



Global Advanced Research Journal of Management and Business Studies (ISSN: 2315-5086) Vol. 4(5) pp. 203-207, May, 2015
Available online <http://garj.org/garjmbs/index.htm>
Copyright © 2015 Global Advanced Research Journals

Full Length Research Paper

A study to analyze relationship between psychological behavioral factors on WhatsApp addiction among Youth in Jalandhar District in Punjab

¹Navjit Singh, ²Nidhi Chopra, ³Jaspreet Kaur

¹Assistant Professor, PTU, Jalandhar

²Assistant Professor, PTU, Jalandhar

³Assistant Professor, LKC, GNDU, Amritsar

Corresponding author Email: navjit.singh13@yahoo.in

Accepted 15 February 2015

Technology is not a new concept. Humans have been innovating ways to make life easier from the beginning. Recently, these changes have been coming faster and faster. The effects of these new inventions cannot be measured or seen before a newer technology is born. For the sake of this paper the relationship between behavioral factors on the use of “WhatsApp” (a Smartphone technology) on the youth is considered. Technology itself is not a bad thing; actually, it has helped better millions of lives by education, job performance, and entertainment. However, it is becoming more of an impact and prevalent in the lives of its users. This leads to higher rates of technology addiction and can lead to numerous social, physical, and psychological problems. In this paper a descriptive research is conducted to analyze the behavioral consequences of the use of WhatsApp among youth (18-35 age group) in Jalandhar. A sample of 150 respondents (75 male and 75 female) was considered for collecting the data with the help of a structured questionnaire.

Keywords: Psychological behavioral factors, WhatsApp addiction, and Youth

INTRODUCTION

Addiction

Addiction, as a concept, originated in the medical and behavioral sciences. In a medical sense, it means a condition that depends, mentally and physically, on a specific kind of substance, especially on drugs (Lee,

1996). Consumers may become addicted not only to a physical substance but also to a problematic behavior. While a few scholars believe that the term *addiction* should be applied only to cases involving the ingestion of a drug (Rachlin, 1990; Walker, 1989; quoted from Young, 1999a), most of them apply the concept of addiction to

certain types of problematic behaviors because the symptoms in both cases are similar. These non-substance types of addiction are classified as behavior-oriented addictions. There have been many studies on behavior-oriented addictions including eating disorders (Lacey, 1993), pathological gambling (Mabilia, 1993), video game addiction (Keepers, 1990), computer addiction (Young, 1999b), television addiction (Park, 1998), and shopping addiction (Song, 1993). However, although smartphone addiction among adolescent consumers has become a problem in Korean society, consumer studies on this topic have not been forthcoming.

Cell Phone Addiction

Today, cell phones as one of the manifestations of communication technology have a strong position in modern life and human society and are considered as an integral part of everyday relations. It can be said that for many people living without mobile phones is not possible or at least is not desirable. Although there has been a little study about the excessive use of mobile phone, evidences indicate that problematic use of mobile phone can be considered as a form of technological addiction. Many mobile phone addicts are people with low self-esteem and have difficulty in their social relationships and feel that they need to constantly contact with others. Turning off mobile phones can provide anxiety, sensitiveness and sleep disorders and insomnia and even shivering and digestive problems. Also it creates emotional attachment for users, so these people believe that without the use of mobile phones they are unable to live. These findings support the negative impact of excessive use of mobile phones and its negative impact on physical and psychological health of users.

WhatsApp and Behavioral Impacts

A study conducted by Abdullah J. Sultan in Kuwait finds that the use of mobile text messaging applications, such as BlackBerry Messenger (BBM) and WhatsApp, has increased greatly throughout the world. Unfortunately, this advanced technology is not without problems. Research also proved that 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 results of a survey from 552 BBM and WhatsApp consumers in Kuwait indicate that the interaction effect of extraversion and social anxiety is

significantly related to consumer attitudes toward BBM and WhatsApp. Furthermore, addiction to these applications plays a mediating role in the examined effect.

Literature Review

Chou *et al.* (1999) reported that some Taiwan college students who were considered "addicts" most frequently used the chat and talk functions of electronic Bulletin Board Systems (BBSs), followed by use of the WWW, File Transfer Protocol, Newsgroups, email, and games.

Chou and Hsiao (2000), found that members of an addicted group spent more time on BBSs and email than did members of a non-addicted group. Furthermore, the addicted group also spent more time on the WWW than did the non-addicted group. This study reported that the number of hours spent using BBSs and email are predictors for determining technology addiction.

