



To study the usage pattern of the Whats-app social messenger app amongst the youth of Pimpri-Chinchwad City.

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Introduction: -

WhatsApp Messenger is a freeware and cross-platform instant messaging and Voice over IP (VoIP) service. The application allows the sending of text messages and voice calls, as well as video calls, images and other media, documents, and user location. The application runs from a mobile device though it is also accessible from desktop computers; the service uses standard cellular mobile numbers. Originally users could only communicate with other users individually or in groups of individual users, but in September 2017 WhatsApp announced a forthcoming business platform which will enable companies to provide customer service to users at scale. All data is end-to-end encrypted.

The client was created by WhatsApp Inc., based in Mountain View, California, which was acquired by Facebook in February 2014 for approximately US\$19.3 billion. By February 2016, WhatsApp had a user base of over one billion, making it the most popular messaging application at the time. WhatsApp has grown in multiple countries, including Brazil, India, and large parts of Europe.

Review of Literature: -

Social media has become a growing phenomenon with many and varied definitions in public and academic use. Any activities where humans share stories and influence others can be considered social networking Nicholson, (2011). Social networking or media is a great forum for discussing mutual topics of interest, and perhaps even meeting or renewing acquaintances with other humans virtually. According to Greenwald (2009) and Deloitte. (2009), 55% of employees visit a social media site at least once a week.

Definition of Social Media

Social media can be defined as forms of electronic communication through which users interact among people in which they create, freely share, exchange and discuss information, ideas, personal messages, and other content about each other and their lives using a multimedia mix of personal words, pictures, videos and audio, utilizing online platforms while they are connected to the Internet Cox & Rethman, (2011).

According to a British survey, nearly 50% of teenagers in the age group 14-15 years feel they are addicted to internet. Of all Internet users, approximately one-third participate in SNSs and ten percent of the total time spent online is spent on SNSs. In terms of usage, the results of the Parents and Teens 2006 Survey with a random sample of 935 participants in America revealed that 55% of youths used SNSs in that year. The main reasons reported for this

usage were staying in touch with friends (endorsed by 91%), and using them to make new friends (49%). This was more common among boys than girls. Girls preferred to use these sites in order to maintain contacts with actual friends rather than making new ones. Furthermore, half of the teenagers in this sample visited their SNS at least once a day which is indicative of the fact that in order to keep an attractive profile, frequent visits are necessary and this is a factor that facilitates potential excessive use. Moreover, based on the results of consumer research, the overall usage of SNSs increased by two hours per month to 5.5 hours and active participation increased by 30% from 2009 to 2010. It has been hypothesized that young vulnerable people with narcissistic tendencies are particularly prone to engaging with SNSs in an addictive way (La Barbera, La Paglia & Valsavoia, 2009).

Research Methodology

This research study is exploratory in nature. Youth were interviewed with the help of structured questionnaire. Consent was taken that they may skip the interview at any point of time. Only completed questionnaire were considered for the data analysis. Students were asked open ended questions to have better understanding to support the questionnaire. Informal discussing with the students to get the in-depth understanding of the issue.

Sample size: - 400

Area Covered:- Pimpri, Chinchwad, Nigdi-Pradhikaran, Akurdi, Bhosari Kalewadi, Sanghvi, Wakad and Hinjewadi.

Sampling method: Random selection of the respondents.

Respondents are selected as per the convenience of researcher to get the quality data.

