



# THE VARIABLES INFLUENCING TO BHAVNAGAR UNIVERSITY STUDENT'S ACTIVITIESAN EMPIRICAL STUDY

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## ABSTRACT

Mobile Communication Application have emerged as an important segment of overall development of students and so far have delivered value to the students. The use of Mobile Communication Application Particularly Whatsapp would help towards making the student more vibrant, creative and competitive. Since, the need of study has been aroused in order to see the factors influencing the students to prefer Whatsapp in Bhavnagar. The study is based on the formulation of the following hypotheses:

Hypothesis 1: usage of Whatsapp and Education are 2 independent attribute of the students.

Hypothesis 2: usage of Whatsapp and Sex are 2 independent attribute of the students.

In order to study the factors influencing the retail investors to prefer extracurricular activity in Bhavnagar, chi-square has been used.

## INTRODUCTION

Whatsapp is the most widely socially used application from the play store in the world. According to the source, " Whatsapp is the most widely used mobile communication application in the world. As in October 2019, there were 1.6 billion people using Whatsapp on a monthly basis (clement, 2020). Smartphone generation in India is approximately 15% (share by the population) in the year 2015 and that goes to 27.031% in the years 2019 ("mobile social media usage world wise |statista", 2020). by 2020 it is expected to reach 31.3%. if it is about the monthly active users, then Whatsapp mobile applications in the list of top 6 social networks along with YouTube and Facebook. As per the same source, Whatsapp is the most popular mobile communication application in India. Whatsapp is being used by more than 200 million people in India ("Whatsapp: MAU in India 2013-2017|

statistic", 2019) and more than 450 million people in the world ("Whatsapp status daily active users 2018 | statistic". 2019) which are record-breaking usage statistics in history.

## **LITERATURE REVIEW**

Dr.G.vengatesan et al( OCTOBER-2017)<sup>1</sup> "USAGE OF WHATSAPP AMONG COLLEGE STUDENTS IN COIMBATORE" From supercomputers to recent smartphones, technology has given way to smartphones instead of computers. Apple's iPhone in particular has something different in mind and its users have something different to look at in all Android mobiles. There is also a new application called Whatsapp which is moving towards instant messaging and how to make it more convenient for the customers. Video calling and voice calling as well as information sharing method which can add a variety of things is currently being built. It is not easy to know which application will be at the forefront of the market in the near future

GalipKartal( December 2019)<sup>2</sup> described on "What's up with Whatsapp? A Critical Analysis of Mobile Instant Messaging Research in Language Learning" The paper shows how Whatsapp, an application in mobile and what we can do with it, shows that different languages can be learned through Whatsapp. We can also learn a foreign language through Whatsapp and increase our knowledge and there is a detailed discussion on how we can use mobile and also how to get employment especially through mobile.

Karen Church et al (August 2013)<sup>3</sup> written about "What's up with WhatsApp? Comparing mobile instant messaging behaviors with traditional SMS" What Sapp is an application that allows users to send messages or videos to their relatives and friends without any payment. People are just using What Sapp to send a message to the group. This research discusses in detail the difference between What Sapp and SMS and its privacy and the cost between the two.

Kentonp.o' hara et al (Feb 2014)<sup>4</sup> mention in his paper "Everyday dwelling with Whatsapp" in a conversation we talk about the experience of conversation with personal people give information about this experience .how we can increase intimacy through Whatsapp .and also talk about past experience. There is a possibility of another application like Whatsapp in the future different people in which we discuss fictional stories about living in England in which

Mar Gutierrez-Colon Plana et al(September 2015)<sup>5</sup> described on "Improving learners' reading skills through instant short messages: a sample study using Whatsapp". This article deals with the results of a project done by students in Spain. What are the advantages and disadvantages of Whatsapp application for change in reading skills? 23 things to know from a project done with students of Spanish University Various results were presented by presenting information on how to find it useful

Naveen Kumar(April 2017)<sup>6</sup> in his paper "Survey Analysis on the usage and Impact of WhatsApp Messenger" Whatsapp app has become an increasingly modern application that has been used by people from young to old in their business and to send their suggestions to everyone. According to a report, in 2016, Whatsapp is being used by more than one billion people worldwide. It has been found that the use of Whatsapp is increasing for the irrigation and marketing of culture as well as for the promotion of politics. An investigation to find out about the dominance of Whatsapp in the lives of people in the society has found that Whatsapp has improved relationships with their friends and Whatsapp education. There is also a possibility of using it in social services and also in government sectors to exchange information through Whatsapp.

