

Project Dissertation Report
On
Impact of Addiction of Whatsapp on the
Performance of Indian users

Submitted By:

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2K15/MBA/08

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CERTIFICATE

This is to certify that the project report titled “**Impact of Addiction of Whatsapp on the Performance of Indian users**” is a bonafide work carried out by Mr. Aman Jain, student of MBA 2015-2017 batch of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment for the award of the Degree of Master of Business Administration. The matter embodied in the report is original and has not been submitted for the award of any degree.

Signature of the Guide

Signature of Head(DSM)

Place:

Date:

DECLARATION

I, Aman Jain, student of MBA 2015-2017 batch of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042, declare that project dissertation report on “**Impact of Addiction of Whatsapp on the Performance of Indian users**” submitted in partial fulfilment of Degree of Masters of Business Administration is the original work conducted by me.

I assert that the information and data given in the report is authentic to the best of my knowledge and is based on my own work. I further declare that the information and the data given in the report is authentic to the best of my knowledge.

This Report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

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EXECUTIVE SUMMARY

Today in rapidly moving world, we can see changes in every moment. Therefore life is getting complicated in every phase of life but the technology has made it very convenient. It is evolving in the world at very fast pace and affecting people from various ways. And whatsapp is one of the medium of such technology. Now-a-days it is becoming popular among people of different age groups. It is currently available in the various electronic media such as I-Phone, Android, windows phone and computer also.

Whatsapp is a brilliant application, and with the help of it we can connect ourselves to the society and the world. It is an effective medium for the flow of information and ideas. This application is advantageous for us in many ways which occupies a major part of our day-to-day life. However, this app has emerged as an important medium for social networking and sharing of information and ideas, even it has some harmful effect on the life of people using it. Hence, it is essential to find how it is affecting the life of individuals and the society at large. The present study is an attempt to study the impact of addiction of Whatsapp on the performance of the individual. The study uses both exploratory approach as well as descriptive approach to find the factors that affect the performance of people.

The study revealed that, whatsapp instead of making communication easier and faster thereby enhancing effective flow of information and idea sharing among students, rather has impacted negatively on the performance of the individuals using it. Their social life as well as performance at work or academic performance has been affected the most. People have started considering whatsapp as another reality substitute.

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CHAPTER 1

INTRODUCTION

1.1 Industry Analysis

Whatsapp is a cross-platform instant messaging application that allows iPhone, BlackBerry, Android, Windows Phones and Nokia smartphones users to exchange text, image, video and audio message. WhatsApp Inc. was founded in 2009 by Brian Acton and Jan Koum, both former employees of Yahoo!. The company is based in Mountain View, California. It 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 uses your phone's Internet connection (4G/3G/2G/EDGE or Wi-Fi, as available) to send and receive messages to your friends and family. You do not have to pay for every message. As long as you have not exceeded your data limit or you are connected to a free Wi-Fi network, your carrier should not charge you extra for messaging over WhatsApp. It has become the largest messaging app, and it is just because it has allowed people to come closer to each other. There are some people who are not involved in any work, and such people are only addicted to whatsapp, not everyone. WhatsApp has allowed the school friends and distant relatives to come and talk at one place. It doesn't kill mind but helps the people to cherish the old good memories and relationships. In a world, where people don't have time to meet friends, whatsapp has allowed people to share their problems with friends on messaging platform regardless of time and location. Whatsapp is now even used by many firms and organizations for sharing of important information among employees. If used properly, Whatsapp can help generate new business opportunities and close the existing deals faster.

1.1.1 Instant Messaging

Instant messaging (IM) is a type of online chat which offers real-time text transmission over the Internet. More advanced instant messaging can add file transfer, clickable hyperlinks, Voice over IP, or video chat. Instant messaging has become the killer app on mobile as smart phone adoption has grown across the globe and the Indian scene is no exception. Three out of every four smart phone user in India is now high on mobile chatting making the market a lucrative one for chat app companies.

1.1.2 Features of Whatsapp

There are lots of features in Whatsapp:

- **Texts:**It is simple and reliable messaging app.You can message your friends and family. WhatsApp uses your phone's Internet connection to send messages so you can avoid SMS fees.
- **Group Chat:**You can form groups to keep in touch with the people that matter the most, like your family or coworkers. With group chats, you can share messages, photos, and videos with up to 256 people at once. You can also name your group, mute or customize notifications, and more.
- **Whatsapp Voice And Video Calls:**With voice calls, you can talk to your friends and family,even if they're in another country. And with video calls, you can have face-to-face conversations for when voice or text just isn't enough. WhatsApp voice and video calls use your phone's Internet connection, instead of your cell plan's voice minutes, so you don't have to worry about expensive calling charges.
- **Whatsapp on Web And Desktop:**With WhatsApp on the web and desktop, you can seamlessly sync all of your chats to your computer so that you can chat on whatever device is most convenient for you.
- **Photos and Videos:**You can send photos and videos on WhatsApp instantly. You can even capture the moments that matter to you most with a built-in camera. With WhatsApp, photos and videos send quickly even if you're on a slow connection.

