



THE STUDY ON STUDENTS ATTITUDE AND PREFERENCE TOWARDS MOBILE MESSENGERS

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ABSTRACT

The motivation for messenger is rising among students because it creates affection, inclusion, sociability, entertainment, relaxation, escape and fashion. These medium is to sustain a sense of connection. There are various portals are available which provides messengers free of charge, they are preferred by millions of people around the world. Mobile applications (apps) have been gaining rising popularity due to the advances in mobile technologies and the large increase in the number of mobile users. Consequently, several app distribution platforms, which provide a new way for developing, downloading, and updating software applications in modern mobile devices, have recently emerged.

KEY WORDS: *Messenger, entertainment, mobile applications etc.*

INTRODUCTION

The world is changing due to the advancement in the realm of science and technology. The mobile messenger application is one of the fastest growing industries. Communication is very dynamic in nature. There is a global impact for messenger. Using mobile messenger there is development in many countries and it facilitates peer groups to communicate each other. Now a day's people are using messenger apps to build a network of friends, creating personal profiles, sharing photos, videos, music and status updates. Times are changing thus young people turning to a wave of smartphone – based messenger apps which is now sweeping across the world. The growing trend of messengers apps are not only replacing traditional SMS and voice calling but also they continue to grow and may even replace the social networking sites as well.

STATEMENT OF THE PROBLEM

SMS is a mass communications medium used by billions of people around the globe. A new wave of mobile communications services called mobile instant messaging (MIM) applications has gained considerable momentum. Applications like WhatsApp, Viber, Wechat, Hike and Line allow mobile users to send real-time text messages to individuals or groups of friends at no cost. Driven by the evolution and rise in smartphones, along with the decreasing cost and convenience of mobile data plans, it is forecast that these MIM applications will continue to grow unabated and ultimately lead to significant decreases in SMS traffic thus the study has undertaken to figure out the most preferred mobile messenger and the reasons behind the preference it focus on the satisfaction level of the users towards the features

and mobile messengers. It also studies the problem faced by the students in using the mobile messengers.

OBJECTIVES OF THE STUDY

The objectives of the study are as follows:

- To find out the most preferred mobile messenger application.
- To find the reasons for the usage of mobile messengers.
- To study the satisfaction towards the mobile messenger application.

HYPOTHESES OF THE STUDY

On the basis of the above objectives, the following hypotheses were formulated.

Ho₁: There is no significant relationship between satisfaction towards features and preference of MMA.

Ho₂: There is no significant relationship between satisfaction towards MMA and preference of MMA.

METHODOLOGY

The methodology adopted for the research entitled the study on student's attitude and preference towards mobile messengers.

Area of Study: Udumalpet

Sample Size: N=150

Sampling Process: Purposive sampling

Data Type: Primary data was collected to study the student attitude and preference towards mobile messengers in Udumalpet.

Data Collection Tools: The primary data required for the study was collected through well designed questionnaire.

Statistical Tools Used: Percentage, Chi-square test, Rank analysis, scaling technique was applied for the purpose of the study.

ANALYSIS AND INTERPRETATION**Table.1.Characterstics of the Respondents**

Factors	Classification	No. of. Respondents	Percentage
Age	Below 15	24	16
	16-18	25	17
	19-21	48	32
	Above 21	53	35
Gender	Male	79	53
	Female	71	47
Educational Qualification	Diploma	20	13
	Under Graduate	36	24
	Post Graduate	28	19
	Professional	33	22
	Others	33	22
Mobile Application Preferred	Symbian	16	11
	Android	65	43
	Windows phone	27	18
	IOS	24	16
	Blackberry	18	12

Source: Primary data

The above table shows that highest percentage (35 percent) of respondents belongs to age group of above 21 years, Majority (53 percent) of the respondents were males,

highest percentage (24 percent) of the respondents was pursuing graduation and Highest percentage (43 percent) of respondents prefers MMA with android platform.

Table.2.Reasons for the using mobile messenger app

Reasons	1	2	3	4	5	6	Score	Rank
To socialize	36 (216)	20 (100)	16 (64)	18 (54)	16 (32)	44 (44)	510	V
To group chat	24 (144)	26 (130)	30 (120)	28 (84)	25 (50)	17 (17)	545	II
To keep in touch	21(126)	32 (160)	26 (104)	31 (93)	25 (50)	15 (15)	548	I
To send pictures and videos	13 (78)	20 (100)	39 (156)	40 (120)	23 (46)	15 (15)	515	IV
To reduce cost of cost of SMS	27 (162)	31 (155)	19 (76)	17 (51)	36 (72)	20 (20)	536	III
To share information	29 (174)	21 (105)	20 (80)	16 (48)	25 (50)	39 (39)	496	VI

Source: Primary data

The above table depicts the reasons for using mobile messenger app, the messengers are used for all the reasons to keep in touch 548 and to group chat 545 are the significant reasons which ranks higher in using messenger, to reduce the cost on SMS 536, to send pictures and videos 515 and to

socialize 510 are the next reasons for using MMA and to share information 496 ranks least in reasons for using MMA.

Majority of respondents opined that to keep in touch (scores 548) as the significant reason for using MMA.

