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## Research Article

# IMPACT OF WHATSAPP ON THE BEHAVIOUR OF YOUTH WITH RESPECT TO KUMBAKONAM TOWN

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### ABSTRACT

Whatsapp is a Smartphone application for instant messaging. Recently the application popularity has rises in every part of the country. The younger generation under the age group of 25 years is the largest consumer of mobile phones and user of different applications in mobile phone. Thus the researcher decided to conduct the study on the behaviour of youth with respect to kumbakonam town. A structured questionnaire was employed to collect data from a sample of 200 youths in kumbakonam town. Both primary & secondary data were used. This study focused on impact of whatsapp on the behaviour of youth with respect to kumbakonam town.

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## INTRODUCTION

The world is ever changing due to advancement in the realm of science & technology. These days it seems hard to escape the presence of technology. Most people will praise the many technological gadgets that they use in their everyday life. Technology is developing at a very fast rate, and what most people didn't even think could be real a few years ago, is now becoming a reality.

Whatsapp is one of the changes in technology that is commonly used on specific mobile phones & computers. Since the Smartphone became popular, many messenger services were launched but whatsapp has become very popular among them. The service is free for 1 year and after that a very small fee is charged yearly.

Some of the most prominent electrical generations are smart phones and laptops. They have greatly affected many aspects of our life. The researcher examines the effect of the whatsapp messages and the invading technology represented in the use of Smartphone on the behaviour of youth in kumbakonam town.

Today the internet continues to grow day- by -day at an incredible speed. About 32.7% of the world population has access to the internet. Whatsapp messenger has been around for

a while but recent updates have improved the functionality of the application since its release date. The main purpose behind this application is to replace sms with a cross platform mobile messenger on an internet data plan.

It is popular because there is no cost to message friends & family other than the internet data plan that users already have on their phones. It is easy to get started. Simply enter the mobile number of the device into app. It then sorts through the contacts (with your permission) in the phone to figure out who has the app already installed. Users can then invite more contact or go ahead and start sending messaging to the ones that the app discovered.

The whatsapp messenger was purposely created by Brian Acton & Jan Kounn (2009) to make communication & the distribution of multimedia messaging more easy & faster. Recently whatsapp has included video calls in the apps which make it further popular among youth. This statistic shows a timeline with the amount of monthly active WhatsApp users worldwide as of February 2016. As of that month, the mobile messaging app announced more than 1 billion monthly active users, an increase of over 700 million in January 2015. The service is one of the most popular mobile apps worldwide.

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## REVIEW OF LITERATURE

New innovation in Science & technology in the present day have made considerable changes in the lifestyle of people throughout the world. Communication from one part of the world to another is possible at the hit of a button. Social networking plays a great role in connecting all people anywhere in the globe. A study was conducted with 147 MBBS students in government medical college at Surat, Gujarat during 2015 under the title "Facebook and Whatsapp: Beneficial or Harmful?" by Sankalp raj choudhary, Mohamed irfan h monim and S.L.Kantharia to know facebook & whatsapp's impact on health, academics & productivity. As per the finding's it prevailed that facebook & whatsapp can be both beneficial and harmful and its safety depends on how it is being put to use.

The study was conducted among polytechnic students in Ghana during 2014 under the title "Usage of Whatsapp and voice calls" by Yeboah solomon tawiah, horsu emmanuel nondzor and abdulai alhaji to find out usage of whatsapp & voice calls. Both primary & secondary data were used. A structured questionnaire was used for collecting data and then converted into descriptive statistics-tables & pie-charts. Most of the students prefer whatsapp voice calls due to cost-efficiency, effectiveness, & easy to use.

Whatsapp is a social network that can be used through Smartphone application for instant messaging. A study titled "Whatsapp goes to school" was conducted by Dan bouhnik and Mor deshen in the year 2014 at Isreal to find the role of Whatsapp between students & teachers. In this exploratory research, qualitative method was used through structured interview between students & teachers. Mainly participants mentioned technical advantages, educational advantages & academic advantages.

The world is ever changing due to advancement in the realm of science & technology. Today social media network grows at rapid speed. The study titled "the impact of Whatsapp messenger usage on students performance in tertiary institution in Ghana" by Johnson Yeboah and George dominic ewur in the year 2014, seeks to identify the impact of social network on the performance of tertiary students alone. Both primary & secondary data were used in this study. The study unveiled following things: whatsapp take much of student time, helps to correct spelling & grammatical mistakes, reduces concentration during lectures & distracts students from completing assignment.

