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Impact of whats app usage by the youths of davangere city

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ABSTRACT

Today in rapidly moving in world, Technology is not a new concept. What's app is an amazing application, this study revealed that what's app is a medium of making communication simple and quicker, there-by enhancing that effective flow of information, idea sharing and connecting people easier. Present study examined that how negatively it's impacting on youths on their life style, culture, psychological behaviour, education and routine life. This study made an attempt to assess the impact of what's app usage by youths, with the reference of youths in Davangere region. The empirical study has been conducted upon 100 youths by using questionnaire tool to collect the lots of data relatively in shorter period of time with less cost.

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1. Introduction

What's app is one of the most intriguing MIM applications available today. What's App is a smartphone instant messenger app. "WHATS APP" was founded in 2009 by Brian Acton and Jan Koum, with the theme "simple, Secure, reliable messaging." It operates with internet access to keep in contact with loved ones whenever and wherever. It serves to make communications and the transmission of multimedia messaging easier and quicker by allowing users to transfer conversations without needing to pay for SMS. There are large number of social platforms and devices accessible around the world, and social media can be influenced by attributes such as price, time, traditions, and individual's psychological behavioural patterns. What's app is among the most commonly used applications, and it has introduced a new flavours in the social media market, with the large percentage of youngsters going crazy for it. Through the use of this tool, users may receive and send geolocation data, photographs, videos, voice, and text

messages to group of friends and family members without having to pay other than for the internet plan they already have on their phones. It's simple to get began; just enter your phone number into the app. Then it vowed to keep working with your authorization and on your device to see whether anyone else had the app loaded. After the application is activated, subscribers can add other contacts and begin communicating. It also allows users to create groups and transmit limitless videos, as well as exchange music and other materials up to 100 megabytes.¹

As per Andreas Kaplan, "social media" refers to "the means through which people have developed, communicate, and sharing ideas, emotions, and inventiveness in online communities and networks." It allows members to connect with others who have similar interests, aspirations, and ambitions. Despite meeting face to face, a person can establish and develop solid business partnerships in any area of the globe via social networking sites like Whatsapp. Communication via smart phones has gotten easier, quicker, and less expensive thanks to What's App Messenger. In higher education's this app is using for discussion and sharing more information according to academics between

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students and their lectures. The reason why this what's app become popular by youths because its less expensive compared to other messaging app users can exchange unlimited messages, video, audio, location and also we can share documents with family and friends. This application so easy to use after downloading, then they start messaging, inviting other contacts, updating status etc. and also group chatting one of the biggest features of this what's app it does not collect users personal information at all.²

2. Literature Review

Dr. Neelamalar & et.al (2009), they did a study to define the problem with youngsters' use of social media and the effects it has on their social interactions. They used a sample size of 100 [50 teenagers aged 17 to 19 and 50 young people aged 20 to 22]. The findings of this study show that 98 percent of people use social media sites, with 68 percent being strangers, 7% having a very strong bond with their online friends (outsiders), and 205 percent being good friends with virtual strangers. As a result, it's a good sign that Indian millennials are not only tech-savvy and socially active, but also socially sensitive.³ Baran (2010), their study discovered that social networking sites are closely linked to teaching and learning. Some instruments that can help them share their expertise in a formal educational setting.⁴ Tsai and Lin (2012), according to the findings, teens are more dependent on social media than adults. As per the mobile phone addiction level that is performed for high school in Taiwan (IAST), 88 Taiwanese high school students were presumed web junkies, but the current research suggests that self importance accomplishment in middle school students is negatively linked to psychopathic and severe online use. According to this study, these youngsters are becoming addicted to the internet, which is a severe concern for teenagers in today's world. Dr. Avani Maniar & et.al (2013), a short survey of 30 Baroda college students was done. According to the findings of this study, a large percentage of them use cellphones and Gigabyte internet plans. Even though the majority of people use that to communicate with their friends. In addition, people utilise this app to share audio and video files. The goal of utilising this app is to maintain connectivity with their friends and relatives. As a result, this app has grown in popularity among its user.⁴

3. Objectives

1. To study the intensity of usage of what's app among the youths of Davangere region
2. To study the what's app impact on youths
3. To study the features of what's app used by the youths

4. Research Methodology

The research deals with descriptive method with the help of quantitative analysis to find the result in depth, the research

is conducted on what's app usage by youths. The required source of data will be collected through primary source and secondary source. Questionnaire was developed with both close ended and open ended questions to access the demographics of youths, ranking of what's app and its features, intention of usage, how much time spending on social network, consumption of data in what's app usage, and what motivate them to use the app. The research used judgemental sampling to identify the samples for the study. Survey was conducted among randomly selected what's app users in Davangere region with the sample size of 100 peoples between the age group of 20-40 years who use the smart phones and what's app.⁵⁻⁹

5. Data analysis and interpretation

To determine the usage of what's app among the youths, the survey adopted methods to gather data relating to research objectives, they were asked time spent on using of what's app messenger, purpose of using what's app, best features of this application and how this social media app is affecting on academics, daily routine life and psychological changes in youths.