Table.3.Level of satisfaction towards features

Basis	HS	S	N	DS	HDS	Score	Rank
Text	120 (600)	27 (108)	3 (9)	-	-	717	I
Emotions	73 (365)	57 (228)	18 (54)	1 (2)	1 (1)	650	VI
Gallery	101 (505)	37 (148)	8 (54)	2 (4)	2 (2)	682	II
Audio	83 (415)	50 (200)	12 (36)	4 (8)	1 (1)	660	V
Video	86 (430)	52 (208)	10 (30)	2 (4)	-	672	III
Stickers	70 (350)	58 (232)	17 (51)	3 (6)	2 (2)	641	VII
Calls	61 (305)	53 (212)	33 (99)	2 (4)	1 (1)	621	IX
Voice note	44 (220)	56 (224)	37 (111)	13 (26)	-	581	XI
Location	56 (280)	63 (252)	26 (75)	3 (6)	2 (2)	616	X
Contact	74 (370)	47 (188)	25 (75)	-	4 (4)	633	VIII
Camera	81 (405)	58 (232)	9 (27)	-	2 (2)	664	IV

Source: Primary data

The table describes the level of satisfaction towards features. The level of satisfaction towards text scores 717, gallery scores 682 and video scores 672 has highest level of

satisfaction, camera scores 664, audio scores 660, emotions scores 650, stickers scores 641 and contact scores 663 the respondents are satisfied towards these features, the calls

scores 621, location scores 616 and voice note scores 581 are less satisfied by the respondents.

Text (scores 717) has highest level of satisfaction towards MMA features.

Table.4.Satisfaction towards mobile messenger app

Basis	HS	S	N	DS	HDS	Score	Rank
Cost	81 (405)	58 (232)	9 (27)	1 (2)	1 (1)	667	I
Compatibility	67 (335)	63 (252)	19 (57)	-	1(1)	645	IV
Registration	59 (295)	72 (288)	17 (51)	-	2 (2)	636	V
Features	83 (415)	54 (216)	10 (30)	1 (2)	2 (2)	665	II
Discover of new friends	70 (350)	55 (220)	19 (57)	2 (4)	2 (2)	633	VI
Ease of use	70 (350)	66 (264)	9 (27)	4 (8)	1 (1)	650	III
Calls/Voice note	59 (295)	54 (216)	24 (72)	3 (6)	10 (10)	599	VII

Source: Primary data

The level of satisfaction towards MMA cost 667, features 665 and ease of use 650 are highly satisfied by the respondents, compatibility 645, and registration 636 are satisfied by the respondents, discover of new friends 633 and

calls/ voice note 599 are not satisfied by the respondents.

Majority of respondents preferred cost (scores 667) has highest level of satisfaction towards MMA.

Table.5.Reasons for Using the Preferred the Mobile Messengers

Reasons of preference	To socialize	To group chat	To keep in touch	To send pictures, audio, Video	To reduce the cost of SMS	To share information
Whatsapp	504(V)	541 (II)	543 (I)	512 (IV)	534 (III)	495 (VI)
Wechat	225(II)	209 (IV)	246 (I)	210 (III)	208 (V)	183(VI)
Facebook messenger	500(V)	525 (II)	529 (I)	504 (IV)	508 (III)	468 (VI)
Line	155(III)	163 (II)	184 (I)	148 (V)	149 (IV)	146 (VI)
Viber	214(IV)	220 (III)	245 (I)	225 (II)	199 (VI)	212 (V)
Hike	198(VI)	226 (I)	223 (II)	222 (III)	206 (IV)	206 (IV)
Nimbuzz	101 (VI)	114 (III)	133 (I)	114 (III)	109 (V)	122 (II)
Chat on	184 (II)	182 (III)	197 (I)	181 (IV)	181 (IV)	167 (VI)

Source: Primary data

The table depicts the reasons for using the preferred mobile messenger, to Keep in Touch is the major reason influenced by all the messengers such as whatsapp, Wechat, Facebook Messenger, Line, Viber and ChatOn and hike.

Ho₁: There is no significant relationship between satisfaction towards features and preference of MMA.

Ho₂: There is no significant relationship between satisfaction towards MMA and preference of MMA.

HYPOTHESES TESTING

The following table shows the result of hypotheses testing which is calculated using Chi – Square test.

Table 6: Relationship between selected independent and dependent variables

Hypotheses	Chi -Square value		Degree of freedom	Level of Significance	Result
	Calculated value	Table value			
Level of satisfaction towards features and preference of MMA.	7.49	26.296	16	5%	Accepted
Satisfaction towards MMA and preference of MMA.	32.98	26.296	16	5%	Rejected

It is understand from the above table that there is no significant relationship between level of satisfaction towards features and preference of MMA and there is significant relationship between satisfaction towards MMA and preference of MMA.

FINDINGS

- Highest percentage (35 percent) of respondents belongs to age group of above 21 years.

- Majority (53percent) of the respondents were males
- Highest percentage (24percent) of the respondents was pursuing graduation.
- Highest percentage (43percent) of respondents prefers MMA with android platform.
- Majority of respondents opined that to keep in touch (scores 548) as the significant reason for using MMA.

- Majority of respondents preferred cost (scores 667) has highest level of satisfaction towards MMA.
- The table depicts the reasons for using the preferred mobile messenger, to Keep in Touch is the major reason influenced by all the messengers such as whatsapp, Wechat, Facebook Messenger, Line, Viber and ChatOn and hike.

HYPOTHESIS TESTING RESULT

- There is no significant relationship between level of satisfaction towards features and preference of MMA.
- There is significant relationship between satisfaction towards MMA and preference of MMA.

CONCLUSION

It is clearly observed from the above analysis that the students are well aware about the different mobile messengers. The competitions among the mobile messenger were increasing day by day and it is clear that the mobile messenger developers are in a need to innovate their messenger application in order to withstand in the market. The Mobile messengers are serving as a very good medium to connect with every one worldwide.

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