

# A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS VARIOUS ONLINE INFORMATION SHARING APPS (WITH SPECIAL REFERENCE TO POLLACHI TALUK)

**K.KARTHIKEYAN\* and Dr. M.V. SATHIYABAMA\*\***

\*M.Phil., Research Scholar in Commerce  
Nallamuthu Gounder Mahalingam College, Pollachi, Tamilnadu (India).

\*\*Associate Professor & Head in Commerce (E- Commerce)  
Nallamuthu Gounder Mahalingam College, Pollachi, Tamilnadu (India).

## ABSTARCT

A mobile App is a computer program designed to run on mobile devices such as smartphones and tablet computers. Most of such devices are sold with several apps bundled as pre-installed software, such as a web browser, email client, calendar, mapping program and an app for buying music or other media or more apps. The main objective of the study is to examine the level of satisfaction of mobile apps. Convenience sampling was used to determine the sample size for the respondents. Sample of 150 respondents were taken into study, and their data were collected. Samples for the purpose of the study are selected systematically. The study makes use of statistical techniques such as Simple Percentage analysis and Chi-square Test in analyzing the data for finding the result. 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. Social media application should take steps to reduce the risk involved in social media application services. So that the users will feel social media application services are safe and secure.

**Keywords:** Mobile app, social media, users, satisfaction.

## INTRODUCTION

The world is ever changing due to the advancement in the realm of science and technology. These days it seems hard to escape the presence of technology. Most people will praise many technological gadgets that they use in their everyday lives. Many of us depend on it to get us through the day, to do our job, to get around, and to find certain things. Technology is evolving

at a very fast rate, and what most people did not even think could be real a few years ago, is now becoming a reality.

Advanced mobile devices, such as smart phones and personal digital assistants, have become ubiquitously available and have changed the ways how people organize relationships, communicate, and live on a daily basis. Because users carry mobile devices everywhere and all the time, the devices have become one of the most important personal information-processing interfaces. Users realize the increasing value of Smartphone devices and swiftly change and upgrade to innovative brands with cutting-edge features getting easily access to available applications (Apps). In today's global market, Smartphone apps have become the main stream of consumer's daily lives, as the Smartphone has turned out to be a major segment in the mobile phone market.

The American Dialect Society voted "App" as the word of the year for 2010. An app is defined as a software program for a computer or a phone operating system. It is also called mobile apps, that is, a term used to describe Internet applications that run on smartphones and other mobile devices. With the arrival of app stores for a wide spectrum of operating systems for smart phones, tablets, and computers, the app has certainly exploded in popularity.

Apple's iPhone and App Store have amazingly demonstrated business success and technological innovation, which are motivating Information Systems researchers to shift the focus of research from app design and development to the understanding of consumers as end-users of mobile services and applications. Consumer oriented research focuses on value, and what utility end-users receive would be closely related to the improvement of the development and design of mobile services and apps.

The objective of the paper is to study users preference and satisfaction with Smartphone apps. In order to find out users satisfaction with the use of Smartphone apps, a survey was conducted. The study also discovered groups who are satisfied with Smartphone apps in terms of age, gender, time spent, years of usage and preferred apps.

## STATEMENT OF THE PROBLEM

The Perception of users varies from one user to the other user. It is very difficult to satisfy all the expectations of all users but there are some common factors that are essential to fulfill. Here the main problem of the study is to know the various factors that are very important in satisfying the user's needs and to know how Social media applications are ensuring its user's satisfaction. In spite of a well-established online and infrastructure supporting it, certain search engine service providers were not able to root their footsteps in the market. Further their promotional initiatives have not yielded fruitful results. Based on this problem following question has been raised. What is the level of satisfaction of users towards Social media applications? To find solution to the above question the study has been carried out.

## OBJECTIVES OF THE STUDY

- To examine the demographic factors of the mobile app users
- To examine the level of satisfaction of mobile apps
- To offer suggestions for the improvement of social media applications

## SCOPE OF THE STUDY

The study carried out on social media application, throws light on the benefits and drawbacks in social media application. Through this study one can know the opinion of users in the social media application. Future studies can be carried out by applying many tools in multiple social media application.