Table 1: Age

Options	No of Respondents
20-25	88%
25-30	6%
30-35	2%
35-40	4%

Interpretation: From the above table shows that, 88% of respondents belong to the age group of 20-25, and 6% of respondents belong to the age group 25-30, and 2% of respondents belong to the age group of 30-35 and 4% of remaining respondents belong to the age group of 35-40.

Table 2: Gender

Option	Gender
Male	58%
Female	42%

Interpretation: From the above table shows that, 58% of respondents belongs to Female and 42% of respondents belongs to male.

5.1. Education Qualification

According to research data collection almost all the respondents education qualification is completed their graduation this shows how the educated are adopting to technology in their daily routine life.

5.2. Occupation

According to research study says that almost 50% of respondents are students, this shows between the age group of 20 to 25 majority of these people who are the youths of

our country how they are addicted to smartphones and using internet plan in Giga byte. And other 50% of respondents are from different occupational background like Professors, Engineers, Self-employees home makers etc.

Table 3: Which application you're going to use for communication other than what's App?

Option	No of respondents
Phone call	62%
SMS	30%
E-mail	8%
Facebook messages	0%

Interpretation: From the above table shows that, 62% of respondents are using Phone call, 30% of respondents are using SMS, 8% of respondents are using E-mail other than what's App for communication purpose.

Table 4: Which application you gave importance, please rank (on a 5 point ranking)

Options	1	2	3	4	5
Phone call	36%	20%	8%	20%	16%
SMS	18%	30%	20%	22%	10%
E-mail	20%	24%	18%	20%	18%
What's App message	30%	28%	12%	18%	12%
Facebook Message	38%	8%	12%	20%	22%

Interpretation:

1. According to survey out of 100 Respondents 36% of respondents give more importance to phone call.
1. According to survey out of 100 Respondents 30% of respondents give more importance to SMS.
1. According to survey out of 100 Respondents 24% of respondents give more importance to E-mail.
1. According to survey out of 100 Respondents 28% of respondents give more importance to What's App message
1. According to survey out of 100 Respondents 38% of respondents give more importance to Facebook message.

2. Which application you gave importance, please rank (on a 5 point ranking)

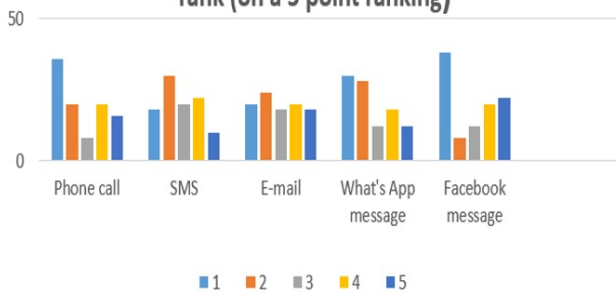


Table 5: Do you check what's App message is?

Option	No of respondents
As soon as I wake up in morning	18%
During free time	60%
Before going for sleep	10%
Always, since it is an integral part of my life	12%

Interpretation: From the above table shows that, 60% of respondents are checking What's App messages during free time, 18% of respondents are checking What's App messages in the morning, 12% of respondents are checking What's App messages as integral part of their life, 10% of respondents are checking What's App messages before going to sleep.

Table 6: What motivate you to use what's App?

Options	No of respondents
Chatting with friends/ Family	42%
Keeping in touch with family	14%
Sharing picks and videos	10%
Sharing documents	34%

Interpretation: From the above table shows that, 42% of respondents are motivated to use what's App to chit chat with friends and family, 34% of respondents are using to sharing document, 14% of respondents are using to keep in touch with family, 10% of respondents are using what's App to share picks and videos.

Table 7: For what purpose you're using what's App?

