

EMERGING TRENDS IN INSTANT MESSAGING USAGE AMONG THE GENERATION Y FOR ENHANCING CONNECTIVITY

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***Abstract:** Instant messaging can be hailed as an innovation in communication and can be perceived as a good usage of available internet infrastructure. Internet and smart phone penetration in India is growing vastly and one of the most prominent user of this innovation is Generation Y. Their usage pattern can be attributed to different factors and it can help the industry in providing tailor-made offers to them. In our study we try to know the antecedents or the key drivers of usage pattern, tried to put it in a theoretical model and then assessed it through a regression analysis.*

***Key words:** Instant messaging, Generation Y, Millennial, Connectivity*

INTRODUCTION

With the advent of new technology and availability of cheap smartphones, instant messaging has emerged as alternate medium of communication among youth. India is seeing unprecedented internet penetration and rise of internet users. India has witnessed green revolution and subsequently supported by IT revolution to groom the youngsters mind with the technology. Instant messaging has surely provided a platform for young generation to express and share their feelings to friends

According to Rajan Anandan, managing director, Google India, "Even at the current growth rate, we will have 500 million Indians on the Internet by 2018. By the end of this year, India will become larger than the U.S. in terms of number of Internet users. By 2018, India will have twice the number of Internet users as the U.S. does . Also, a study conducted by GSMA Intelligence, a research wing of the GSMA, shows India is at the fourth slot in top 10 global smartphones markets. India had 111-million smartphone connections in the second quarter of 2014, trailing leader China, US and Brazil. These two combined factors has given rise to a new segment "internet users on mobile phone" among youth.

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Instant Messaging

It is an evolution in communication that allows people to connect in new ways. It is a type of communications service that enable users to create a kind of private chat room with another individual in order to communicate in real time over the Internet. It is like a telephone conversation but using text-based, not voice-based, communication. It gives the user the freedom of communication without the hassles of constantly sticking to the communicating device.

Popular services include, Whatsapp, WeChat, Line, Kakuro, Hike, Viber, Hookt, Telegram, Snapchat etc. Every service is based on instant messaging platform but has a differentiated service when they target a user segment. In our study we will try to analyse the factors which affect the choice of these messaging services among youth.

Generation Y - They are also called millennials. They are born in or after 1982 and been raised and seen the technology around since childhood. As a group millennials are more affluent, better educated and more ethnically diverse.

REVIEW OF LITERATURE

Instant messaging is relatively a new phenomenon but in **1999, Sevanto J.**, studied that IMs are a new way of communication and it has not only been influential at the personal level, but has also affected interaction between members of business organizations. **Grinter, R. E., & Palen, L., in 2002**, suggested that users' perceived usefulness and perceived enjoyment significantly influence their attitude towards using IM, which in turn impacts their behavioural intention. Furthermore, perceived usefulness, users' concentration, subjective norm and perceived behavioural control also have significant impact on the behavioural intention. Users' intention also has an impact on determining factor for their actual usage behaviour. **In 2007, Qiu, J. L.**, established the conceptual connections between existing mobile communication studies and the historical tendency for information and communication. Further in **2009, Lu, Y., Zhou, T., & Wang, B.** explored the Chinese users' acceptance of instant messaging using the theory of planned behavior, the technology acceptance model and found "perceived trust" as an important factor for defining the usage behaviour among their sample respondents. In the same year, **Rouibah, K., & Hamdy, H.**, suggested that social effect on curiosity as a new mediator of technology adoption and satisfaction for IM usage. **Deng, Z., Lu, Y., Wei, K. K., & Zhang, J., in 2010**, suggested that trust, perceived service quality, perceived customer value, including functional value and emotional value, contribute to generating customer satisfaction with mobile IM. In **2010, Zaman, M., Anandarajan, M., & Dai, Q.** added that perceived expected creativity through exploratory behaviour has a positive effect. In **2011, Jiang, G., & Deng, W.** suggested

that Perceived Entertainment (PE), cross-platform interaction and Perceived Ease Of Use (PEOU) affects the users' behaviour. In 2013, Church, K., & de Oliveira, R. studied that use of IM has benefits such as cost, sense of community and immediacy among users. They suggested that the popular IM, Whatsapp offer benefits such as cost, sense of community and immediacy, but the SMS is still considered as more reliable when privacy preserving is concerned

Need of the study

As instant messaging service has become the integral part of communication among youth, so with our study we can establish the usage pattern among them. Also, by the study, we can analyze how this service can be enhanced from the business point of view. For new start-ups, it can be helpful in segmenting and targeting new set of customers by customizing their features.