Gross (2004), explained various Psychological and physical problems (sleep deprivation, excessive fatigue, decreased immune system, lack of proper exercise, poor personal hygiene and back or eye strain), social isolation and lack of real-life social relationships, familial (relationship problems with family, neglect of daily chores and increased family conflicts), academic problems (drop in grades, missed classes, decline in study habits) and other problems such as cyber bullying, sexual predators and exposure to pornographic materials have all been identified as consequences of excessive Smartphone use. It has been alleged by some academics that excessive Internet use can be pathological and addictive and that it comes under the more generic label of technological addiction.

Ross *et al.* (2009) described how those who were high on the traits of neuroticism were likely to use the Internet/Technology to avoid loneliness. They found that individuals who were high on neuroticism reported the lowest levels of perceived social support.

Buckner and *et al.* (2012) concluded that Individuals who score high on agreeableness tend to be pro-social, warm, trusting and friendly to others. Disagreeable individuals, on the other hand, are less pleasant to others, argumentative, uncooperative, and harsh. Disagreeable individuals may turn to the Internet as a means to satisfy their needs for antagonism.

Kim *et al.* (2002) identified that the characteristics of well-adjusted individuals make them not seek social contacts on the Internet. The results of the present research are explainable in terms of extraversion and the individual's tendency to invest time in social relationship, to experience positive emotions and community participation, extravert individuals as Web users do not consider online or cyber-relationships as social support.

Hypothesis	Variables Involved in cross tabs	Sig. p value of Chi-square obtained at 5% los	Null (Accepted/Rejected) Hypothesis
H01. There is no relationship between WhatsApp addiction and Shyness	Shyness & Regularly Check Whats App	0.029 < 0.05	Rejected (Means there is an association between Shyness and Regularly Checking Whats app)
	Shyness & Feeling Restless without Whatsapp	0.000<0.05	Rejected (Means there is an association between Shyness and Feeling Restless without Whats app)
	Shyness & Keeping Mobile data (Internet) on.	0.000<0.05	Rejected (Means there is an association between Shyness and Keeping Internet on.
H02. There is no relationship between WhatsApp addiction and Moody Behaviour.	Moody & Regularly Check Whats App	0.004<0.05	Rejected (Means there is an association between Moody behaviour and Regularly Checking Whats app)
	Moody & Feeling Restless without Whatsapp	0.001<0.05	Rejected (Means there is an association between Moody behaviour and Feeling Restless without Whats app)
	Moody & Keeping Mobile data (Internet) on.	0.000<0.05	Rejected (Means there is an association between Moody behaviour and keeping internet on.
H03. There is no relationship between WhatsApp addiction and Loneliness	Feeling Lonely & Regularly Check Whats App	0.001<0.05	Rejected (Means there is an association between Loneliness and Regularly Checking Whats app)
	Feeling Lonely & Restless without Whats App.	0.003<0.005	Rejected (Means there is an association between Loneliness and Feeling restless without Whats app)
	Feeling Lonely & Keeping Mobile Data on.	0.058>0.05	Accepted (Means there is no association between Loneliness and keeping mobile data on).
H04. There is no relationship between WhatsApp addiction and Stress.	Stressed & Regularly Check Whats App	0.016<0.05	Rejected (Means there is an association between Feeling stressed and Regularly Checking Whats app)
	Stressed & Feeling Restless without Whats App.	0.006<0.05	Rejected (Means there is an association between Feeling stressed and Feeling restless without whatsapp)
	Stressed & Keeping Mobile data (Internet) on.	0.000<0.05	Rejected (Means there is an association between Feeling stressed and Keeping mobile data (internet) on.

Objectives

After a careful review of the literature the following objectives have been framed to be proved with the help of a descriptive study:

- To examine the association between psychographic behavioral factors measured by Shyness, Moodiness, Loneliness & Stress on "Whatsapp" addiction tendencies.

Hypothesis:

The following hypotheses were framed:

H01. There is no relationship between WhatsApp addiction and Shyness.

H02. There is no relationship between WhatsApp addiction and Moody Behaviour.

H03. There is no relationship between WhatsApp addiction and Loneliness.

H04. There is no relationship between WhatsApp addiction and Stress.

