using more than 5 hour for using whatsapp every day.
- + 34 per cent of the respondents was using sharing of the information, 33 per cent of the respondents was using many friends are using whatsapp, 14 per cent of the respondents was using Fun (Time pass).
- + 84 per cent of the respondents was using whatsapp customer respondents group charting yes, 16 per cent of the respondents was using whatsapp customer respondents group charting no.
- + 70 per cent of the respondents level of group charting satisfied, 14 per cent of the respondents level of group charting high satisfied.
- + 70 per cent of the respondents was using group charting for educational purpose yes, 30 per cent of the respondents was using group charting educational purpose no.
- + 72 per cent of the respondents' backup whatsapp data recovered yes, 28 per cent of the respondents was backup whatsapp messages data no recovered.
- + 63 per cent of the respondents avoid unwanted whatsapp message yes, 37 per cent of the respondents no unwanted message no.
- + 28 per cent of the whatsapp customer respondents whatsapp features would like to suggest video calling service and increase group chart participated from 256, on features 25 per cent of the respondents whatsapp features privacy- who can view add, on features.
- + 86 per cent of the respondents whatsapp recommended yes for your friends, families, and colleges, 14 per cent of the respondents were whatsapp recommended no for friends, families, and colleges.

SUGGESTIONS

- + Whatsapp is a social network it is used by all type of people.
- + There are no rules and regulations to use the whatsapp.
- + Whatsapp is social network which process fault and quickly to send photo, videos, audios, text files at a time to various uses.
- + There is no money payment for the whatsapp users like other software except internet.
- + At generation it is used by everyone and it is become an activity in every day life, and also it a new world.
- + The study shows that Whatsapp is the most used App amongst information sharing apps like Face book and

We Chart.

- ✦ 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 collaboration with companies and offer a free hours to the users. Many extra features such as voice call, video call, etc., can be offered as in whatsapp and facebook.
- ✦ Most of the respondents prefer whatsapp for like app. The other information sharing app comes back is hike. The reason is storage space (Mb of the app), speed and popularity.

CONCLUSION

WhatsApp has become very popular and besides all, this Application is highly addictive and can create a great impact on regular users. It can be established from the study that youths are more familiar with WhatsApp messenger. WhatsApp was more preferred by the students, with some reasons such as its convenience and easier usage, its effectiveness and reliability, and it saves money. WhatsApp is used by the students to inform about issues related to private exchanges of information and educational purpose. The study focuses on customer 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. Customer satisfaction is affected by factors such as needs fulfillment, 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 anybody 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.

SCOPE OF FURTHER RESEARCH

1. A Study on Customer Satisfaction Towards Whatsapp and Facebook Comparative analysis.
2. A Study on New Trend of Whatsapp Usage Customer Satisfaction and Telegram in other taluk.

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