- End-To-End Encryption:Some of your most personal moments are shared on WhatsApp, which is why we built end-to-end encryption into the latest versions of our app. When end-to-end encrypted, your messages and calls are secured so only you and the person you're communicating with can read or listen to them, and nobody in between, not even WhatsApp.
- Document:Send PDFs, documents, spreadsheets, slideshows and more, without the hassle of email or file sharing apps. You can send documents up to 100 MB, so it's easy to get what you need over to who you want.
- Voice Messages:Sometimes, your voice says it all. With just one tap you can record a Voice Message, perfect for a quick hello or a longer story.

1.1.3 Advantages of using Whatsapp

- You can send messages to any part of the world without any charges.
- All tools provided by Whatsapp are very easy to use.
- It do not have any advertisements on display screen.
- This app automatically imports the contacts from your phone and tells you that how many of your friends are using Whatsapp.
- You can share your location, photos, status with your friends.
- You can easily crate account on Whatsapp

1.1.4 Disadvantages of using Whatsapp

- You can chat only with friends that have smart phones supporting this application.
- You and your friends have their account on Whatsapp for chatting.
- You must have access to internet to send and receive messages for free and the messages are also not sent to the phone inbox.
- Your profile picture is visible to every person having your contact number and using this app, whether known by you or not.

1.1.5 Whatsapp Addicton

Smartphones have become super colossal and crowd pleasing because many free messaging applications have launched which entirely makes it more popular. The idea that this app is plainly a messaging app with no ads, games, reminders, gimmicks and extra banners, is the major reason that users get addicted to it. This chat application is user friendly and efficient in its operational tasks with no shutdowns and blackouts. The youngsters are getting addicted to the messaging platform like other addictive substances. It is more of an addiction rather than convenience. People are not using the messaging platform for connecting with friends or relatives instead they just want to check out the their presence on messaging platform. A messaging platform connects people, but whatsapp is creating bridges between people. The app, in many cases, is creating unnecessary doubts in relationships. The start as well as end of the day happens with whatsapp. And, if people don't find any messages they start feeling low.

1.1.6 Effect of Whatsapp Addiction

It is good to keep in touch with your dear and loved ones but excess of everything is always bad. Hence when you are with your buddies or at workplace then make sure that chatting should not interrupt your attention and concentration over the work and friends. Below mentioned are the major reasons why this app keeps you captivated day and night.

- **Keeps You Busy:**The profile picture and the status of friends and folks keeps the WhatsApp lovers busy all the time. Thinking your friends status is a message or taunt, you start poking the other person to know the reason behind their strange or happy statuses. Even if you are not chatting or texting with anybody you keep scrolling the screen just to check the status and picture updates which keeps you busy 24*7 on your smartphones.
- **Becomes Watchdog:**Waiting for your cell phone to beep and then checking your WhatsApp every now and then for some forwarded messages, jokes and trolls makes you insane. Futile speculation over their contacts. For example: Why if someone is online yet not replying in their chat threads or how can this person

always stay online and quickly respond to messages? Why has s/he updated their status with the sad or blissful emoticons and messages? These are the few unnecessary observations which makes a person feel reluctant with no specific reasons.

- **Social Detachment:** Despite the fact of their physical presence, this application plays the major role in mentally isolating the users in all the social gatherings. The users are so addicted with their perpetual chatting and multimedia sharing like selfies/images, videos and audios that they cannot help themselves to keep their cell phone at bay for sometime, so that they can talk to the friends and folks in person. It seems that they're loving to live in the virtual world rather than the real world.

1.2 Objectives of the study

PRIMARY OBJECTIVE:

- To study the addiction of whatsapp among Indian users
- To analyze the effect of whatsapp addiction on performance of the individual.

Secondary Objectives:

- To study Demographics in accordance with the usage of whatsapp.
- To analyze the changes in social behavior because of addiction of whatsapp.
- To analyze how much a customer regards whatsapp as another reality substitute.
- To analyze how much a customer is anxious about using whatsapp.

CHAPTER 2

LITERATURE REVIEW

Whatsapp addiction is a growing area of interest among researchers. Although not much research has been done in this field, therefore studies relating to social media and internet addiction were also referred in addition to available research in this field.

Yeboah and Takoradi (2014) conducted a research to find out the impact of whatsapp messenger on academic performance of youth and data was collected from students of territory institutions of Ghana. The result indicated that whatsapp has negative impact on the study of youth. It increased procrastination related problem, error of spellings and grammatical construction of sentences. Therefore it is difficult to balance simultaneously the online activities and academic performance with whatsapp.

Tsai and Lin (2012) suggested that Internet addiction is an important concern among adolescents. In their study of Taiwanese high school students, many were deemed Internet addicts according to the Internet Addiction Scale. The research indicated that ego-identity achievement in middle school students is negatively related to pathological and extreme Internet use. This research said that these students are getting addicted to internet which is the serious problem for the adolescents in present age.