## METHODS

This part explains the methods used in this study. The methods includes sources of data, sample size, area of the study and framework of analysis.

## RESEARCH DESIGN

Research design is a basic framework, which provides guidelines for the best of research purpose. Research design is generally a pure and simplified framework and certain plan for a study that will guide the collection and analysis of data where information is needed. The

function of the research design is to ensure that the required data is obtained and collected accurately and economically.

## **SAMPLING METHOD**

To analyze the Project a Convenient Sampling Method is adopted. The study depends on primary data. A pilot study is conducted to validate the questionnaire and to confirm the feasibility of the study. Based on the pilot study, the questionnaire is modified suitably to elicit response from the sample group.

## **SAMPLING SIZE**

Sample of 150 people were taken into study, and their data were collected. Samples for the purpose of the study are selected systematically.

## **METHOD OF DATA COLLECTION**

The data collected for this study are of two types: -

- Primary data
- Secondary data

## **STATISTICAL TOOLS**

The following statistical tools are used in the study

- Percentage Analysis
- Chi – square test

## **LIMITATIONS OF THE STUDY**

- ❖ The primary data are being collected using questionnaire. Hence, this retains its own limitation
- ❖ The study is based on the attitude and perceptions of the customers
- ❖ The study was completed in short period. Lack of time for study is another drawback
- ❖ The sample size was limited to 150

## REVIEW OF LITERATURE

**Rajesh Kumar Jha and Dev Kumar Shah (2017)**, in their study entitled “Facebook use and its effects on the life of health science students in a private medical college of Nepal”, to evaluate the effect of facebook use on social interactions, behaviour, academics, and the health of students in a medical college of Nepal. The required data for the study have been collected in primary through issuing of questionnaire. The sample of 452 respondents have been collected by adopting random sampling technique. Tools like Frequency and Percentage are used to analyze the data. He find that the widespread use of facebook among the health science students, was found to have both positive and negative effects on their academics, social life, and health.

**Ghulam Shabir and Yousef Mahmood Yousef Hameed (2016)**, carried out their study on “The Impact of Social Media on Youth: A Case Study of Bahawalpur City”, to analyze the influence of social media on youth social life. The data for the study have been collected through issue of questionnaire. A sample of 300 youngsters have been collected for the study by adopting random sampling techniques. Tools like Percentage analysis and the Chi-square test are used to analyze the data. Findings of the study revealed that majority of the respondents were students while a smaller proportion were the people belonging to different employee groups.

**Priyanka.T and Durga.K (2015)**, “Users Satisfaction towards Facebook”. Satisfaction is crucial concern for both users and organizations. The main objective of the study was to find out the user’s satisfaction towards face book- a social networking site. Descriptive research was followed in this research. The population included respondent’s who were users of Facebook. 50 Respondents were selected among the users of face book for this research. Major findings of the study were majority (72%) of the users opined that their profile was free from external users and majority (76%) of the respondents said that they were satisfied with the services of face book. It was suggested that the face book should keep an eye on technology and innovation to be continued as a trend setter in the industry.

**Mrs. R. Shashikala and Ms. Prachi Mahapatro (2015)**, “A Study on Analyzing the Effectiveness of Viral Marketing in the Era of Mobile Messenger Apps with special reference to WhatsApp”. The main objectives of the study was to find out the factors that influence consumers to accept viral messages and their preference for types of viral messages. A sample of

100 respondents was selected using a non-probability sampling technique and questionnaires were administered personally and the responses were recorded. Percentage analysis, Cross tabulations and Pearson Chi-square analysis were used to answer the research objective and to test the hypotheses. Majority of WhatsApp users have agreed that viral messages do influence in the buying of product/service. This buying behavior was also strongly and positively associated with frequency of the usage.