In the present scenario mobile phone has become a status of usage and has countless benefits. The young generations between the age group of 25 years are the latest consumer in using mobile apps. A study was conducted with 270 college students by Dr.P.Uma maheswari in the year 2014 under the title "frequency of using Whatsapp messenger among college students in Salem, Tamil Nadu". The aim of the study is to analyze the frequency of using whatsapp messenger by college students for different purposes. A descriptive research was used in this study. Author finally concluded with further development in whatsapp application.

In the article "Whatsapp & privacy" by Martin terpstra in the

year 2013 he stated the Smartphone application whatsapp & tried to figure out whether or not users should be concerned about their privacy when using whatsapp. Author concludes that while trying to obtain information about a third party using whatsapp doesn't reveal their names, however whatsapp profile picture of third party can be viewed which was given during installation.

With improvement in mobile technology, traditional SMS is losing its reign with that of instant message application like Whatsapp, Viber & Wechat etc, as this application can be used free of cost anywhere in the world. The paper "Whats up with Whatsapp? comparing mobile instant messaging behaviours with traditional sms" by Karen church and Rodrigo de oliverira in the year 2013 investigates difference in the perception & motives of use between whatsapp & traditional SMS. The study concludes that main reason for migration from traditional SMS to MIM (most instant messaging) application is due cost difference.

### Objectives of the Study

- To study the impact of whatsapp on the behaviour of youth with respect to kumbakonam town, Tamil Nadu.
- To analyze the relation between gender with overall awareness and role of whatsapp in spreading the daily news quickly in the study area.
- To find out relationship between employment status with overall awareness and whether Whatsapp help in spreading daily news quickly.
- To examine association between preferred network, average time spend per day, purpose of using Whatsapp with selected demographics variables in the study area.

## RESEARCH METHODOLOGY

The study is descriptive in nature. The researcher made use of both primary & secondary data. For primary data, structured questionnaire was employed to collect data from sample of 200 youths in kumbakonam town & for secondary data text books, journals/articles (both publish & unpublished) and internet sites were used.

### Data Analysis and Interpretation

The researcher made use of two statistical tools namely Wilcoxon (Non-parametric) and cross table with Chi-square. The external results are presented in the following manner.

## RESULTS OF WILCOXON TEST

**H<sub>0</sub>:** The mean score of two gender groups are not significantly different with opinion regarding whatsapp spreading news quickly in Kumbakonam town.

**Table 1** Wilcoxon Test - Gender and Spreading News Quickly

Gender	Size	Mean rank	z value	P value
Male	131	102.26	0.643	0.520
Female	69	97.16		

Source: Primary data

Note: P Value denotes insignificant @ 5% level.

Since the p value is 0.520 which is more than 0.05 and the z value is 0.643, the null hypothesis is accepted at 5% level of significance. Hence it can be concluded that there is no significant difference between opinion of male and female youth of kumbakonam area with regard to Whatsapp spreading news quickly in kumbakonam. Based on the mean rank for male (102.26) and for female (97.16), the above said result is clearly evident and also statistically insignificant. The opinion of both male and female regarding whether Whatsapp useful in spreading news and events of daily life among the young people are not different. The youth have started using more of Whatsapp and other applications with their android mobiles and become user friendly even in semi urban town like kumbakonam, hence the result is true that irrespective of their gender they share news using this application in the study area.

**H<sub>0</sub>:** The mean score of two gender groups are not significantly different with opinion regarding overall awareness of Whatsapp Application.

**Table 2 Wilcoxon Test - Gender And Overall Awareness**

Gender	Size	Mean rank	z value	P value
Male	131	92.40	3.219	0.001*
Female	69	115.87		

Source: Primary data

\*Note: P Value denotes significant @ 1% level.

Since the p value is 0.001 which is less than 0.010 and the z value is 3.219, the null hypothesis is accepted at 1% level of significance. Hence it can be concluded that there is significant difference between male and female youth of kumbakonam area with regard to Whatsapp overall awareness in kumbakonam. Based on the mean rank for male (92.40) and for female (115.87), the above said result is clearly evident and also statistically significant. The opinions of both male and female regarding Whatsapp overall awareness among the young people are different. The male youth get more overall awareness than female due to society prejudice like India parents prefer male than female to present and give mobile gadgets and preferring male as their favourite child, hence the result is false that irrespective of their gender the overall awareness of using Whatsapp application in the study area.