Montag et al.(2015) showed that smartphone usage heavily disrupts our work life and social activities. Moreover, it is possible that overuse could resemble addictive tendencies. A key contributing factor to smartphone overuse seems to be usage of the messaging application WhatsApp.

Abdullah (2014) argued that BBM and WhatsApp may generate noticeable improvements in consumer's lives but may simultaneously cause serious social and personal problems, including addiction to these applications. The research examined two personality traits—extraversion and social anxiety—that influence consumer attitudes toward these applications. The results of a survey from 552 BBM and WhatsApp consumers in Kuwait

indicated that the interaction effect of extraversion and social anxiety is significantly related to consumer attitudes toward BBM and WhatsApp.

Malak et al.(2017) argued that internet addiction has become a public health issue that cannot be neglected. Their descriptive correlational study aimed to assess the prevalence of Internet Addiction and associated risk factors in school students. The findings emphasized the importance of developing and implementing interventions such as preventive measures and early diagnosis of Internet Addiction among school students. Furthermore, counseling programs were recommended to increase the awareness of families regarding Internet Addiction and their responsibilities in providing guidance and support for their children.

Natahan (2016) in her article on technology addiction wrote about Dr Manoj Kumar Sharma 4C criteria to understanding a person's relationship with technology: craving, control, compulsion and consequences. The same parameters were once used for alcohol and tobacco addiction. People tend to want to consume alcohol when they see a shop or when they are amidst others who are drinking or smoking. Today, we are saying the same about technology. If you have a laptop or a smartphone in your hand, you tend to browse and immerse yourself in it simply because it is available. But when the usage starts to affect your social, familial and biological functions, it becomes a problem.

Law and Chang (2007) investigated the internet addiction phenomenon. Their study attempted to evaluate the Internet Addiction Test (IAT) using a confirmatory approach. Four hundred and ten questionnaires were collected via a survey of undergraduates from eight universities in Hong Kong. Data from half of the sample was submitted to exploratory factor analysis and that of the hold-out sample was analyzed using confirmatory factor analysis in order to assess the psychometric properties and factor structure of the IAT scale. Three factors named "Withdrawal and Social Problem", "Time Management and Performance" and "Reality Substitute" were extracted from the analysis. These three dimensions provide valuable insights about Internet-related addictive behaviors and future research directions.

Sioni et al. (2017) investigated how overuse of video games fosters dependency leading to negative psychosocial and health consequences. They suggested that fundamental needs for social connection and approval are potent motivators to play, particularly for socially phobic players uncomfortable with face-to-face contact. Vicarious interactions through a gaming avatar may fulfill these needs, reinforcing stronger self-identification with the avatar, which in turn can offer players a stronger and more positive sense of self. Such influences may work synergistically to motivate increasing intensity of and preoccupation with gameplay, contributing to Internet Gaming Disorder.

From the above reviews it can be concluded there are various factors affecting the performance of an individual due to over-usage of social media and keeping in accordance with it, following factors were chosen for analysis .

Factor 1, Preoccupation(Sioni et al.,2017), mainly describes the extent to which an individual's mind is preoccupied with whatsapp.

Factor 2, Anxiety(Malak et.al,2017), describes how anxious a person is to use whatsapp.

Factor 3, Social Problem(Law and Chang,2007), includes items focusing on behavioural changes due to whatsapp use.

Factor 4, Performance(Law and Chang,2007), involves items about problems at work or other activities like hobbies etc, due to whatsapp use.

CHAPTER 3

RESEARCH METHODOLOGY

Research Methodology is the way to solve problem systematically. It is an important component of the study. Methodology involves the research design, data collecting and sampling technique. Research design indicates the plan of action to be carried out in connection with proposed objective. Research design provides a guidance to enable to keep track of all actions in order to meet the objectives.

3.1 Research Design

Research design is exploratory till identification of respondents' social addiction parameters. Exploratory research study is also termed as formative research studies. The main purpose of such study is that of formulating a problem for more precise investigation of developing a working hypothesis from an operational point of view. The major emphasis is of the developing of discovery of idea and insight.

Later the design becomes descriptive when it comes to evaluating addiction of respondents towards social media. Descriptive research, also known as statistical research, describes data and characteristics about the population or phenomenon being studied. Descriptive research answers the questions who, what, where, when and how. Following is the conceptual model of the study.

Following is the conceptual model of the study.