PrabhaKiran(June 2018)<sup>7</sup> mention in his paper "Whatsapp and its Impact on Social Life of Youngsters: A Perspective" Whatsapp is one of the latest applications that has brought a lot of changes in the lives of human beings. The way people communicate with each other has changed as people used to talk face to face now they are talking on Whatsapp so that the relationship between individuals has also changed a lot and Whatsapp has also seen an increase in various problems like mental and physical of a person. Seems to be acting as an addict as well as now

trying to analyze various things that relationships are just limited to Whatsapp they know and fake relationships are bound by Whatsapp.

SagarDeshmukh(August 2015)<sup>8</sup> in his paper "Analysis of Whatsapp Users and Its Usage worldwide" There are a lot of apps in mobile at the moment in which people are using Whatsapp excessively, analyzing why Whatsapp app is being used excessively and also what kind of messages are being exchanged in Whatsapp in particular. Statistics as well as information on the types of messages are collected. In addition, there is a detailed discussion about the uses of Whatsapp. Whatsapp in particular has made it possible to take messages to and from the world

TanjumKamboj<sup>9</sup> et al "usage of Instant Messaging Application on Smartphones among Youths: A study of Uses and Gratification of Whatsapp" there are smartphones is fast advancing and everyone is using an app to deliver messages which makes it easier and cheaper to deliver messages. Researchers have collected information on rural, urban and suburban areas, especially people in smartphones. Gaining information on which apps are used more and which companies use Android mobile and how much time people from different areas are spending behind all these apps on a daily basis, a comparative study of Whatsapp a. Whatsapp is an application that allows people to communicate with themselves and their friends and for this reason it avoids mental stress. There are some.

Walter Uys et al (January 2012)<sup>10</sup> explain that "Smartphone Application Usage Amongst Students at a South African University". Here is a questionnaire on how university students use a smart phone, how much time they spend and why they are doing it, and the information is studied. The findings show that on average more than sixteen hours of students are online and doing various activities. In addition, these students are spending more time on an application called SNS in which students are communicating with their loved ones and relatives through phone calls and messages. And students are spending time creating their own account on a social site like Facebook Chat. It is still unknown what other applications the students are using and what other applications are competing with the application called SNS.

## **OBJECTIVES OF THE STUDY**

The main objectives of the present study are as follows:

1. To develop a profile of Students of Bhavnagar who use Whatsapp of Universities in terms of their demographic.
2. To do detailed frequency analyses of Students
3. To know the Students behavior who participate in extracurricular activities of Universities of the Bhavnagar.
4. To determine the effect of education, on use of Whatsapp among responding students of University.
5. To determine the effect of sex on use of Whatsapp among responding students of University.

## **METHOD OF DATA COLLECTION:**

The study depends on primary data. Questionnaires have been used to collect the needed particulars. Based on the information gathered through a pilot study, the structure of the questionnaire has been restructured.

## **SELECTION OF SAMPLE STUDENT FOR OPINION SURVEY:**

This study has attempted to elicit the effect of demographic variables on Students behavior who usage Whatsapp of Universities of the Bhavnagar. We collected primary data from the student's living in Bhavnagar and participated in usage Whatsapp of Universities during the period Feb 7, 2021 to Feb 28, 2021

through a Structured Questionnaire. At random, a nominal number of 300 students were identified though it forms an inadequate sample size. Finally their socio economic profiles were examined besides eliciting and analyzing their opinions on the usage of Whatsapp of Universities. Out of the 300 respondents selected, 43 respondents did not respond and the balances of 257 were included in the study. Out of the 257 respondents selected 152 were females and the balance males. They represent different socio-economic backgrounds. All the respondents selected under convenient sampling method were interviewed with a simple questionnaire during the period from Feb 7, 2021 to Feb 28, 2021. We classified student's education into five groups. Education group details are given in table-1.

