

An Insight into the Changing World of Communication- A Generic Study of Undergraduate Students' Perception of WhatsApp and Its Usage.

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Abstract

The dazzling and metamorphosing world of communication has always mesmerized the attention of marketers. We all have witnessed that the change in technology which by one way or the other has also changed the way we communicate with each other. At the first outset, letters were replaced by telegraph which in turn was replaced by telephone. Now mobile phones, e-mail and internet are the arch of the list of communication method used by the people. Among these communication methods social networking sites has grapple the attention of most of the researchers and marketers. They are not only serving as a remarkable platform of interaction among the people but also between customers and companies. The most popular among these SNSs are Facebook, Twitter, LinkedIn and WhatsApp. The main aim of the study is to investigate the usage of WhatsApp a mobile messaging application and its perception among youngsters. The study also tries to find out the reasons for the growing popularity of WhatsApp among students. The present study was conducted among the 200 undergraduate students and is descriptive in nature. Convenience sampling was used by the researchers. The finding highlights that almost each and every student uses WhatsApp and this app are a big hit among students due to various reasons. Further, the study opens the door for the future study which can be more intensive and analytical in nature. This study reveals that most of the students feel that if used in an efficient and effective manner this communication method can be used as an educational tool also.

Keywords: Marketing Communication, Social Media, Social Networking sites (SNSs), WhatsApp. **JEL Classification-** M30

INTRODUCTION

Modern marketing demands much more than developing a product which satisfies the need and wants of the consumers or pricing it in an attractive manner or making it available to the consumer to buy it. Companies must also communicate with all its stakeholders in an effective and efficient manner

(Kotler & Keller, 2016). Communication if done in a right fashion can have a huge payoff and therefore marketing communication has always mesmerized the attention of marketers and researchers. Previously, marketers used to have only limited modes of communication in order to accomplish multiple brand communication objectives at their disposal. However, today they are blessed with huge array of marketing communication modes and possibilities due to the tremendous growth in information and communication technology (ICT) (Batra & Keller, 2016). There has been colossal growth in information and communication technology. The mantle of information and communication technology has changed the social environment and has opened new path and means to communicate with cognate people using different means and modes of communication (Bhatt & Kumar, 2014). Today, the fastest medium available to transfer information is Internet, which is a worldwide system of network (Yerpude & Singhal, 2017). There were nearly 3.5 billion internet users worldwide in 2016 which means about 45 percent of the global population was able to access the internet in the same year. The global average internet speed stood at 6.1 Mbps that year. These favorable figures have given a substantial boost to the number of devices connected over Internet (Yerpude & Singhal, 2017).

Today, world has moved from World Wide Web (WWW) to Web 2.0 which is also known as the second stage of development of the Internet. Web 2.0 provides better collaboration, interaction and enhanced communication channels to the consumers. The social nature is a vital difference between Web 2.0 and the static WWW which makes it much more interesting for the users as they can, not only read the contents but also upload, share and comment on contents (Rouse, 2017). Associated with these technological boosts there is a persistent view that younger generation i.e. the "digital natives" are the most competent user of technology and they understand the technology in a better manner (Ruleman, 2012).

Social media is the lovechild of WWW which can be manifested by the high penetration rate of social media. As

per the online statistical portal Statista, by 2020 the number of social media users worldwide is expected to reach 2.95 billion which is a third of entire earth population. Also, the site reveals that North America has the highest penetration rate of social networks with around 60% of population having at least one social account (Statista, 2017).

Out of all the categories of social media, social networking sites (SNSs) has grown with huge leaps and bound in last few years (Bhatt & Kumar, 2014). Social networking sites can be used for all those “web –based tools used to connect, collaborate and create web content and experiences. Websites that allow visitors to send E- Mail, post comments, build web content or take part in live audio or video chats are all considered to be social media sites” (YALSA, 2011). Social Networking Sites (SNSs) can also be elucidated as an internet or mobile –based social spaces which enable the people to connect with each other, communicate and share content across them. As per the online website Statista (2017), Youtube, Facebook and WhatsApp are the most popular social networking platform in India.

As on January 2017, WhatsApp was the most popular mobile messenger world wide with over 1.2 billion users world wide. WhatsApp is an instant messaging App that uses internet to send messages, photos, videos, documents and audio media messages to other users. In India, it has retained the position of “most popular application” along with the social networking giant Facebook. The popularity specifically in case of India lies in its low cost. It also allows the users to form group, exchange information with ease and convenience. Its speed and simplicity has not only made it popular but also the market leader of mobile messaging not only in India but also in Europe and Latin America (Roy, 2014).

The present study tries to investigate the usage of WhatsApp among youngsters and perception related to this instant messaging application.