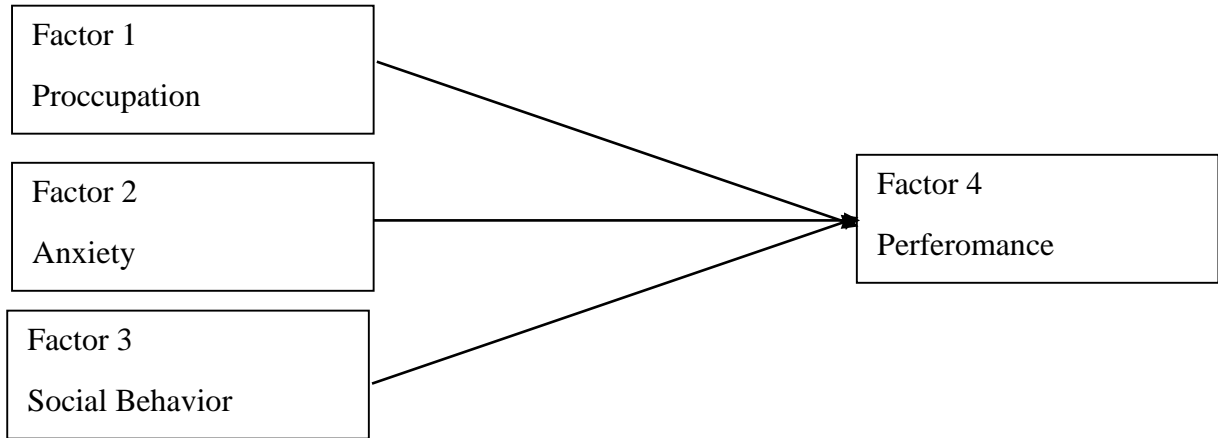


Figure 3.1

3.2 Research Method

3.2.1 Sampling Unit and Sampling Method

The study focuses on whatsapp users of all age groups.

Sampling method used in this research is Non-probability sampling method (Convenience sampling technique).

3.2.2 Data Collection

The data is collected utilizing a short and structured questionnaire. The questionnaire is designed to capture the basic demography profile (gender,age,family income), parameters regarding social media addiction and the number of messaging applications a user uses.

The requisite data been gathered through two important sources

1. Primary Data
2. Secondary Data

Primary Data

“The primary data are those, which are collected afresh and for the first time, and thus happen to be original in character.”

There are several methods of collecting primary data, particularly in surveys and descriptive researches. Those are:

- (i) Observation method
- (ii) Interview method
- (iii) Through Questionnaires
- (iv) Through Schedules

The primary data collected in this survey is through questionnaire.

Secondary Data

“The secondary data, on the other hand, are those which have already been collected by someone else and which have already been passed through the statistical process.”

Usually secondary data available in various publications of the central, state and local governments, technical and trade journals, reports and historical documents and other sources of published information.

3.2.3 Sample Size

Sample size taken for the study is 126.

3.2.4 Scale Used

The questions measuring respondent attitudes used Likert Scale (1-5), in questionnaire statements were given to respondents to measure their attitude towards use of social media

1= Strongly Disagree

2= Disagree

3= Neutral

4= Agree

5= Strongly Agree

3.2.5 Method of Data Analysis

The statistical analysis included descriptive statistical analysis and frequency distribution. Dependent and independent variables were analyzed using linear regression in SPSS. Anova, t-test and Factor analysis were also performed using SPSS.

- Data Reduction: The key steps of data processing which were implemented were Editing, Coding, Transcribing, and Summarizing statistical calculations.
- Coding: For questions involving qualitative values the responses were codified using numerical categories or values.
- Transcribing: The data collected from all 126 questionnaires was edited, codified and finally transferred on MS Excel.
- Data Analysis: Post Data Reduction, the data was further used for analyzing the impact of various factors on each other as well the correlation amongst them using SPSS. The factors as well as their correlation were studied with the help of the following techniques.
- Factor Analysis: This is a technique to reduce data complexity by reducing the number of variables being studied. It helps identify latent or underlying factors from an array of seemingly important variables.

- **Regression Analysis:**Regression is an accurate measure used to choose the nature of the association between one ward variable (as a rule implied by Y) and a movement of other advancing elements (known as autonomous components). The two crucial sorts of regression are straight regression and multiple regression, regardless of the way that there are non-direct regression methods for more bewildered data and examination. Direct regression uses one autonomous variable to illuminate or envision the aftereffect of the dependent variable Y, while multiple regression uses no less than two free factors to predict the outcome. In this research we have used the Linear Regression Analysis.
- **Anova:** Analysis of variance, better known as ANOVA, helps us to group the data into various population samples and then check their relationships with an independent variable, which consider being significant depending on responses from the questionnaire. The null hypothesis for this is created at 95% significant variable and then depending in the significant value from the results, the hypothesis is accepted or not accepted. In this research we have used One way Annova.

3.3 Hypothesis of the study

H₀₁: A person preoccupied with whatsapp doesn't have significant change in the performance.

H₀₂: A person anxious about using whatsapp doesn't have significant impact in the performance.

H₀₃: Social behavior changes due to overuse of whatsapp doesn't have significant impact in the performance.

H₀₄: There is no significant difference in Males' and Females' perception towards preoccupation, anxiety, social behavior and performance.

H₀₅: Different age groups don't have similar perception for preoccupation, anxiety, social behavior and performance.

H₀₆: Different income groups don't have similar perception for preoccupation, anxiety, social behavior and performance.

H₀₇: People using different number of applications don't have similar perception for preoccupation, anxiety, social behavior and performance.