Scope of the study

We have taken the respondents who are between the age group of 15-35 years. This study can be further conducted on varied age groups. Also, we are concentrating only on Indian population.

OBJECTIVES OF THE STUDY

- To explore the motivational factors the instant messaging trend in Generation Y in India.
- To find out the usage model this can predict the continuity of usage among Generation Y.

RESEARCH METHODOLOGY

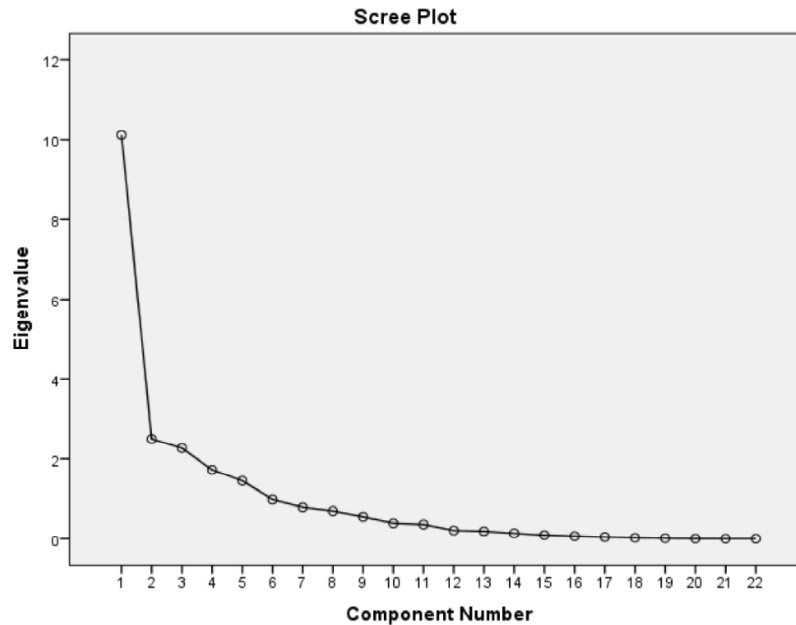
A structured questionnaire is administered among 100 respondents who were selected using random convenience sampling. Data analysis is done by SPSS software tool. Factor analysis is used for variables reduction. Obtain Factors are observed and using the calculated mean values of these factors. These are treated as independent variable and "continuity of usage" is treated as dependent variable and a regression equation is obtained among them.

DATA ANALYSIS

Reliability Statistics

<i>Cronbach's Alpha</i>	<i>N of Items</i>
.842	22
KMO	0.883 (as by SPSS)

Scree Plot



Scree Plot is suggesting that variables should be reduced in three factors.

Rotated Component Matrix

Rotated Component Matrix						
	1	2	3	4	5	6
Instant messaging is compatible with how I communicate	0.777	0.112	0.083	0.04	0.004	0.443
Instant messaging is easy to use	0.912	0.245	0.086	-0.117	-0.031	0.039
Instant messaging is a good way of communication	0.823	-0.338	-0.196	0.174	-0.003	0.096
Instant messaging provides an overall advantage to me for communication	0.828	0.244	-0.04	0.151	-0.132	0.152
I can call friends at lesser rate using instant messaging	0.68	0.196	-0.065	0.21	0.195	0.336
Instant messaging is useful in maintaining relations	0.663	0.48	-0.046	0.239	-0.089	0.178
I will continue to use instant messaging	0.621	0.358	-0.483	-0.007	0.196	0.12
Use of instant messaging costs me less	0.71	0.399	-0.359	-0.233	-0.099	-0.048
Instant messaging allows me to share photos, music etc	0.818	0.265	-0.086	0.108	0.047	-0.226
Many people I know use Instant Messaging	0.08	0.914	-0.068	0.024	-0.013	0.104
There is low financial risk in trying instant messaging	0.251	0.539	0.363	-0.34	-0.283	-0.164