LITERATURE REVIEW

Marketing Communication-

Marketing communication is one the vital aspect of firms' overall marketing missions. It is also a major factor leading to the success and failure of a company whether the company is involved in B2B transactions or B2C transactions (Andrews & Shimp, 2015). It represent the voice of the company and its brand and is a mean of establishing dialogue between the company and its customers (Kotler & Keller, 2016). The major purposes or objectives of marketing communication are-

- 1.) Informing customers- Informing customers about the offering of the company is one of the important function of marcom program of any company.
- 2.) Persuading customers – Coaxing customer to buy the company offering is another function performed by

marketing communication.

- 3.) Inducing buying action from the customers- Motivating customers to buy the company product and services and thus taking purchase action immediately is the objective of the marketing communication program by any firm.
- 4.) Educating Customers- Beside these functions marketing communication also educate the customer about the product, its benefits, how, when, where, why to use a product.
- 5.) Establishing brand equity- Marketing communication also helps the companies to establish a brand image in the mind of the consumer and thus helps in enhancing brand equity.

All the elements of the communication mix used by a particular company should be integrated and should work towards creating synergy. This not only creates consistency in messages and functions but also helps in cutting down cost, improving the efficiency and better returns for the organization (Kitchen & Burgmann, 2015). The success and failure of the communication message not only depends upon what it can achieve in isolation but also how it fit with the entire sequence of message that appear before and after it (Batra & Keller, 2016). Thus, while communicating with its customers company follows Integrated Marketing Communication (IMC) principles which serve as the golden rules and guideline for the company. IMC seeks to coordinate and synchronize the different marcom elements and create a “unified customer focused message” and thus help organization in achieving objectives (Mangold & Faulds, 2009).

With the emergence and drastic changes in technology the marketer are now equipped with many other tools and strategies to communicate with the customers. One such tool in the hand of today's marketer is social media. Social media has empowered companies as well as the customers.

Social Media-

Social Media is computer mediated internet- based interactive platform through which individuals can, not only read and view content but also upload, share and update content online. As defined by Kaplan and Haenlein, 2010 –“Social Media is a group of Internet-based applications that build on the ideological and technological foundation of Web 2.0, and that allow the creation and exchange of User Generated Content.” Today, there is rich and Diverse Number. of social media sites but the scope and functionality of different social media sites may vary (Kietzmann et al., 2014).

Social media has dramatically changed the marketing communication scenario and utilizing it fruitfully is one of the vital agenda for present business firm and companies. Also, historically it was the company who use to control information related to them. However, today the scenario has

completely changed. The power has clearly sneaked from the hands of companies to consumers and sometimes the company does not even have the chance to alter the comments posted by the customers (Kaplan & Haenlein, 2010; Kietzmann et al., 2014). This groundswell of people using technology for connecting with each other is increasing at a fast pace and as a result the power has tilted from company to customers (Bernoff & Li, 2008).

In order to find out importance of uses and gratification theory to social media a study was done by Whiting’s and Williams (2013). The researchers found many reasons for using and liking of social media by the consumers. The ten

most important reasons highlighted were - “social interactions, information seeking, pass time, entertainment, relaxation, communicatory utility, expression of opinions, convenience utility, information sharing and surveillance and watching of others” (Whiting & Williams, 2013).

Kietzmann et al., 2014, presented and illustrated a honeycomb framework which consists of seven building blocks. These blocks are- “identity, conversation, sharing, presence, relationship, reputation and group”. It is not always necessary that all these functional blocks are present in social media platform. Also, they are not “mutually exclusive”. These seven blocks and there functionality are illustrated in figure 1