CHAPTER 4

DATA ANALYSIS AND INFERENCES

4.1 Demographics

Classification of users on basis of Gender

Gender	No. of users	Percentage
Male	91	72
Female	35	28
Total	126	100

Table 4.1

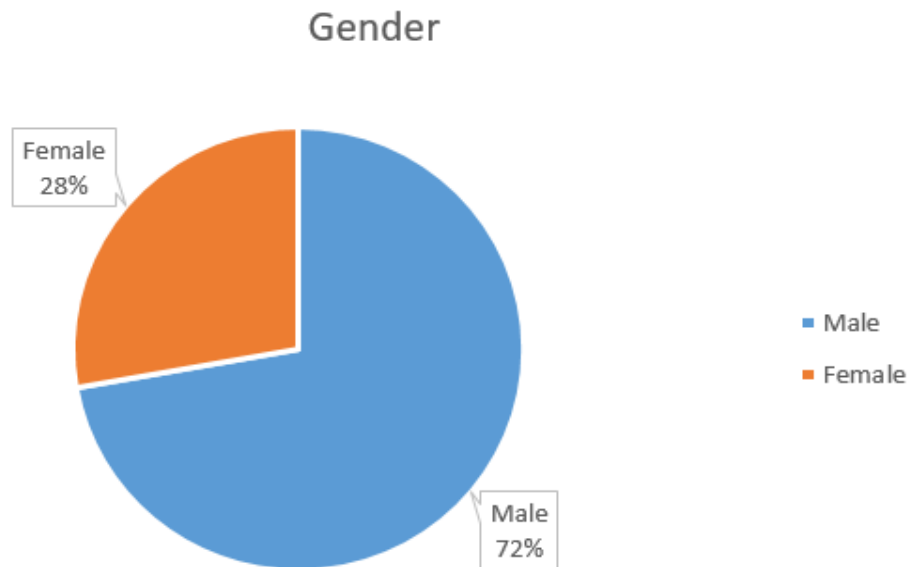


Figure 4.1

INFERENCE: It is found that 72% of the whatsapp users are male while 28% of the users are female.

Classification of users on basis of Age

Age group	No.of. users	Percentage
Less than 20	18	14
20-25	36	29
26-30	45	36
31-40	18	14
40 and above	9	7
Total	126	100

Table 4.2

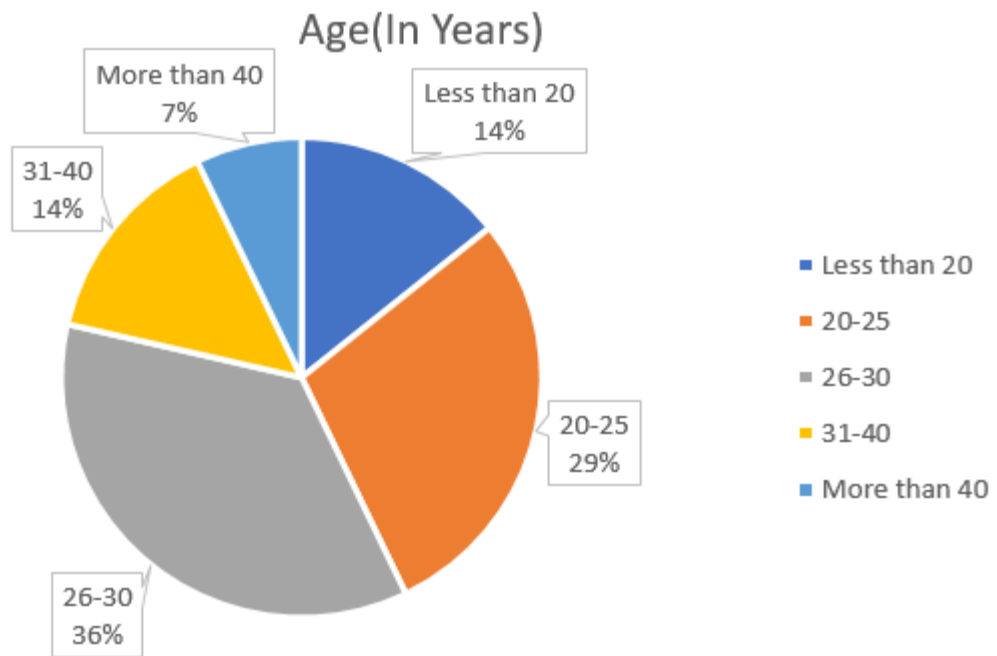


Figure 4.2

INFERENCE: It is found that 36 percent of the users are of age group 26-30 years, 29 percent of the users belong to the category of 20-25 years and 14 percent belong to the category of less than 20 years and 31-40 years and the remaining 7 percent of the users are 40 & above.