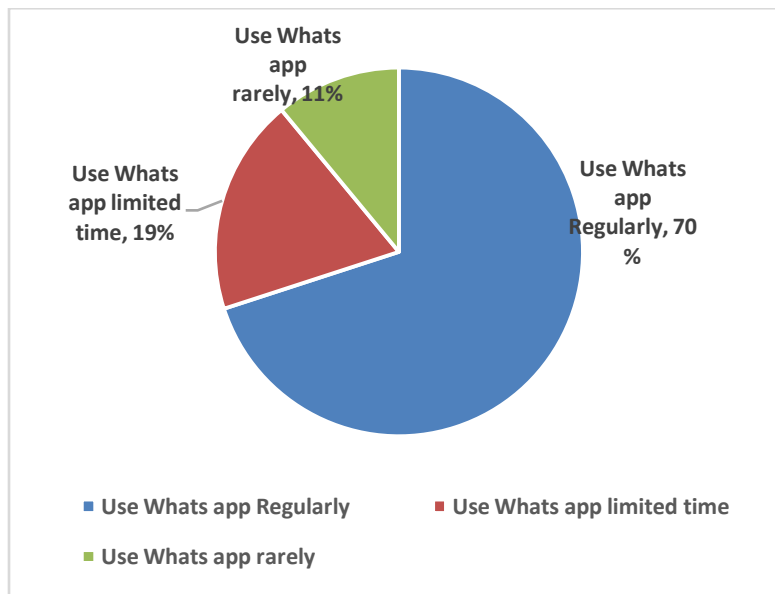
Youth were randomly selected from various institutes of Pimpri-Chinchwad city as per the convenience.

Objectives:-

1. To Find out how frequently youth population of Pimpri-Chinchwad use Whats-app messenger for social networking.
2. To study the purposes fulfilled by WhatsApp messenger for youth in Pimpri-Chinchwad region
3. To study the satisfaction level of youth of Pimpri-Chinchwad region for WhatsApp messenger.
4. To Study the features of Whats-app that are mostly used by Youths in Pimpri-Chinchwad.

Q1. How frequent does youth in Pimpri-Chinchwad region uses Whats-app Messenger?

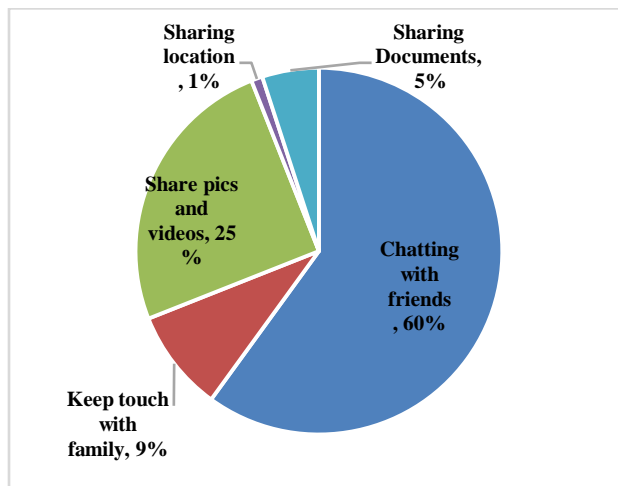
Use	Percentage
Use Whats app Regularly	70%
Use Whats app limited time	19%
Use Whats app rarely	11%



It can be seen that 70% of the population use the Whatsapp regularly while 11% of the youth population said they use it rarely.

Q2. What are the purposes fulfilled by WhatsApp messenger for youth in Pimpri-Chinchwad region?

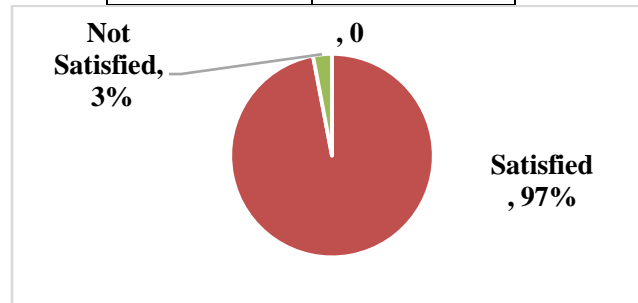
Purpose	Percentage
Chatting with friends	60%
Keep touch with family	9%
Share pics and videos	25%
Sharing location	1%
Sharing Documents	5%



It is reported that 60% population use whats app for chatting with friends, 25% sharing pics and videos, 9% to message family members, 5% sharing documents and 1% sharing location.