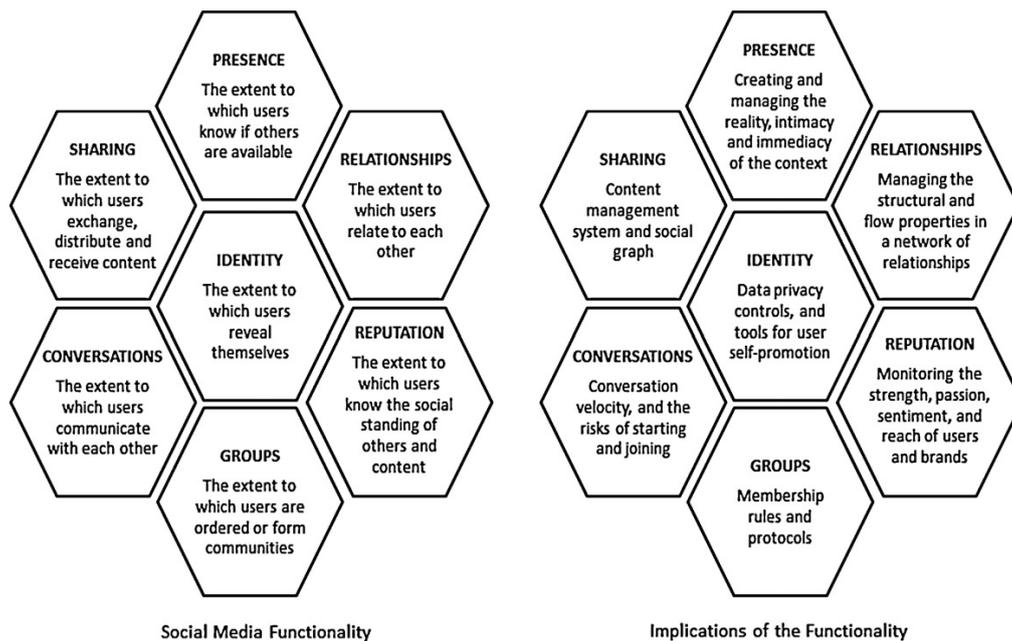


Figure 1: The honeycomb of social media (Keitzmann et al., 2011, p. 243)

Few researchers has also opined that social media can also be used as a platform for co-creation (Prahalad & Ramaswamy, 2004; Roberts et al., 2005; Piller et al., 2012; Kao et al. , 2016), for innovation in product & services (Sawhney et al., 2005), co-creation and customers empowerment (Fuller et al., 2010) and also in process of new product development (NPD) (Nambiisan, 2002; Filieri, 2013; Roberts & Candi, 2014; Roberts & Darler, 2016; Bashir & Papamichail, 2016).

Social Networking Sites (SNSs)

Kaplan & Heinlein (2010), has classify social media into six specific categories. Out of these six categories social networking sites has grasped much of the attention and interest of researchers and academicians. Social Networking Sites are the virtual platforms that enable the users to present themselves in the cyber environment, express their social networks and form or maintain connections with other users (Ellison et al., 2007). These SNSs may be aligned to different

motives or goals. For example, some SNSs are work oriented (e.g. LinkedIn), some are oriented towards social wellbeing (e.g. Facebook), some for sharing /watching videos and photos (e.g. YouTube, Instagram, Flickr, Vine), some for news and entertainment (e.g. Reddit), some are image messaging or instant messaging (e.g. Snapchat, WhatsApp, Viber) and so on (Maina, 2017). It has been noticed that the use of email has declined gradually and has been replaced by social networking sites (Judd & Kennedy, 2010).

It was revealed in different studies that the wedge of the society which is most influenced are youngsters (Wang et al., 2012; Singh & Gill 2015; Rautela & Singhal, 2017). The importance of online communities is increasing in the day to day lives of youngsters and therefore it becomes vital to explore the association between the usage of internet and diverse socio-economical and educational implication (Koles & Nagy, 2012). The perceived benefit of interpersonal and social network has a significant positive effect on the

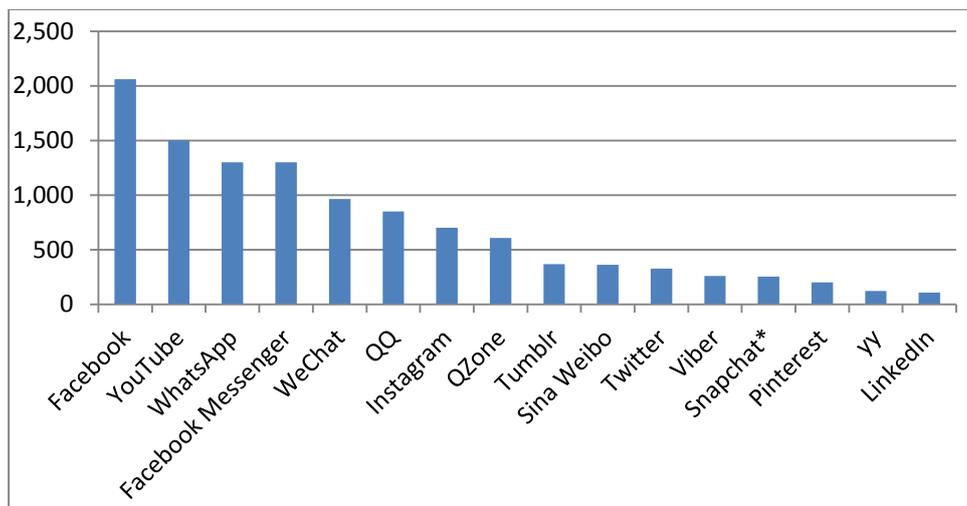
sustainability of Internet usage by young population while the concerns such as security and interruption has a negative effect on sustainability of Internet usage by youngster (Hasim & Salman, 2010).