Classification of users on basis of Family Annual Income

Income Level	No. of. Customers	Percentage
Less than 2.5L	18	14
2.5L-5L	18	14
5L-10L	45	36
More than 10L	45	36
Total	126	100

Table 4.3

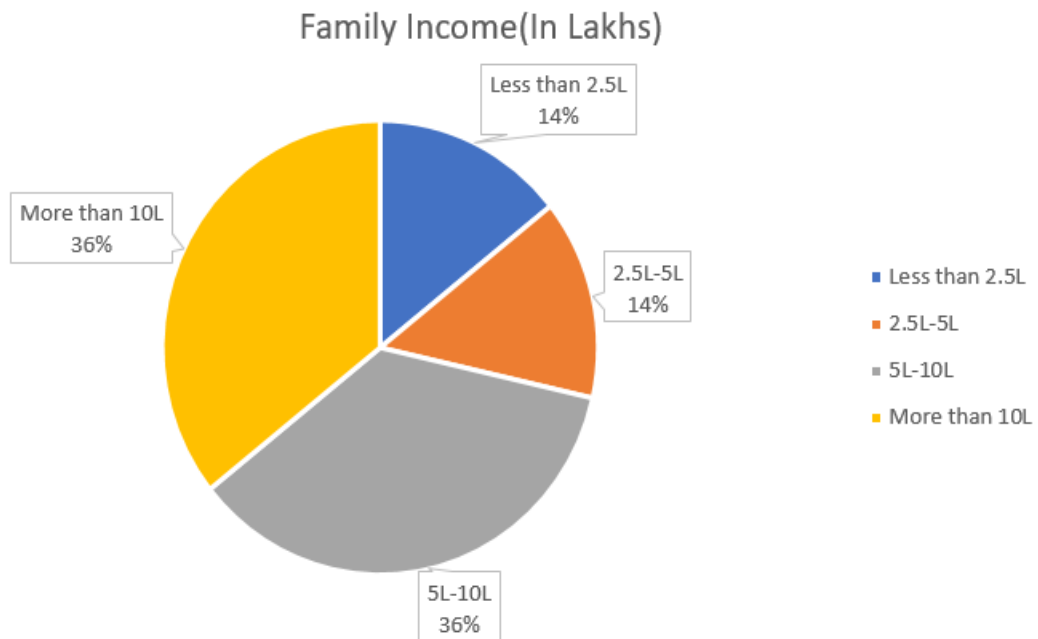


Figure 4.3

INFERENCE:It can be inferred that 36 percent of the users annual income is between 5-10 Lakhs and more than 10 Lakh each, 14 percent of the users annual income is between 2.5-5 Lakh and less than 2.5 Lakh.

Classification of users on basis of number of messaging apps used

No. of apps	No.of.customers	% age
Less than 2	75	59
2-5	31	25
More than 5	20	16
Total	126	100

Table 4.4

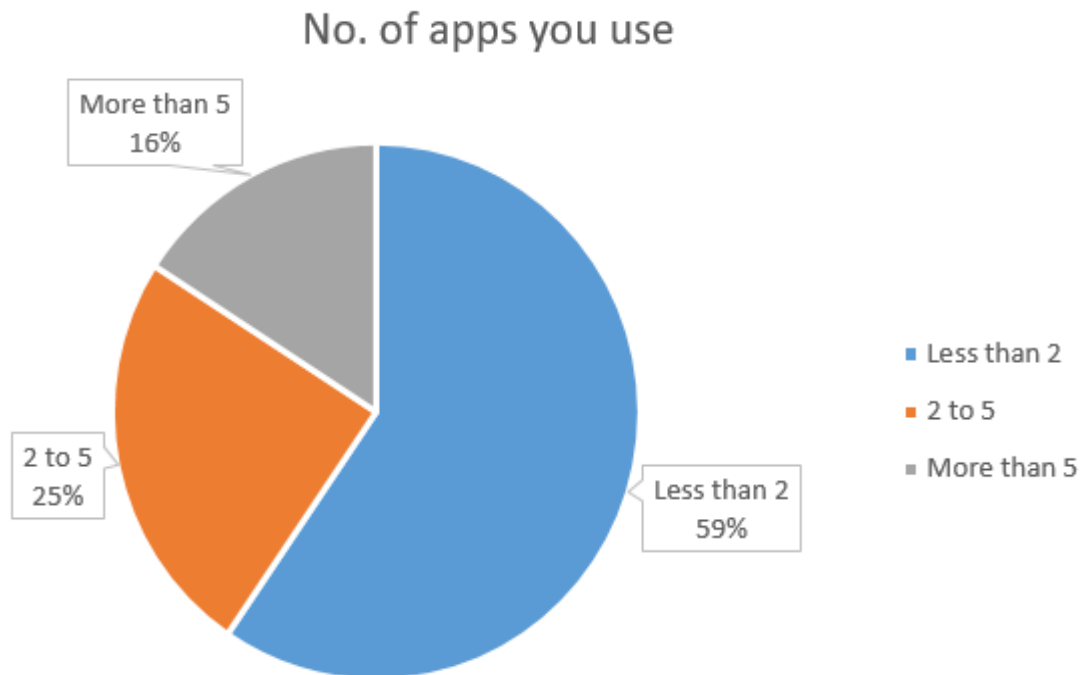


Figure 4.4

INFERENCE: It can be inferred that 59 percent of the users are using less than two messaging applications, 25 percent are using between 2 to 5 applications and the remaining are using more than 5 applications.