**H<sub>0</sub>:** The mean score of employment status are not significantly different with opinion regarding spreading news quickly in Whatsapp Application.

**Table 3 Wilcoxon Test – Employment Status and Spreading News Quickly**

Employment Status	Size	Mean rank	z value	P value
Employed	32	106.13	0.651	0.515
Un employed	168	99.43		

Source: Primary data

Note: P Value denotes insignificant @ 5% level.

Since the p value is 0.651 which is more than 0.05 and the z value is 0.515, the null hypothesis is accepted at 5% level of significance. Hence it can be concluded that there is no significant difference between employed and unemployed youth of kumbakonam area with regard to Whatsapp spreading news quickly in kumbakonam. Based on the mean rank for employed status (106.13) and for unemployed status (99.43), the above said result is clearly evident and also statistically insignificant. The opinion of both employed and unemployed

youth regarding Whatsapp in spreading news and events of daily life among the young people are not different. Both employment and unemployed youth have started using more of Whatsapp and other applications with their android mobiles as this app is provided free of cost and is user friendly even in semi urban town like kumbakonam, hence the result is true that irrespective of their employment status they share news using this application in the study area.

**H<sub>0</sub>:** The mean score of employment status are not significantly different with opinion regarding overall awareness of Whatsapp Application.

**Table 4 Wilcoxon Test – Employment Status and Overall Awareness**

Employment Status	Size	Mean rank	z value	P value
Employed	32	77.42	2.907	0.004**
Un employed	168	104.90		

Source: Primary data

\*\*Note: P Value denotes significant @ 1% level.

Since the p value is 0.004 which is less than 0.010 and the z value is 2.907, the null hypothesis is accepted at 1% level of significance. Hence it can be concluded that there is significant difference between employed and unemployed youth of kumbakonam area with regard to overall awareness of Whatsapp in kumbakonam. Based on the mean rank for employed (77.42) and for unemployed (104.90), the above said result is clearly evident and also statistically significant. The opinion of both employed and unemployed regarding Whatsapp overall awareness among the young people are different. Employed youth are having more overall awareness than unemployed youth as employed youth are free from stress than unemployed youth, hence the result is false that irrespective of their employment status the overall awareness of this application is same in the study area.

**H<sub>0</sub>:** There is no association between Age and network using for their mobile phones.

**Table 5 Age And Preferred Network**

Preferred network	Age Categories			Total	Chi square value	P Value
	School students	Junior college students	Senior college students			
Airtel	45 (39.8%)	15 (40.5%)	17 (34.0%)	77 (38.5%)	2.074	0.979
Aircel	30 (26.5%)	9 (24.3%)	15 (30.0%)	54 (27.0%)		
Idea	10 (8.8%)	5 (13.5%)	4 (8.0%)	19 (9.5%)		
Vodafone	22 (19.5%)	7 (18.9%)	11 (22.0%)	40 (20.0%)		
Others	6 (5.3%)	1 (2.7%)	3 (6.0%)	10 (5.0%)		
Total	113 (100.0%)	37 (100.0%)	50 (100.0%)	200 (100.0%)		

Source: Primary data

Note: P Value denotes insignificant @5% level.

**Results of Cross Tables With Chi Square Test**

The above cross table explains the association between age categories and network used for their mobile phones. It is traced out that in Kumbakonam town, among the school students, majorities of 39.8% of respondents are using Airtel, 26.5% of them are using Aircel and 19.5% of them are using

Vodafone as their network. Among the Junior college students, a majority of 40.5% using Airtel, 24.3% of them using Aircel and 18.9% of them uses Vodafone as their network. Among the senior college students, 34%, 30% and 22% of respondents use Airtel, Aircel and Vodafone respectively as their network. The researcher indentified that Airtel stand in the first place as people's choice, whereas Aircel accommodate the second position and both will have tight competition with each other in the near future.

**H<sub>0</sub>:** There is no association between Age and average time per day in Whatsapp application.

Among the senior college students, 76%, 14% and 4% of them uses less than 2 hours, 3 to 4 hours, and 5 to 6 hours respectively an average per day. The researcher indentified that less than 2 hours is used by maximum youth people an all age categories followed by 3 to 4 hours. These show that an average of 2 hours is spend on Whatsapp by youth people of kumbakonam town.

From the chi-square test, it is acknowledged that the chi-square value is 15.476 and the significance value is 0.051; therefore, the Null hypothesis is accepted at 5% level of significance.