The reason for this mammoth popularity of SNSs can be attributed to the opportunity these virtual platform provide to users for making their personal profile, share their photos, text and other content (Ellison & Boyd, 2007). Further, these sites are increasingly used for work-related issue, personal issue and sharing interest related to art, sports, political view, music and so on (Hamade, 2013).

The use of SNSs are influenced by factors such as personality of the user (Wang et al.), socio-cultural and individual factors (Bawden & Robinson, 2013), diffusion stages of innovation (Chiang, 2013), motivational factors (Li, 2011) and

nationality (Shin, 2010). It was also pointed out that the users of SNSs are acquainted with the security aspect of SNSs. Sometimes, the users make their personal information available in return with “free at the point of use” services. This information is provided by the user on his/her own will and the users agree the term and condition of the service provider (Haynes & Robinson, 2015). Waste of time and concern regarding misuse of personal information are the major hindrance in the way of using SNSs (Singh & Gill 2015).

As per the online website Statista 2017, Facebook was reported to be the most popular sites among users having 2.06 billion monthly active users as on September 2017. Figure 2 reveals the most famous social networking sites worldwide ranked on the basis of number of active users.



*Snapchat does not publish monthly active user data, the figure used here was reported by Business Insider in June 2016, based on daily active users.

Figure 2: Most famous social network sites worldwide as of September 2017, ranked by number of active users (in millions) (Statista, 2017)

Facebook, one of the most popular sites among youngster is generally used by them for making new friends and maintaining social ties with the old ones (Raacke & Bonds-Raacke, 2008). According to Aubrey and Rill (2013), Facebook use is related to two important motivational factors. The first motivational factor is to socialize with others while the second factor is to improve one’s status. The motivational factor behind the use of Facebook makes a difference in whether the user will gather online bridging and bonding. In case, the users are motivated mainly for social reason the bridging and bonding is greater when compared to the users motivated for status reasons (Aubrey & Rill, 2013). The use of Facebook was also found to be related with the psychological benefit in case of students undergoing low life satisfaction as well as low self- esteem (Johnston et al.,

2013).

The primary needs attach to group participation within Facebook are- socializing, entertainment, self-status seeking and information (Park et al., 2009) Also, three main function- “Feeds, Share and Comment” become apparent as the primary means by which information literate practices and related behavior are advanced and displayed on Facebook (Witek & Grettano, 2012). Also, the pattern of use of Facebook, attitude towards Facebook is not only influenced by personality but also demographical factors such as age, gender, level of education etc. play an important role (Aharony, 2013; Yazdanparast et al., 2015).

The male and female users associate different set of need with the use of SNSs. For example- it was revealed that in case of

female users, the use and satisfaction allied with the use of SNSs is more associated with relationship maintenance, persuading social information and interaction within the site while the male users were found to be more oriented towards the entertainment aspect of the SNSs (Lee, 2015). A slight variation was noticed in the use of SNSs when compared between domestic and international students. However, the Facebook being popular for both group of students (Saw et al., 2013). Also, the word of mouth communication on Facebook is influenced by trust, social capital and innovativeness and their effects were mediated by the opinion seeking and opinion giving behavior (Kucukemiroglu & Kara, 2015).

The unmitigated popularity of the Facebook among the youngsters provides an enormous opportunity to improve the communication of the students and increasing their participation level in classroom interaction whether in reality or via virtual environment (Loving & Ochoa, 2011).

WhatsApp-

The present study focuses on WhatsApp and its use by the undergraduate students. The literature related to WhatsApp and its use is very limited when compared to the availability of literature on social networking sites and Facebook.

WhatsApp an instant messaging application for smartphones was founded by Jan Koum and Briuan Acton in 2009 and is based in California, United States. The company was acquired by Facebook in Feb, 2014. The total no. of user in August 2014 was 600 million which has escalated to one billion users as on February 2016 (IANS, 2016). In other words the number of users has almost doubled after the acquisition of Whats App Inc. by Facebook. Figure 3 shows the extraordinary growth of WhatsApp within four years of its launch.