4.2 Factor Analysis

Factor analysis is a means by which the regularity and order in phenomena can be discerned. As phenomena co-occur in space or in time, they are patterned; as these co-occurring phenomena are independent of each other, there are a number of distinct patterns. Factor analysis was performed on 16 items. No items were deleted.

Factor analysis produces factor loadings for each combination of extracted factor and the observed variables. Factor loadings are similar to correlation coefficients between the factors and the variables. Thus the higher the factor loading, the more likely it is that the factor underlies that variable. Factor loadings help in identifying which variables are associated with the particular factors.

Factor Loadings

Variables	Preoccupation	Anxiety	Social Behavior	Performance
Often find myself about whatsapp continuously.	.896			
Often feel to use whatsapp more and more.	.748			
Often feel to check messages on whatsapp more and more.	.857			
Tried to reduce the use of whatsapp but did not succeed	.788			
Sleep less at night because I use whatsapp till late night.	.810			
Feel dissatisfied when I am unable to spend more time on whatsapp.		.932		
Often feel uneasy when I am unable to check messages on whatsapp.		.911		
Often feel discontented when I am not able to use Whatsapp		.900		

Figure 4.5

Variables	Preoccupation	Anxiety	Social Behavior	Performance
Often unattentive at work because of whatsapp.				.863
Had serious problem at work because of whatsapp				.913
Interests in hobbies or other activities has reduced because of whatsapp.				.800
Performance is declining in other activities because I use more whatsapp.				.902
Often fall into arguements with others because of more whatsapp use			.893	
Often find myself not talking to people around me because I am using whatsapp.			.807	
Lost an important relationship because of too much whatsapp.			.929	
Had a conflict with my parents and siblings because of too much involvement in whatsapp.			.825	

Figure 4.6

4.3 Regression Analysis

Regression is an accurate measure used to choose the nature of the association between one ward variable (as a rule implied by Y) and a movement of other advancing elements (known as autonomous components).

In this research, independent variables are Preoccupation, Anxiety, Social Behavior and dependent variable is Performance.

Independent variables	R-square	P-value	Null Hypothesis
Preoccupation(H1)	.443	.004	Rejected
Anxiety(H2)		.000	Rejected
Social Behavior(H3)		.031	Rejected

Table 4.5 : Regression analysis between independent and dependent Variables

INFERENCE:

From the above table it can be found that R-Square value is 0.443 (>0.25) This means that 44.3 percent of the Dependent Variable is explained by the coefficients of Significance (Independent Variables).

According to P- Value, Null Hypothesis is rejected in case of Preoccupation, Anxiety and Social behavior. This means that these factors significantly affects the performance of an individual using whatsapp.

4.4 T-Test Analysis

Test Hypothesis: H4

Independent	Dependent	P-value	Null Hypothesis
GENDER	Preoccupation	.238	Accepted
	Anxiety	.320	Accepted
	Social Behavior	.889	Accepted
	Performance	.201	Accepted

Table 4.6: T-Test analysis between Gender and Dependent Variables

INFERENCE:

After doing the T-test, it can be inferred from the table that Males' and Females' perception for preoccupation, anxiety, social behavior and performance are same (Value of $p > 0.05$).

4.5 ANOVA Analysis

Test Hypothesis: H5

Independent	Dependent	P-value	Null Hypothesis
AGE	Preoccupation	.442	Accepted
	Anxiety	.851	Accepted
	Social Behavior	.390	Accepted
	Performance	.322	Accepted

Table 4.7: ANOVA between Age and Dependent Variables

INFERENCE:

After doing the ANOVA, it can be inferred from the table that different age groups have similar perception for preoccupation, anxiety, social behavior and performance (value of $p > 0.05$).

Test Hypothesis: H6

Independent	Dependent	P-value	Null Hypothesis
INCOME LEVEL	Preoccupation	.035	Rejected
	Anxiety	.315	Accepted
	Social Behavior	.234	Accepted
	Performance	.232	Accepted

Table 4.8: ANOVA between Income Level and Dependent Variables

INFERENCE:

After doing the ANOVA, it can be inferred from the table that different income groups have similar perception for anxiety, social behavior and performance (value of $p > 0.05$) but not for preoccupation (value of $p < 0.05$).

After applying Tukey's test on preoccupation, significant difference was found between income groups 2.5L-5L and more than 10L.

Test Hypothesis: H7

	Dependent	P-value	Null Hypothesis
NUMBER OF APPS USED	Preoccupation	.730	Accepted
	Anxiety	.894	Accepted
	Social Behavior	.303	Accepted
	Performance	.865	Accepted

Table 4.9: ANOVA between Number of apps used and Dependent Variables

INFERENCE:

After doing the ANOVA, it can be inferred from the table that people using different number of applications have similar perception for preoccupation, anxiety, social behavior and performance (value of $p > 0.05$).