**Table 6** Age And Average Time Spent Per Day

Average Time spent per day	Age categories			Total	Chi square value	P Value
	School students	Junior college students	Senior college students			
Less than 2 hours	77 (68.1%)	24 (64.9%)	38 (76.0%)	139 (69.5%)	15.476	0.051
3 to 4 hours	21 (18.6%)	5 (13.5%)	7 (14.0%)	33 (16.5%)		
5 to 6 hours	7 (6.2%)	0 (0.0%)	4 (8.0%)	11 (5.5%)		
7 to 8 hours	3 (2.7%)	2 (5.4%)	1 (2.0%)	6 (3.0%)		
Above 8 hours	5 (4.4%)	6 (16.2%)	0 (0.0%)	11 (5.5%)		
<b>Total</b>	113 (100.0%)	37 (100.0%)	50 (100.0%)	200 (100.0%)		

Source: Primary data

Note: P Value denotes insignificant @5% level.

From the chi-square test, it is acknowledged that the chi-square value is 2.074 and the significance value is 0.979; therefore, the Null hypothesis is accepted at 5% level of significance. Hence it can be concluded that the Age categories of respondents is not associated with the network that they use for their mobile phones in kumbakonam.

The above cross table explains the association between age categories and time spend for using Whatsapp per day using through their smart mobile phones. It is traced out that in Kumbakonam town, among the school students, a majority of 68.1% are using less then 2 hours, 18.6% of them are using 3 to 4 hours and 6.2% of them are using Whatsapp 5 to 6 hours spent per day. Among the Junior college students, majorities of 64.9% are using Whatsapp less than 2 hours, 13.5% of them are using 3 to 4 hours and none of them uses 5 to 6 hours per day.

**H<sub>0</sub>:** There is no association between Age and purpose of using Whatsapp in their mobile phones.

Hence it can be concluded that the Age categories of respondents is not associated with the average time spent on Whatsapp in their smart phones in kumbakonam town.

From the chi-square test, it is acknowledged that the chi-square value is 5.288 and the significance value is 0.507; therefore, the Null hypothesis is accepted at 5% level of significance. Hence it can be concluded that the Age categories of respondents is not associated with purpose of using Whatsapp in their mobile phones in kumbakonam.

The above cross table explains the association between income levels and network used for their mobile phones. It is traced out that in Kumbakonam town, among the low level income youth, majorities of 43.9% are using Airtel, 22.8% are using Vodafone and 19.3% are using Aircel as their network. Among the medium level income youth, majorities of 33.8% are using Aircel, 29.9% are using Airtel and 16.9% are using Vodafone

**Table 7** Age And Purpose Of Using Whatsapp

Purpose of using	Age Categories			Total	Chi square value	P Value
	School students	Junior college students	Senior college students			
Sending messages	68 (60.2%)	19 (51.4%)	29 (58.0%)	116 (58.0%)	5.288	0.507
Sharing photo clips	8 (7.1%)	3 (8.1%)	7 (14.0%)	18 (9.0%)		
Sharing audio and video clips	34 (30.1%)	14 (37.8%)	11 (22.0%)	59 (29.5%)		
Voice calls	3 (2.7%)	1 (2.7%)	3 (6.0%)	7 (3.5%)		
<b>Total</b>	113 (100.0%)	37 (100.0%)	50 (100.0%)	200 (100.0%)		

Source: Primary data

Note: P Value denotes insignificant @5% level.

as their network. Among the high level income youth, 43.9%, 25.8% and 21.2% of them uses Airtel, Aircel and Vodafone respectively as their network. The researcher indentified that Airtel stand in the first place as people’s choice, whereas Aircel accommodate the second position and both will have tight competition with each other in the near future.

From the chi-square test, it is acknowledged that the chi-square value is 10.483 and the significance value is 0.233; therefore, the Null hypothesis is accepted at 5% level of significance. Hence it can be concluded that the income level categories of respondents is not associated with the network that they use for their mobile phones in kumbakonam.

**H<sub>0</sub>:** There is no association between Income and preferred network in their mobile phones.

**Table 8** Income And Preferred Network

Preferred network	Income Levels			Total	Chi square value	P Value
	Low level	Medium level	High level			
Airtel	25 (43.9%)	23 (29.9%)	29 (43.9%)	77 (38.5%)	10.483	0.233
Aircel	11 (19.3%)	26 (33.8%)	17 (25.8%)	54 (27.0%)		
Idea	6 (10.5%)	8 (10.4%)	5 (7.6%)	19 (9.5%)		
Vodafone	13 (22.8%)	13 (16.9%)	14 (21.2%)	40 (20.0%)		
Others	2 (3.5%)	7 (9.1%)	1 (1.5%)	10 (5.0%)		
Total	57 (100.0%)	77 (100.0%)	66 (100.0%)	200 (100.0%)		

Source: Primary data

Note: P Value denotes insignificant @5% level.