**Table-1: Education Group Detail**

Name of Education Group	Category	Comments
<b>B.SC</b>	1	Students doing graduate from any Science or college of Bhavnagar
<b>B.A</b>	2	Students doing graduate from any Arts college of Bhavnagar
<b>B.COM</b>	3	Students doing graduate from any Commerce college of Bhavnagar
<b>M.SC</b>	4	Students doing postgraduate from any Science department or center of Bhavnagar
<b>M.COM</b>	5	Students doing postgraduate from any Commerce department or center of Bhavnagar

**Table-2: Frequency distribution of education among the student**

EDUCATION	Frequency	Percent	Cumulative Percent
B.SC	50	19.53	19.53
B.A	98	38.28	57.81
B.COM	45	17.58	75.39
M.Sc.	41	16.02	91.41
M.COM	23	8.9	100
<b>Total</b>	<b>257</b>	<b>100</b>	

Source: Primary data

It is observe from table that 19.53% of Students belong to the B.Sc. and 17.58% of Students belong to B.com .Maximum percentage of 38.28% belongs to the B.A .It is further found that 16.02% of respondents belong to M.Sc. and remaining 8.9% is represented by M.com.

## Gender of Respondents:

Gender plays a vital role in on extracurricular activities of Universities that are preferred. Inorder to understand the influence of gender on extracurricular activities of Universities the researcher has classified gender as male and female. The frequency distribution is presented in the following table-3.

**Table-3:** Gender among the students

Gender	Frequency	Percent	Cumulative Percent
Male	105	40.85	40.85
Female	152	59.15	100.00
Total	257	100	

Source: primary data

From the above analysis, it is found that, 40.85% of Students belong to the male group and remaining percentage of 59.15% belongs to female group.

## Association between gender of the usage Whatsapp and their student preference

The gender of the investors is of two segmentations, male and female. The two segments are analyzed associating with the three investor's preference clusters namely security-oriented, meticulous investors and careful investors are associated through the cross tab method as below.

**Table-4:** Crosstab for groups of usage Whatsapp of student and sex

Student usage of Whatsapp cluster	Education group	Sex		Total
		Male	Female	
Total	Education group	Count	39	98
		% within student preference	39.8%	60.2%
	social group	Count	53	126
		% within student preference	42.1%	57.9%
	Entertainment group	Count	13	33
		% within investor preference	39.4%	60.6%

Source: Computed data

From the above table it is found that 57.9% of Social group are found to be male gender and it is followed by 60.2% of Female gender investors belonging to education group and 60.6% of entertainment group are female. The nature of association is clearly presented in the following chi square table 5

Table-5: Chi-square tests of association for group usage Whatsapp of Universities and Sex

Test Statistic	Value	df	p-value
Pearson Chi-square	0.151	2	0.927
Likelihood Ratio Chi-square	0.151	2	0.927

From the above table it is found that chi-square value 0.927, p=0.927 are statistically significant at 5% level. This explains no association between Whatsapp usage and the gender of the students.

### **Association between Education of students and their usage Whatsapp preference**

The Education of Students is of five segments which are B.Sc, M.Sc, M.Com, B.Com, B.A. These five segments are analyzed associating with the three student's preference clusters namely education group, social group and entertainment group using the cross tab method as below

Table-6: Crosstab for groups of extracurricular activities of Universities and Education group

		Education group	Education					
			M.Sc	M.Com	B.Sc	B.A	B.Com	
Student usage Whatsapp activities	Education group	Count	15	9	13	43	18	
		% within Student preference	15.3%	9.1%	13.3%	43.9%	18.4%	
	Social group	Count	24	11	29	39	23	
		% within student preference	19.0%	8.7%	23.0%	31.0%	18.3%	
	Entertainment Group	Count	2	3	8	16	4	
		% within Student preference	6.1%	9.1%	24.2%	48.5%	12.1%	
Total		Count	41	23	50	98	45	
		% within Student preference	16.0%	8.9%	19.5%	38.1%	17.5%	

From the above table it is found that 43.9% of education group is found in the Arts B.A, followed by 31.0% social group are from the B.A group and 48.5% of entertainment group are belong to B.A group. Table 4 also reveals that 18.4% of education group, 18.3% of Social group and 12.1% of entertainment group are belong to Commerce College grad group. The nature of association is clearly presented in the following chi-square table 7.

Table-7: Chi-square tests of association for groups of extracurricular activities of Universities and Education

Test Statistic	Value	Df	p-value
Pearson Chi-square	11.709	10	0.305
Likelihood Ratio Chi-square	12.845	10	0.232

From the above table it is found that chi-square value 11.709, p=0.0305 is not less than 0.005, statistically not significant at 5% level. This explains no association between cluster of student preference for groups of usage Whatsapp of Universities and education of the Students.

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