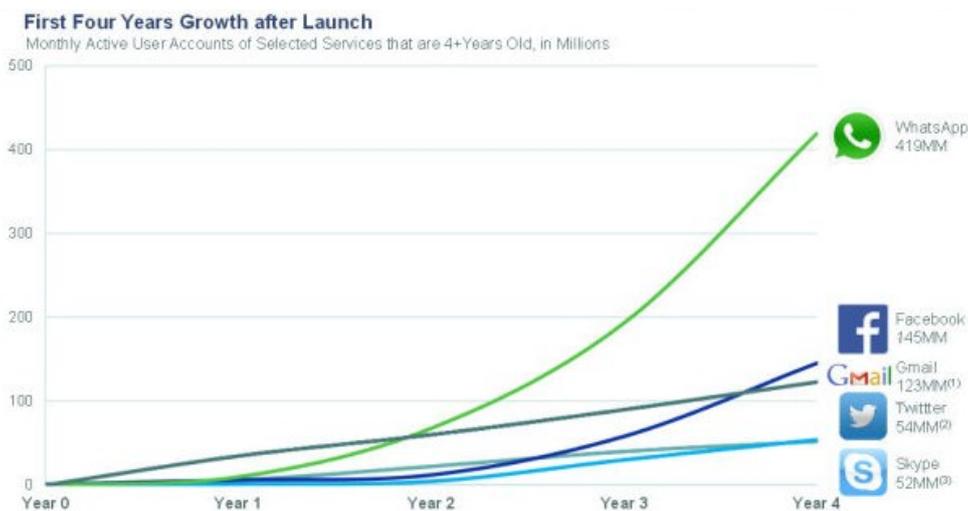


Figure 3: Extraordinary growth of WhatsApp within four years of its launch (Sethi, 2017)

WhatsApp has become one of the largest mobile messaging services in the world. There are various rationale attributed to the use of WhatsApp by the people. The most important is the “familiarity” with the people with whom the user interact. In other words, it provides a closed platform to interact with the people you know and not to somebody you do not know or who is your friend’s friend as in case of Facebook. Another reason is the “simplicity” and “convenience” of using WhatsApp. It is very user friendly and it enables the user to send photographs, video etc. with a great ease and that to at a very low cost. It has become a cheaper substitute for the messaging. It also allows user to know that whether the message was read or not and when the person was online last time (Aharony, 2015). Table 1 highlights the important reasons for the growth of WhatsApp.

Table 1: Important reasons for the Growth of WhatsApp.

| KEY REASONS FOR THE GROWTH OF WHATSAPP | |
|--|---------------------------------------|
| ▪ Convenience | ▪ Familiarity |
| ▪ Simplicity | ▪ Growth of Internet |
| ▪ User friendly | ▪ Ease to exchange all types of data. |
| ▪ Low Cost | ▪ Social Capital |

In India, this is one of the most popular messaging apps increasingly used by different strata of population. As on February 2017, this messaging platform announced to have more than 200 million monthly active users in the country (Statista, 2017). Figure 4 gives an insight of total no monthly active users of WhatsApp in India from August 2013 to February 2017.

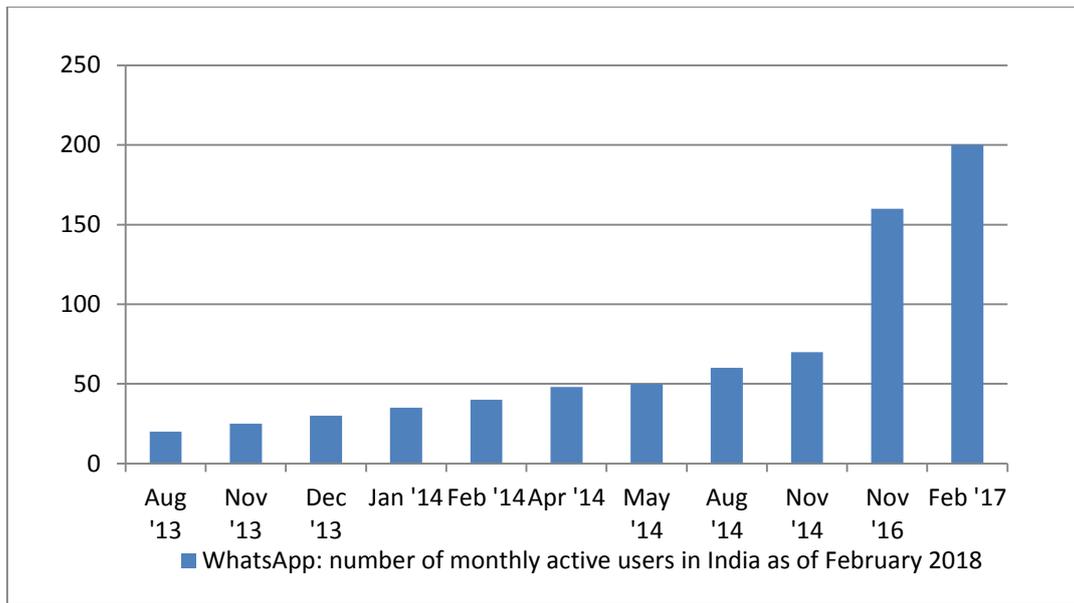


Figure 4: Number of monthly active WhatsApp users in India from August 2013 to February 2017 (in millions) (Statista, 2017)