**H<sub>0</sub>:** There is no association between Income and Average time spent per day in their mobile phones.

**Table 9** Income And Average Time Spent Per Day

Average Time spent per day	Income levels			Total	Chi square value	P Value
	Low level	Medium level	High level			
Less than 2 hours	37 (64.9%)	52 (67.5%)	50 (75.8%)	130 (69.5%)	7.396	0.495
3 to 4 hours	10 (17.5%)	15 (19.5%)	8 (12.1%)	33 (16.5%)		
5 to 6 hours	5 (8.8%)	5 (6.5%)	1 (1.5%)	11 (5.5%)		
7 to 8 hours	7 (1.8%)	3 (3.9%)	2 (3.0%)	6 (3.0%)		
Above 8 hours	4 (7.0%)	2 (2.6%)	5 (7.6%)	11 (5.5%)		
Total	57 (100.0%)	77 (100.0%)	66 (100.0%)	200 (100.0%)		

Source: Primary data

Note: P Value denotes insignificant @5% level.

The above cross table explains the association between Income level categories and time spend for using Whatsapp per day through their smart mobile phones. It is traced out that in Kumbakonam town, among the low level youth, majorities of 64.9% are using Whatsapp less than 2 hours, 17.5% of them are using Whatsapp 3 to 4 hours and 8.8% of them are using Whatsapp 5 to 6 hours per day. Among the medium level youth, majorities of 67.5% are using Whatsapp less than 2 hours, 19.5% of them are using 3 to 4 hours and 6.5 % of them are using for 5 to 6 hours per day. Among the high level youth, 75.8%, 12.1% and 1.5% of them uses Whatsapp for an average of less than 2 hours, 3 to 4 hours, and 5 to 6 hours per day respectively. The researcher indentified that less than 2 hours is used by maximum youth people an all Income categories followed by 3 to 4 hours. These show that an average of 2

hours is spend by all income categories youth of kumbakonam town.

From the chi-square test, it is acknowledged that the chi-square value is 7.396 and the significance value is 0.495; therefore, the Null hypothesis is accepted at 5% level of significance. Hence it can be concluded that the all income level categories of respondents is not associated with the average time spent on Whatsapp in their smart phones in kumbakonam town.

The above cross table explains the association between gender and network used for their mobile phones.

It is traced out that in Kumbakonam town, among the male youth, majorities of 41.2% use Airtel, 24.4% use Aircel and 19.8% use Vodafone as their network. Among the female youth, a majorities of 33.3% use Airtel, 31.9% use Aircel and 20.3% use Vodafone as their network. The researcher indentified that Airtel stand in the first place as youth choice, whereas Aircel accommodate the second position and both will have tight competition with each other in the near future.

From the chi-square test, it is acknowledged that the chi-square value is 3.082 and the significance value is 0.544; therefore, the Null hypothesis is accepted at 5% level of significance. Hence it can be concluded that gender is not associated with the network that they use for their mobile phones in kumbakonam.

**H<sub>0</sub>:** There is no association between gender and preferred network using for their mobile phones.

**Table 10** Gender and Preferred Network

Preferred network	Gender		Total	Chi square value	P Value
	Male	Female			
Airtel	54 (41.2%)	23 (33.3%)	77 (38.5%)	3.082	0.544
Aircel	32 (24.4%)	22 (31.9%)	54 (27.0%)		
Idea	11 (8.4%)	8 (11.6%)	19 (9.5%)		
Vodafone	26 (19.8%)	14 (20.3%)	40 (20.0%)		
Others	8 (6.1%)	2 (2.9%)	10 (5.0%)		
Total	131 (100.0%)	69 (100.0%)	200 (100.0%)		

Source: Primary data

Note: P Value denotes insignificant @5% level.