Q3. Whether the youth of Pimpri-Chinchwad region are satisfied using WhatsApp messenger in their day to day activities.

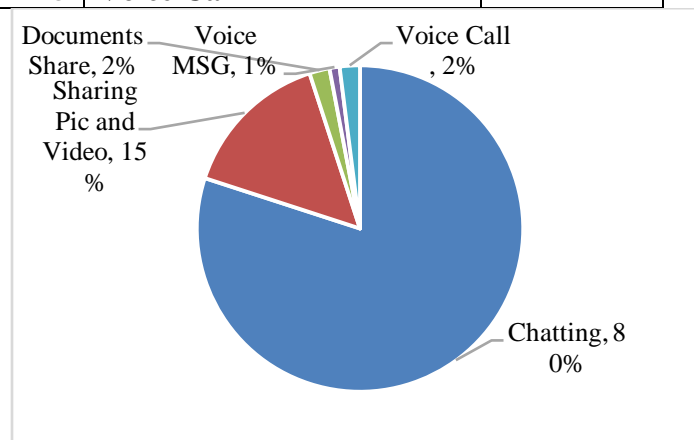
Satisfaction	Percentage
Satisfied	97%
Not Satisfied	3%



It is reported that 97% population are satisfied while 3% population is not fully satisfied.

Q4. What are the features of Whats-app that are mostly used by Youths in Pimpri-Chinchwad?

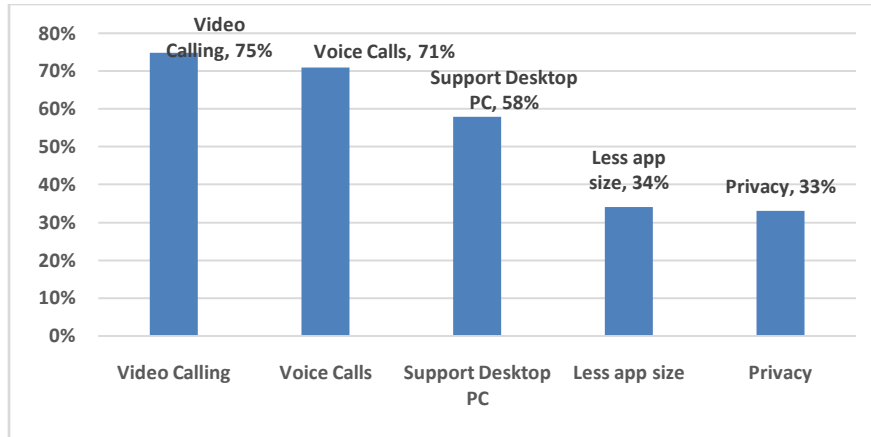
Sr No.	Features	Perc.
1	Chatting	80%
2	Sharing Pic and Video	15%
3	Documents Share	2%
4	Voice MSG	1%
5	Voice Call	2%



It is reported that most used feature of whatsapp is chatting 80%, followed by the sharing pic and videos 15%, followed by sharing other Documents 2%, followed by voice messages and voice calling.

Q5. What are the features of Whats-app needs to be improves reply by Youths in Pimpri-Chinchwad?

Features need to improve	Percentage
Video Calling	75%
Voice Calls	71%
Support Desktop PC	58%
Less app size	34%
Privacy	33%



Respondents would like to see improvement in the Video calling and voice calling and need whatsapp to be easily supported by the desktop PC.

Conclusion: -

The finding shows people are using WhatsApp for their Communication, to minimize expenditure, spend time, recreation, social get together, Affection, Fashion, Sharing Problem etc. motives that leads to satisfaction of their needs or expectations.

1. Whats app is most popular messenger service in the youth.
2. Use of whats app primarily for chatting with friends, and sharing pics and videos.
3. most of the population using whats-app services are satisfied.
4. Most features used by population are chatting (messenger) and sharing pic and videos
5. More use of whats-app could lead to addiction to this messenger service.

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