RESEARCH DESIGN

Data Collection

The research is basically primary in nature. The data was collected through a well structured questionnaire in which all of the questions were framed keeping in mind the categorical classification of the data, e.g. Shyness,

Table 1. Construct for measuring Whatsapp addiction

Construct (Whatsapp addiction)	Scale
I checkout my Whatsapp application _____ daily even when I am busy in doing my routine work.	1. Very Frequently 2. Frequently 3. Less Frequently 4. Very Less Frequently
I feel restless _____ for not watching my Whatsapp application for long.	1. To a very large extent 2. To a large extent 3. To a small extent 4. To a very small extent
I keeps mobile data on _____ for the sake of not missing any whatsapp messages.	1. Always 2. Periodically 3. Not at all

Table 2. Demographic Description of Respondents

Demographic Factors	Details (In actual Number)
Gender	Male: 75 Female:75
Age	18-25-----82 25-30-----43 30-35-----25
Occupation	Students-----74 Self-employed---- 60 Not working-----16
Marital Status	Married-----47 Unmarried---103
Qualification	UG-----64 PG-----33 Matric---29 Below matric- 24

Moody Behavior, Loneliness, and Stress. The questions pertaining to the analysis of Whatsapp addiction were asked with the help of a construct designed specifically for this study after a thorough understanding of the available literature on the chosen topic (Table 1)

Sample Design

A sample of 150 respondents in age group of 18-35 yrs were chosen for the purpose of data collection to limit the scope of study. The sample was equally divided gender wise with 75 males and 75 females. The respondents were identified through *Snowball Sampling technique* through the active Whatsapp users in the contact list of some of the references. The demographic details of the respondents are given in Table 2.

DATA ANALYSIS AND INTERPRETATION

The results of the data analysis were obtained through SPSS. As the variables under study were measured through Nominal Scale so the most appropriate tool to analyze this type of data is Chi-Square. Although the

construct pertaining to Whatsapp addiction was measured using Interval scale but for the purpose of analysis it was treated as Nominal variable by categorizing the responses. The tabulation of the results obtained through SPSS is give below along with the acceptance and rejection of hypothesis proposed:

From the above results it can be concluded all the Null Hypothesis were rejected except 1, (Feeling lonely and keeping mobile data/internet on), and too very marginally. So taking above results into consideration it has been found that there is great association between behavioural factors measured by *Shyness, Moody Behaviour, Loneliness & Being Stressed* on Whatsapp addiction on the sample respondents targeted in the present study. Hence it can be concluded that there is a huge association between Behavioral factors on whatsapp addiction.

CONCLUSION

From the discussion it is concluded that there is strong association between psychological behavioural factors measured by *Shyness, Moody Behaviour, Loneliness & Feeling Stressed* on the Whatsapp addiction tendencies

among youth in the Jalandhar region of Punjab (India).

REFERENCES

- Buckner VJE, Castille CM, Sheets TL (2012). The Five Factor Model of personality and employees' excessive use of technology. *Computers in Human Behavior*, 28, 1947–1953.
- Chou C, and Hsiao MC (2000). Internet addiction, usage, gratifications, and pleasure experience—The Taiwan college students' case. *Comput. Educ.* 35(1): 65–80.
- Chou C (2001). Internet abuse and addiction among Taiwan college students: An online interview study. *Cyberpsychol. Behav.* 4(5): 573–585.
- Gross E (2004). Adolescent Internet use: What we expect, what teens report. *Applied Developmental Psychology*, 25, 633-649
- Keepers GA (1990). Pathological preoccupation with video games. *Journal of the American Academy of Child and Adolescent Psychiatry*. 29. p.49-50.
- Kim EJ, Namkoong K Ku T, Kim SJ (2008). The relationship between online game addiction and aggression, self-control and narcissistic personality traits. *European Psychiatry*, 23, 212-218.
- Lacey HJ (1993). Self-damaging and addictive behavior in bulimia nervosa: A catchment area study. *British Journal of Psychiatry*, 163, p.190-194.
- Lee W (1996). *Medical term dictionary*. Seoul: AcademyBook
- Mobilia P (1993). Gambling as a rational addiction. *Journal of Gambling Studies*. 9(2), p.121-151.
- Park C (1998). A study on children's addictive tendency caused by TV viewing. Master's thesis. Kangwon National University.
- Rachlin H (1990). Why do people gamble and keep gambling despite heavy losses?
- Ross C, Orr E S, Sisic M, Arseneault JM, Simmering MG, Orr R (2009). Personality and motivations associated with Facebook use. *Computers in Human Behavior*, 25, 578–586.
- Song I (1993). Addictive buying tendencies of consumers. Doctor's thesis. Seoul National University.
- Walker MB (1989). Some problems with concept of gambling addiction: Should theories of addiction be generalized to include excessive gambling? *Journal of gambling behavior*. 5. p.179-200.
- Young KS (1999a). Cyber-Disorders: The mental health concern for the new millennium. Press for cyber psychology and behavior of 107th APA convention. (netaddiction.com/articles/cyberdisorders.htm)