Options	No of respondents
Academic work	28%
General information	26%
Chatting	40%
Family	6%

Interpretation: From the above table shows that, 40% of respondents are using what's App for chit chat purpose, 28% of respondents are using for Academic purpose, 14% of respondents are using to share general information, 6% of respondents are using to communicate with family.

Table 8: How many hours you normally spend on using what's App?

Options	No of respondents
1-2 hours	60%
3-5 hours	30%
6-7 hours	6%
More than 8 hours	4%

Interpretation: From the above table shows that, 60% of respondents are spending 1-2 hours on what's App, 30% of respondents are spending 3-4 hours on what's App, 6% of respondents are spending 6-7 hours on what's App, 4% of respondents are spending more than 8hours on what's App daily.

Table 9: How does what's App effecting academic/personal activities on you?

Options	No of respondents
Yes	32%
No	14%
Some extent	30%
Can't say	24%

Interpretation: From the above table showing is that what's App is effecting on academic/personal activities on them or not, 32% of respondents are saying yes its effecting, 30% of respondents are saying in some extent on them, 24% of respondents are saying can't say their opinion, 14% of respondents are saying there will be No any effect on their academic/personal activities.

Table 10: What are the features of what's App you mostly use?

Options	No of respondents
Instant chatting	54%
Sharing pictures & videos	42%
Voice messages/ calling	4%

Interpretation: From the above table shows that, 54% of respondents are using for instant chatting on what's App, 42% of respondents are using to share pictures/videos on what's App, 4% of respondents are using what's app for voice messages/calling purpose.

Table 11: Why do you use what's App?

Options	No of respondents
Easy to use and user friendly	26%
Easy to communicate	48%
Time saving	2%
Save money	0
Speed of information retrieval and transfer	24%

Interpretation: From the above table shows that, 48% of respondents are using because app is easy to communicate, 26% of respondents are using because it's easy to use and user friendly, and 26% of respondents are using because of sharing or transferring information is very fast & quick and 2% of respondents are using its time saving app other than no one will give their opinion about saving money bcz with the help of internet data the app will work very quickly.

Table 12: What type of information do you usually forward on what's App

Options	No of respondents
News	20%
Jokes	6%
Advertisements / promotions	8%
Comments on other people message	14%
Academic / personal	52%

Interpretation: From the above table shows that type of information youths are using to forward on what's App, 52% of respondents are using to share academic & personal information, 20% of respondent are using to share news on what's App, 14% of respondents are using to forward comments on other people messages, 8% of respondents are using to forward advertisements and promotions & 6% of respondents are using to forward jokes on what's App.

Table 13: How would you rate what's App features provided by what's App?

Options	No of respondents
Very good	24%
Good	60%
Average	16%
Very bad	0%
Bad	0%

Interpretation: From the above table shows that how youths feel by using features of what's App, 60% of respondents are feeling good, 24% of respondent are feeling very good,, 16% of respondents are share their opinion on average, this response shows that no one is feeling bad youths who are using the what's App are satisfied by features provided by What's App.

Table 14: Have you been addicted to what's App?

Options	No of respondents
Yes	20%
No	48%
Some extent	30%
Can't Say	2%

Interpretation: From the above table showing is that youths are addicted to what's App or not, 48% of respondents are saying No, 30% of respondent are saying some extent they are addicted, 20% of respondents are saying they are addicted to what's App & reaming 2% of respondents can't say there opinion about addiction to what's App.

Table 15: Do you feel psychological changes in yourself because of what's App?

Options	No of respondents
Yes	14%
No	64%
Some extent	8%
Can't Say	14%

Interpretation: From the above table showing is that youths are feeling any psychological changes in them because of using what's App or not, 64% of respondents are saying No, 14% of respondent are saying yes, 14% of respondents are saying can't say & reaming 8% of respondents saying in some extent

Table 16: Using what's App helpful to maintain the stress level?

Options	No of respondents
Yes	40%
No	28%
Some extent	22%
Can't Say	10%

Interpretation: From the above table showing is that youths are using what's App is help them to maintain stress or not, 40% of respondents are saying yes, 28% of respondent are saying No, 22% of respondents are saying some extent & reaming 10% of respondents can't say there opinion.