**Joe Prathap P M and Ajith Jubilson E (2014)**, “Facebook - WhatsApp Merger – A Revolution in the Social Networks”. Online social networking provides users with powerful means of sharing, organizing, and finding content and contacts. The utility and rapid development of these sites provided an urge to study the characteristics and the utilization of online social networks at large scale. Understanding this analysis was important, in order to improve the current systems and to design new applications for online social networks. This article presented the statistics study and analysis of the structure of social networks Facebook and Whatsapp, considering that Facebook’s \$19 billion buying Whatsapp making it the company's largest acquisition. Whatsapp a company having only 55 employees was the costliest buy ever in the software industry. The data set contained over 2500 users using Whatsapp and Facebook, their need for usage of these networks, their satisfaction of needs through these social networks, the users who used these networks. Further it explored the evolution of the social networks with deep analysis.

**Jamaluddin Ibrahim and Rafidah Chee Ros (2014)**, “Positive Impact of Smartphone Application: Whatsapp & Facebook for Online Business”. This paper aimed to explore the positive impact of the smartphone application for online business. The usage of smartphone applications such as WhatsApp and Facebook had contributed enormously to especially online business. Research have been conducted using informal interview, questionnaire, and online survey based on questionnaire developed by researcher. The respondents consist of 100 targeted participants which involved university students, housewives, and random public at various places. The outcome indicated that the smartphone application had given the positive impact to the online business which can help to develop business success.

## ANALYSIS AND INTERPRETATIONS

### I. SOCIAL PROFILE

**TABLE NO: 1**  
**DEMOGRAPHIC PROFILE**

S.No	Determinants	No of Respondents ( N=150)	Percentage (%)
1	<b>Area of residence</b>		
	Urban	102	68%
	Rural	48	32%
2	<b>Age</b>		
	Below 20 years	38	25%
	21 - 30 years	98	65%
	31 - 40 years	09	06%
	Above 40 years	05	03%
3	<b>Occupation</b>		
	Businessman	09	06%
	Teacher / Professor	07	05%
	Agriculturist	05	03%
	Housewife	10	07%
	Professional	11	07%
	Student	108	72%
4	<b>Educational Qualification</b>		
	Upto12th Standard	13	09%
	Under Graduate	49	33%
	Post Graduate	80	53%
	M.Phil and Ph.D	08	05%
5	<b>Gender</b>		
	Male	38	25%
	Female	112	75%
6	<b>Marital Status</b>		
	Married	33	22%
	Unmarried	117	78%

	<b>Time Spent in Online Chatting</b> 30 minutes 30 minutes - 1 hour 1 hour - 3 hours Above 3 hours	48 40 38 24	32% 27% 25% 16%
7	<b>Apps Preference</b> What's App Facebook Twitter Hike Skype Linked We chat	85 40 06 14 02 02 01	57% 27% 04% 09% 01% 01% 01%
8	<b>Reason for Preferring the particular app</b> Secured Easily Accessible Faster All friends have got it Any time usage Low storage space	23 45 29 23 24 06	15% 30% 19% 15% 16% 04%
9	<b>Duration of Usage</b> Below 1 year 1 - 2 years Above 2 years	57 53 40	38% 35% 27%
10	<b>Time of Using App</b> 5.00 am - 8.00 am 8.00 am - 12.00 noon 12.00 noon - 4.00 pm 4.00 pm - 9.00 pm 9.00 pm - 12.00 pm All time Whenever i am free	12 07 07 29 10 10 75	08% 05% 05% 19% 07% 07% 50%
	<b>Total</b>	<b>150</b>	<b>100</b>

The study has found that majority of the respondents are residing in urban area. The majority of the respondents fall in the age group between 21-30 years. The majority 108 (72%) respondents are students. The majority 80 (53%) respondents are Postgraduate holders. The majority of the respondents are female. The majority 117 (78%) respondents are unmarried. The majority 48 (32%) respondents spend daily 30 minutes for online chatting. The majority 85 (57%) respondents prefer what's app to share the informations. The majority 45 (30%) respondents have said that they prefer the apps for easy access. The majority 57 (38%) respondents are using the apps below 1 year to share the information and the majority 75 (50%) respondents are using the apps to share the information whenever they are free.