contd. table

	1	2	3	4	5	6
Instant messaging improves my relations with people	0.166	0.774	-0.102	0.349	0.038	0.371
People who are important to me, want me to use instant messaging	0.559	0.628	-0.222	0.252	-0.084	0.001
Instant messaging is fastest mode of chatting for me	0.416	0.629	0.203	0.095	0.08	0.283
Use of instant messaging is frustrating	-0.263	-0.646	0.617	0.096	0.228	0.012
Use of instant messaging is just a waste of time	-0.356	-0.149	0.646	0.038	0.023	-0.123
It is easy to have a record of messages over instant messaging	0.14	0.141	0.868	0.223	-0.04	-0.011
I feel better connected while using instant messaging	0.39	0.023	0.257	0.708	0.195	-0.081
Instant messaging provides me greater sense of freedom	-0.003	0.184	0.135	0.897	-0.262	0.049
There is no privacy in instant messaging usage	-0.197	-0.206	0.06	-0.027	0.884	-0.088
Most people who are important to me use instant messaging	0.493	0.279	-0.095	-0.143	0.724	0.219
Instant messaging allows me to exercise greater control over my life	0.17	0.221	-0.131	-0.023	-0.002	0.885

Extraction Method: Principal Component Analysis.

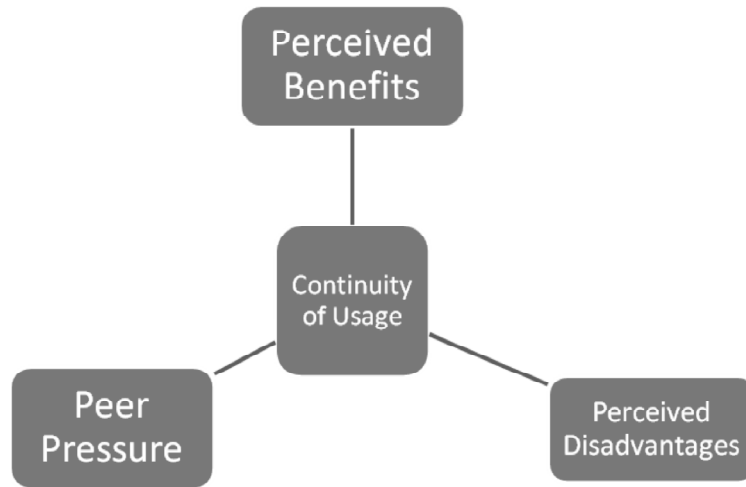
Variable reduction

Variables		
Factor 1	“Perceived Benefits”	Instant messaging is compatible with how I communicate Instant messaging is easy to use Instant messaging is a good way of communication Instant messaging provides an overall advantage to me for communication I can call friends at lesser rate using instant messaging Instant messaging is useful in maintaining relations I will continue to use instant messaging Use of instant messaging costs me less Instant messaging allows me to share photos, music etc
Factor 2	“Peer Pressure”	Many people I know use Instant Messaging There is low financial risk in trying instant messaging Instant messaging improves my relations with people People who are important to me, want me to use instant messaging Instant messaging is fastest mode of chatting for me
Factor 3	“Perceived Disadvantages”	Use of instant messaging is frustrating Use of instant messaging is just a waste of time It is easy to have a record of messages over instant messaging

Factor 4, Factor 5 and Factor 6 has only 2, 2 and 1 variables in it. So, for practical purpose, they are discarded.

The model is 68.66% explained cumulatively by above Factors, where Factor 1 explains 29.633%, Factor 2 explains 21.419% and Factor 3 explains 17.608% of variance.

5.5. Proposed Model of “Continuity of Usage”



Regression Model

Mean of above three factors is used as independent variable and “Continuity of Usage” is taken as dependent variable.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848 ^a	.719	.683	.51917

As the adjusted R-squared compares the explanatory power of regression models that contain different numbers of predictors, it suggests that 68.3% of explanation of model is given by these predictors. (Three factors).

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.185	.100		21.870	.000
	REGR factor score 1 for analysis 1	.439	.102	.477	4.314	.000
	REGR factor score 2 for analysis 1	.602	.102	.653	5.910	.000
	REGR factor score 3 for analysis 1	-.236	.102	.256	2.315	.030

a. Dependent Variable: “I will continue to use instant messaging”

Continuity of Usage = $2.185 + 0.439 * (\text{Perceived Benefits}) + 0.602 * (\text{Peer Pressure}) - 0.236 * (\text{Perceived Disadvantage})$

CONCLUSION

We can conclude that the motivation factors for usage of instant messaging among youth are Perceived Benefits, Peer pressure and Perceived Disadvantage. Interesting factor to underline here is that how “peer pressures” can also be an important factor for endorsing any product or service among youth. For overall usefulness, youth can ignore the few disadvantages and continue to use the instant messaging for communication.

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