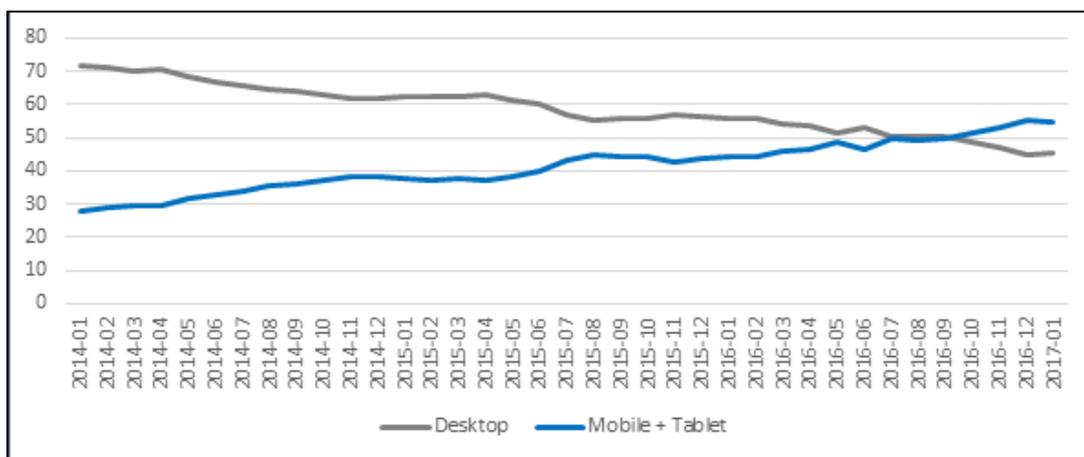


Figure 5: Comparison of Internet traffic data for Desktop and Mobile (including tablet) for last three years (Jan 2014 - Jan 2017) (Desktop vs Mobile vs Tablet Market Share Worldwide, 2017)

The attitude and intention to use WhatsApp affect the social capital gained by the users. As cited by Aharony, the term social capital is defined by Bourdieu and Wacquant (1992) as “the sum of the resources, actual or virtual, that accrue to an individual or a group by virtue of possessing a durable network of more or less institutionalized relationships of mutual acquaintances and recognition.” (Aharony, 2015).

Exploring the importance of family group on WhatsApp, it was concluded that there was a complicated relationship between the attachment variables and WhatsApp family group. Also the vitality of the WhatsApp family group can be predicted by the personality characteristic of openness to experience and social support (Aharony & Gazit, 2016).

WhatsApp manages over 50 billion messages a day. The

media exchange that is possible is pictures (jpeg, tiff, GIF), videos (MP4, 3gp, wmv, avi), Audio files (wav, ogg, m4a,mp3,acc) and documents (doc, pdf etc). The ease of sending media is what has helped proliferate WhatsApp in all age groups (Ramakrishnamurthy, 2017).

One report put key statistics for digital, social, and mobile media in 2016 as (Kemp, 2016):

- 3.42 billion Internet users, equaling 46% global penetration.
- 2.31 billion Social media users, delivering 31% global penetration.
- 3.79 billion Unique mobile users, representing 51% global penetration.
- 1.97 billion Mobile social media users, equating to 27% global penetration.

The above facts get reinforced further when we compare the data for last three years (Jan 2014 – Jan 2017) for the sources of internet traffic globally. Comparison of Internet traffic data for Mobile (including Tablet) vs. Desktop, placed Desktop at 43.41% and Mobile (including Tablet) at 56.59%. The analysis signifies that connected customers largely are on Mobile phones and the trend is continuously increasing as reflected in figure 5 and figure 6 (Desktop vs. Mobile vs. Tablet Market Share Worldwide, 2017).

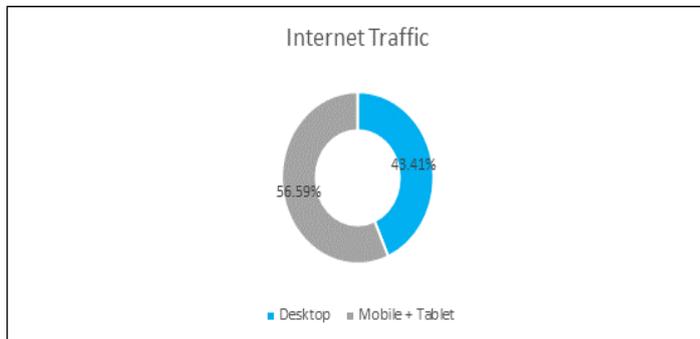


Figure 6: Internet traffic data for Desktop and Mobile (including tablet) for Jan 2017(Desktop vs Mobile vs Tablet Market Share Worldwide, 2017)

The forecast annual run-rate of 366.8 Exabytes of mobile data traffic for 2020 is equivalent to 120 times more than all global mobile traffic generated just 10 years ago in 2010 (Jose, 2016).