**H<sub>0</sub>:** There is no association between gender and Average time per day in Whatsapp application.

**Table 11** Gender And Average Time Spent Per Day

Average time spent per day	Time spend per day		Total	Chi square value	P Value
	Male	Female			
Less than 2 hours	86 (65.6%)	53 (76.8%)	139 (69.5%)	8.290	0.082
3 to 4 hours	23 (17.6%)	10 (14.5%)	33 (16.5%)		
5 to 6 hours	11 (8.4%)	0 (0.0%)	11 (5.5%)		
7 to 8 hours	5 (3.8%)	1 (1.4%)	6 (3.0%)		
Above 8 hours	6 (4.6%)	5 (7.2%)	11 (5.5%)		
Total	131 (100.0%)	69 (100.0%)	200 (100.0%)		

Source: Primary data

Note: P Value denotes insignificant @5% level.

**H<sub>0</sub>:** There is no association between gender and purpose of using Whatsapp application.

**Table 12** Gender and Purpose of Using Whatsapp

Purpose of using whatsapp	Gender		Total	Chi square value	P Value
	Male	Female			
Sending messages	75 (57.3%)	41 (59.4%)	116 (58.0%)	0.822	0.844
Sharing photo clips	11 (8.4%)	7 (10.1%)	18 (9.0%)		
Sharing audio and video clips	41 (31.3%)	18 (26.1%)	59 (29.5%)		
Voice calls	4 (3.1%)	3 (4.3%)	7 (3.5%)		
Total	131 (100.0%)	69 (100.0%)	200 (100.0%)		

Source: Primary data

Note: P Value denotes insignificant @5% level.

The above cross table explains the association between gender and time spend per day for using Whatsapp through their smart mobile phones. It is traced out that in Kumbakonam town, among the male youth, majorities of 65.6% use less than 2 hours, 17.6% use 3 to 4 hours and 8.4% use 5 to 6 hours use Whatsapp application per day. Among the female youth, majorities of 76.8% uses Whatsapp less than 2 hours, 14.5% use 3 to 4 hours and none of them uses 5 to 6 hours Whatsapp application per day. The researcher indentified that less than 2 hours is used by maximum male and female categories followed by 3 to 4 hours.

From the chi-square test, it is acknowledged that the chi-square value is 8.290 and the significance value is 0.082; therefore, the Null hypothesis is accepted at 5% level of significance. Hence it can be concluded that the gender is not associated with the average time spent on Whatsapp in kumbakonam town.

The above cross table explains the association between gender and purposes of using Whatsapp in their mobile phones. It is traced out that in Kumbakonam town, among the male youth, majorities of 57.3% use Whatsapp for sending messages, 8.4% for sharing photo clips and 31.3% for sharing audio and video

clips. Among the female youth, majorities of 59.4% use Whatsapp for sending messages, 10.1% for sharing photo clips and 26.1% for sharing audio and video clips. The researcher identified that irrespective of gender Whatsapp application is maximum used for sending messages followed by sharing audio and video clips. These show that Whatsapp application is used as alternative of Short message service (SMS) in android mobile.

From the chi-square test, it is acknowledged that the chi-square value is 0.822 and the significance value is 0.844; therefore, the Null hypothesis is accepted at 5% level of significance. Hence it can be concluded that the gender is not associated with purpose of using Whatsapp in their mobile phones in kumbakonam.

## RESULTS AND DISCUSSION

Globally there has been a lot of advancement in the field of technology and communication. Now a day many gadgets are available with lots of facilities along with internet connectivity which has changed the way of communication and lifestyle. Whatsapp is the widely used social networking media.

As per the findings in kumbakonam town, it shows that male users/members had more overall awareness than that of female member for using Whatsapp application. Communicating with each other has become easy and faster with the advent of social networking from one part of the globe to the other and distance is no more a barrier now a days. Most of the time in a day is spent in this virtual world. Participants in this study revealed that they spend around 2 hours on an average on Whatsapp per day.

Through study it was identified that Airtel standing in the first place as people's choice, whereas Aircel accommodate the second position and both will have tight competition with each other in the near future. The relationship created in this virtual world of Whatsapp builds new friendship and improve communication among people. Drawbacks of whatsapp are lesser face-to-face interactions, lesser understanding, false impressions, materialistic and unwanted relations.

## CONCLUSION

Whatsapp messenger is a simple, fast and reliable service used by millions of people on every major mobile phone platform. Whatsapp is considered as a hidden social gathering as they allow to people to connect instantly.

Whatsapp is two sided picture, on one side it is a way of communicating with the friends and family members living thousands of kilometers apart and on other hand there are not only a bad effect on the youth but also lead to killing of precious time. Whatsapp application is used as alternative to sending traditional sms as this application used in smart mobile is provided free of cost.

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