CHAPTER 5

FINDINGS, CONCLUSION & RECOMMENDATIONS

5.1 Findings

- Findings show that factors Preoccupation, Anxiety and Social behavior significantly affects the performance of an individual using Whatsapp.
- 72% of the users were female and 28% were male.
- Majority of the users belong to the age-group of 26-30.
- People belonging to income level of 5 Lakh and above are major users of whatsapp.
- Most of the users used less than 2 applications.
- Males' and Females' perception for preoccupation, anxiety, social behavior and performance are same.
- Different age groups have similar perception for preoccupation , anxiety, social behavior and performance
- Different income groups have similar perception for anxiety, social behavior and performance but not for preoccupation.
- People using different number of applications have similar perception for preoccupation, anxiety, social behavior and performance

5.2 Conclusion

This research investigates the impact of addiction of whatsapp on performance of individual. Although whatsapp is beneficial in many ways but its addiction severely impacts the performance of an individual. As every invention has its pros and cons in its own sense, similarly whatsapp has also, the greater drawback for its highly addictive nature. There is a very narrow line between the favorite pass time and the addiction of Whatsapp . People delete whatsapp but after couple of days, they again launch it. The start as well as end of the day happens with whatsapp. And, if people don't find any messages they start feeling low .It is the major reason for having negative impact on people's performance. Most of the time, users seems to stick with their cell-phones for knowing each and every moment of other person's personal life. They feel dissatisfied if they are not able to chat on whatsapp. They are anxious about using whatsapp more often. Their dependency on whatsapp has increased and they regard whatsapp environment as another reality. Also they sleep less at night because of whatsapp use. People are not using the messaging platform for connecting with friends or relatives instead they just want to check out their presence on messaging platform.

Therefore due to addiction of whatsapp, people are facing degradation in their performance. Their performance in other activities is declining because of over usage of whatsapp. They are unattentive at work because of too much involvement in whatsapp. Also their social behavior is changing which is having a huge impact on their performance. They are having conflicts at work as well as with their parents. Their relationships are getting affected.

Thus, the result shows that whatsapp is a major cause for degrading performance. Instead of making communication easier and faster thereby enhancing effective flow of messages and idea sharing among students, Whatsapp has rather impacted negatively the performance of its users.

5.3 Recommendations

On the basis of research, we recommend the following:

- Time management is essential for online activities. People should give the priority to their life. They should do not think, that whatsapp is a priority.
- Telecommunication companies should reduce their calling and SMS rates thereby reducing the usage of whatsapp.
- Management of Government as well as Private institutions should intensify guidance and counselling sessions to enlighten people about the devastating effect of addiction of whatsapp.
- Cell phones should either be forbidden in lecture halls and company meetings or switched off if allowed in, instead of the prevailing practice of allowing them in but must be put on mute. This allows the users to chat during sessions.
- It is only you who could try to bid adieu to your message addictions with some efforts. Check below listed points which will help you overcome the cell phone obsession by changing little bit of your habits.
 - Set Time Constraint: It is important that you should limit yourself from using the WhatsApp messaging app. Try and control the urge of checking your account every minute while you're working, studying or hanging around with friends. Indulge yourself into any constructive and creative works which will help you draw your complete attention from the phone.
 - Plan An Exploration With Friends: Instead of killing time over the smartphone it is better that you move out and spend some time with smart people which will enhance your knowledge in a way or the other. Explore new places with your buddies, plan short trips or watch movies. Introspect yourself and find ways to improvise where you are lacking.

So finally, it is imperative that you must distance yourself from your smartphone's free chat applications especially in case you feel it is wasting your valuable time and decreasing your potential over the work.

CHAPTER 6

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CHAPTER 7

ANNEXURE

Whatsapp Addiction

a. Age

- Less than 20
- 20-25
- 26-30
- 31-40
- Above 40

b. Gender

- Male
- Female

c. Monthly family income

- Below 2.5L
- 2.5L-5L
- 5L-10L
- Above 10L

d. How many messaging applications you use everyday(Facebook Messenger,Whatsapp,Hike,Snapchat etc).

- 2 or less
- 3-5
- Above 5

Kindly give your level of disagreement or agreement with the following statements on a scale of 5

1. I often find myself thinking about Whatsapp continuously.
2. I often feel to use Whatsapp more and more.
3. I often feel to check messages on Whatsapp more and more.
4. I tried to reduce the use of Whatsapp but did not succeed
5. I sleep less at night because I use Whatsapp till late night.
6. I feel dissatisfied when I am unable to spend more time on Whatsapp.
7. I often feel uneasy when I am unable to check messages on Whatsapp.
8. I often feel discontented when I am not able to use Whatsapp.
9. I am often unattentive at work because of continuous chatting on Whatsapp.
10. I had serious problem at work because of too much involvement in Whatsapp
11. My interests in hobbies or other activities has reduced because I spend that time using Whatsapp.
12. My performance is declining in other activities because I use Whatsapp.
13. I often fall into arguements with others because of more Whatsapp use.
14. I often find myself not talking to people around me because I am using Whatsapp.
15. I lost an important relationship because of too much involvement on Whatsapp.
16. I had a conflict with my parents and siblings because of too much involvement in Whatsapp.

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