RESEARCH QUESTIONS

As already mentioned WhatsApp is comparatively new phenomenon and is not able to grapple much attention of the researchers. However, it growing use as a new means of communication especially by the young population makes it a lucrative topic to study and investigate.

To critically investigate the various aspects in the present study the following question were formulated and distributed among students:

- RQ1. Do you use WhatsApp?
- RQ2. If no, then what are the reasons for not using WhatsApp?
- RQ3. About how many contacts do you have on your contact list on WhatsApp?
- RQ4. What is the frequency of checking WhatsApp messages by you?
- RQ5. What is the main purpose of using WhatsApp?
- RQ6. What are the main reasons of using WhatsApp?
- RQ7. What is your personal opinion (attitude) towards

- WhatsApp?
- RQ8. Are there any issue related to WhatsApp?
- RQ9. If yes, then what are the issues/problems related to using of WhatsApp?
- RQ10. Will you recommend WhatsApp to others?
- RQ11. Do you think WhatsApp usage in academics can enhance the quality of teaching services?

METHODOLOGY

The research was conducted by using a well-structured Google form which was floated among 200 undergraduate students. The researcher used convenience sampling as this is the easy and cost effective method of getting the data. However, it has certain limitation also such as it suffer from biasness from the part of researcher and an important question arises that whether the sample is true representative of population or not. Out of total sample of 200, 151 forms were received from the students.

On the basis of the responses received from the respondents the data was analyzed using simple descriptive method. The present study lays the foundation stone for the future study and is the first series of paper of a continuous study on WhatsApp.

DATA ANALYSIS AND DISCUSSION

Table I shows that out of the total sample size of 200 students, 151 students responded which is 75.5 percent of the total sample size. This is a sufficient rate of return for the present study.

Table I: Response Rate

| Total no. of students considered for the study | Response received | Response not received |
|--|-------------------|-----------------------|
| 200 (100%) | 151 (75.5%) | 49 (24.5 %) |

Table II gives an idea about the ratio of male and female respondent in the present study. The no. of male is higher than the total no. of female respondents.

Table II: Response rate by Gender

| Gender | Male (%) | Female (%) |
|-----------|----------|------------|
| Total No. | 86 (57%) | 65 (43%) |

It is clear from Table III that 82.8% of the respondents are of the age group of 18 to 20 years. Thus, making it clear that the study focuses on youngsters.

Table III: Age –Group of Respondents

| Age Group | Total Percentage |
|---------------|------------------|
| 18-20 years | 82.8% (125) |
| 21 – 23 years | 15.2% (23) |
| Above 23 | 2% (3) |

Table IV reveals the fact that 98.6 % of respondent use Whats App which shows the popularity of this App among the youngsters.

Table IV: Respondents Usage Rate of Whats App

| Whats App Account | Yes | No |
|-------------------|-------------|-----------|
| Total Percentage | 98.6% (149) | 1.33% (2) |

Table V reveals that most of the respondents (112 in no) have more than 101 contacts on their Whats App.

Table V: Total no of Contacts in Whats App

| Total no of Contacts in Whats App | 1-10 | 11-50 | 51-100 | 101 and above |
|-----------------------------------|-----------|-----------|-------------|---------------|
| Total Percentage of Respondents | 0.67% (1) | 5.29% (8) | 19.86% (30) | 74.17% (112) |

Table VI explores that the frequency of checking Whats App messages by 49% of students is less than one hour. It means that students are using it as a preferred mode of communication in present electronic environment.

Table VI: Frequency of checking Whats App messages

| Frequency of checking Whats App messages | Less than ½ hour | In 1 hour | Twice a Day | Once a Day | Weekly |
|--|------------------|------------|-------------|------------|----------|
| Total no.of Respondents.(%) | 74 (49%) | 66 (43.7%) | 6 (4 %) | 4 (2.6%) | 1 (0.7%) |

In response to the question on the purpose of using Whats app most of the students revealed that they use What App for both academic as well as personal reasons. (Table VII) Very few students use it for personal reasons only. However, no student was of the opinion that they use this App only for academic purpose.