6. Findings

1. As per research study we find that youths are using phone call app other than what's app in their Android to communicate with people.
2. Findings shows that youths on the basis of their perception they give more importance to Phone call, SMS, E-mail, What's App message, Facebook messages.
3. As per research study find that 60% of youths check what's App messages during the free time.
4. Findings shows that 50% of youths are motivated to use this what's App for instant chatting with family, friends because they felt that the App user friendly to communicate with the people.
5. As per research study 60% of youths are normally 1-2 hours they spend on what's App and 30% of youths 3-5 hours they use to spend on what's app daily.
6. Almost findings shows that 62% of youths are effecting on Academic/personal activities by using what's App, because it occupies their study time, grammatical mistakes, and language barriers in writing etc. this shows the negative effect on youths.
7. The research study shows that 54% of youths are using instant chatting feature & 42% of youths are using to share pictures, comedy & joking videos, features in what's App this we find that youths are taken their involvement in what's app for entertainment.
8. According to survey 74% of youths says the app is easy to communicate, user friendly & 26% of youths says it's save time & sharing of information is very fast so study shows why youths are using what's App.
9. Almost study shows 52% of youths use this what's app for academic/personal activities other than that they use for entertainment purpose.
10. 100% of samples has reported that full satisfaction by rating what's app features provided by what's App.
11. Findings shows that almost 52% of youths are addicted to what's app because it's easy to use, user friendly & almost they are felt like their emotion, stress level can be controlled and enjoyed by this what's App.
12. According to survey 36% of youths feel some psychological changes in themselves by using what's App.
13. High percentile about 72% of youths says by using what's app help them to maintain the stress level but unknowingly they don't know how this App occupying their precious time, feeling, emotions etc.

7. Suggestion

In this dynamic and busy world staying in touch with people is very difficult, therefore life is getting complicated in every phase but in rapidly moving world the word technology has made life very convenient. So now a day's life cannot be

imagined without Facebook, YouTube, Instagram, What's App, Linked in & Twitter etc. so youths nowadays highly addicted on social media app in searching their happiness so it has become most popular among youths. Here what's app is also a medium of social communication networking app to stay in touch with people, so youths are using this app to maintain the stress level, emotions feeling etc. youths are feeling that by using this app they are in comfort zone but totally this what's app is highly effecting on youths life both mentally & physically. The app occupying youth's time spending with family & friends, there is no any physical interaction with family members & no physical activities with friends, mentally youths are feeling alone so they are trying to search their happiness in social networking App. So as per research study suggestion for youths is that come out of these social media app try to spend time with family, friends, do physical interaction with them share your feelings, emotions, happiness & this help you to build strong positive attitude in yourself both physically & mentally. Other than this the What's App is totally effecting on youths academic activities also, how it means its occupying their study time, grammatical mistakes, languages barriers etc. so try to control instant using of social media App to stop the negative impact on academic activities,

8. Conclusion

Albert Einstein once said that our technology has exceeded our humanity. Communication is most important aspect so the world of communication is ever changing upgrading in the field of science and technology. These days it's very difficult to escape from the technology because peoples are totally adapting to technology in their daily routine life. Peoples are using computers and phones to fulfil their need of communication; from the getting up of morning to till the last work before the sleep they make use of technology. Technology is developing very fast. The using social media 24/7 was seen in foreign countries but know it has been seen in Indian peoples also. Humans have been innovating ways to make life easier and faster from the beginning. Recently these changes have been coming faster and faster. The new innovation effect cannot be measured or seen before a new technology is born. Therefore know it's difficult to analyse the life in every phase but the technology has made life very easier. Today it's rare to see a youngster's without a gadget in their hand. The N number of application provided, Youths are completely involved in using of new media one on another, youths are using different type of Apps in smartphones to play games, e-book reader, with the help of internet/Wi-Fi they are using Facebook, Instagram, Twitter, Google to write assignments, you Tube, what's App etc. out of all these application know days what's App has become more popular among youth. What's app is medium of social communication networking App to stay touch with associates. This app can be easily download and

work in various electronic item such as I-phone, Android, Windows phone and computers also. The purpose of the study is to find the pros and cons of using a what's app by youths, how this app impacting on youths daily routine life, either in their Academic/personal activities and also study to find that how youths are taking benefit from this app to keep in touch with their dear ones. The result shows that instead of real relationship more virtual relationship is going to build, there is no such kind of happiness they are enjoying physically with family, friend & peers groups. And also negative impact on study of youths, it encourages the grammatical mistakes, error in sentence correction, less concentration in classroom lecturing, but this age time was very precious time to build their career but this social media networking is occupying youth's precious time. Therefore what's App is like a sharp knife if you do not know the way of using it, you can cut yourself. Hence youth must be careful while using what's App.

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None.

10. Conflict of Interest

None.

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