### CHI – SQUARE TEST

The chi square test is an important test among the several tests of significance developed by satisfaction. Chi-square symbolically written  $\chi^2$  is a statistical measure used in the contexts of sampling analysis for comparing a variance to a theoretical variance. It can also be used to make comparison between theoretical population and actual data when categories are used. In this chapter satisfaction of users is analyzed. For that purpose the variables area of residence, age, gender, occupation, educational qualification and marital status are taken and compared with satisfaction level.

**TABLE NO: 2**

**DEMOGRAPHIC PROFILE AND LEVEL OF SATISFCATION TOWARDS ONLINE INFORMATION SHARING APPS**

S.No	Variables	D.f	Calculated $\chi^2$ Value	Table value	Result
1	Area of Residence	2	0.648	5.991	No Significant
2	Age	6	14.919	12.592	Significant
3	Occupation	10	6.676	18.307	No Significant
4	Educational Qualification	6	27.741	12.592	Significant
5	Gender	2	3.480	5.991	No Significant
6	Marital Status	2	4.544	5.991	No Significant

However, as the calculated  $\chi^2$  value is greater than the table at five per cent level, the null hypothesis is rejected. Therefore, it is concluded that there is a significant association between age and educational qualification of the respondents and level of satisfaction towards online information sharing apps.

## SUMMARY OF FINDINGS

### Percentage Analysis

- The majority of 102 (68%) respondents are residing in urban area.
- The majority of the respondents fall in the age group between 21-30 years.
- The majority of 108 (72%) respondents are students.
- The majority of 80 (53%) respondents are Post graduate holders.
- The majority of the respondents are female.
- The majority of 117 (78%) respondents are unmarried.
- The majority of 48 (32%) respondents spend daily 30 minutes for online chatting.
- The majority of 85 (57%) respondents prefer what's app to share the informations.
- The majority of 45 (30%) respondents have said that they prefer the apps for easy access.
- The majority of 57 (38%) respondents are using the apps below 1 year to share the information.
- The majority of 75 (50%) respondents are using the apps to share the information whenever they are free.

### Chi-Square Test

Six variables have been taken to analyse the level of satisfaction. They are area of residence, age, occupation, educational qualification, gender and marital status. Out of six variables the following variables have significant association (viz.) age and educational qualification while the other four variables does not have significant association with level of satisfaction towards online information sharing Apps.

## SUGGESTIONS

Based upon the study conducted, the following are the suggestions made for better service offered by the social media applications.

- Facebook could have been even better, if the app would have provided with the facility to send unlimited messages throughout the country or world for free to any number.
- The other information sharing apps can speed up their service. Also can make a collaboration with companies and offer a free hours to the users. Many extra features such as voice chat, video chat, etc., can be offered as in whatsapp and facebook.
- ❖ Google needs to improve their software as it is insufficient to handle the multitasking in Android.
- ❖ Android needs more strict rules regarding the apps that are uploaded on the Play Store so that the data of people are more secure.
- ❖ More of 3D and virtual reality apps can be developed in the future.
- ❖ Less data and battery consumption apps have to be developed by the developers.
- ❖ As the consumer wants more features, the smart phone manufacturers can increase the number of features.
- ❖ The app developers should create awareness about the services and special features of their applications.
- ❖ The app manufacturers should differentiate their apps from the other apps in order to survive in the market.
- ❖ The users should not reveal any personal information while using the apps to avoid security issues.
- ❖ The Government should provide more service oriented applications to enhance the public welfare.

## CONCLUSION

The study focuses on consumer aspects of smartphone apps 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. Consumers' 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 any body 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. Social media application should take steps to reduce the risk involved in social media application services. So that the users feel social media application services are safe and secure.

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