Table VII: Purpose for using Whats App

| Purpose | Personal only | Academic Only | Both | Other |
|------------------------|---------------|---------------|------------|-------|
| No. of respondents (%) | 17(11.3%) | 0(0 %) | 131(86.8%) | 3(2%) |

As depicted by the Table VIII the main reasons for using Whats App is to stay connected with their friends, followed by the fact that it is the cheapest medium of communication. Further, most of the students also use it to share photos, videos and other information that may be of use to others. Thus it can be concluded that student use it for variety of reasons.

Table VIII: Reasons / Purpose for using Whats App

| Reasons | No. of Students |
|--|------------------------|
| 1. To stay in touch with the friends. | 120 (79.5%) |
| 2. To be informed about other status. | 26 (17.2%) |
| 3. It is the cheapest medium of communication. | 107 (70.9%) |
| 4. To share professional detail. | 29 (19.2%) |
| 5. To share the information that may be of use and interest to others. | 62 (41.1%) |
| 6. To share my videos, photos and other information to others. | 69 (45.7%) 65 (43%) |
| 7. For academic purpose. | 20 (13.2%) |
| 8. It provides me a platform to express myself. | |

Table IX illustrates the student’s attitude or personal opinion/view about Whats App. Most of the students (118 in total) are of the view that it is easy and convenient to share data using Whats App. 34.5 % also are of the view that Whats App is an important part of their life. Only 15.5 % are of the view that it is informative.

Table IX: Personal opinion of the students for Whats App

| Personal Opinion of the students | Total No. of Students |
|--|-----------------------|
| 1.) Using Whats App is fun. | 34 (23%) |
| 2.) Using Whats App is exciting and entertaining. | 25 (16.9%) |
| 3.) Whats App is an important part of my life. | 51 (34.5%) |
| 4.) Whats App is very informative. | 23 (15.5%) |
| 5.) It is easy and convenient to share data using Whats App. | 118 (79.7%) |

When the students were questioned about any issue related to use of Whats App 81.5 % feels that their where no direct issues related to What App as most of the drawbacks are offset by the benefit of this app (Table-X). However, students were of the view that wastage of time is their main concern (Table -XI).

Table X: Problem /Issues related to use of Whats App

| Problem /Issue | Yes | No |
|--------------------------|------------|-------------|
| Total no. of Respondents | 28 (18.5%) | 123 (81.5%) |

Table XI: Problems related to Whats App

| Problems related to Whats App | |
|--|---------------------|
| 1. It simply wastes lot of time. | 21(13.9%) 6 (4%) |
| 2. It is not academically informative at all. | 9 (6%) 13 (8.6%) |
| 3. Security is the main concern. | 114 (75.5%) |
| 4. It does not increase the awareness level of the students. | |
| 5. Not Applicable or no problem. | |

When the students were enquired about the recommendation of Whats App to others 98 % were of the view that they would recommend it to others. This clearly shows the usefulness of the App in the life of these youngsters (Table XII).

Table XII: Whats App recommendation to others

| Will recommend Whats App to Others | Yes | No |
|------------------------------------|-----------|--------|
| Total no. of students (%) | 148 (98%) | 3 (2%) |

Table XIII clearly shows that 66.9 % of the students are of the view that this App can be used in order to enhance the quality of teaching service. It can be inferred from this that most of the students want use of innovative and modern communication technology to be incorporated in their teaching and learning process.

Table XIII: Whats App can helps in enhancing the quality of teaching service

| Whats App can helps in enhancing the quality of teaching service | Yes | No | Can't Say |
|--|-------------|----------|------------|
| No. of Respondents (%) | 101 (66.9%) | 8 (5.3%) | 42 (27.8%) |

CONCLUSION AND LIMITATION

The study was conducted among the undergraduate students and focuses on the use of WhatsApp among this group. From this study, it can be concluded that WhatsApp has changed the way of communication and has touched our day to day life.

Youngsters are the group which is most influenced and they are using it for various purposes be it for personal, academic or some other purpose. It was also revealed by the study that almost all the students are using this App and this App helps them to satisfy their social need. WhatsApp give them an option to stay connected with their friends and dear ones. Youngsters have a positive attitude towards this smart phone technology and are of the notion that if it can be used in teaching, it will enhance the quality of the teaching and learning. The study gives food for thought to the developers of SNS's and other social networking sites to develop technologies for sustainable growth.

However, the study has its own limitation. First, it is confined to a very limited environment. The study was done as per the researcher convenience and deal with only undergraduate students. Descriptive statistic was only used and need further statistical analysis. Future studies can be done using different statistical tools and techniques and considering different demographical factors. As WhatsApp is becoming a part and parcel of our day to day life further comprehensive studies can be done taking into consideration wider geographical area and more academic institutions.

Finally, one can conclude that WhatsApp has become a great platform for sharing the information and keeping people in touch with their kindred groups. It is very cost effective method of communication and touching the day to day life of millions of people.

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