

Impact of Usage WhatsApp during Office Hours on the Performance of Employees

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Abstract – The relationship between social media usage and productivity exists only if the purpose of usage is to search the information to enrich their knowledge as Managers and to notify the Employees. However, when it is mainly used for socializing purpose, its usage does not contribute to work productivity. In this case, it is recommended that the management of the organization should limit the usage of social media especially for personal purposes during working hours. By doing so, it is expected that work productivity among employees can be maintained or improved. It is important to highlight that the findings of this study is restricted to a particular contexts, hence generalizing the findings to other contexts should be made with caution. A focus group interview with only 550 respondents was conducted to address these objectives. In this case, a different research approach may generate different findings. For future work, the findings of this study will be used as the basic knowledge to gain in-depth understanding on the relationship between the use of media social at the workplace and work productivity.

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INTRODUCTION

With time growth in each extent has grown to be ancient. With converting, times enhancement as visualized by progressive change has ended up a trademark of personal records. Since time immemorial people were creating higher facilities and devices to decorate their survival and enjoyment. As such, technological advancement is a traditional case of social development. Viewed in this context, the maximum a success technological innovation of the 21st century is the Internet. It is developing because of the most critical and endearing object, both in public and personal interplanetary nowadays. Internet then added ahead a plethora of benefits to human society and brought about a ways-reaching change in numerous fiends.

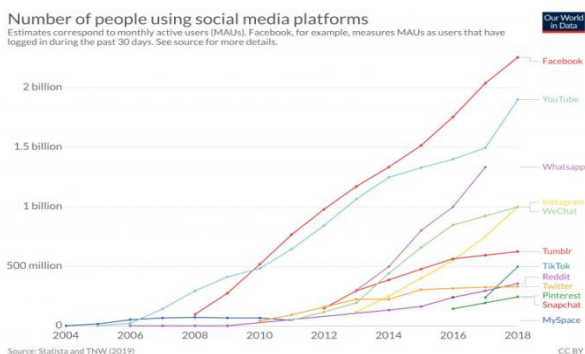
In the previous five years, the slight improvement of social media that has remained observed is indicative of its importance and its integration into each day lives of many humans in India. The majority of the personnel visit Social networking websites throughout workplace hours in India. Here is an excellent discussion among academics and business practitioners at the price of the use of social networking site use inside the place of job. Some claim that the exercise of social networks sites in the office is a waste of time, while others believe it results in traits in process performance. This studying tries to solve this argument by way of

analyzing the use of WhatsApp inside the place of business and its impact on person activity performance.

WHATSAPP: AN INTRODUCTION

The WhatsApp messenger became purposely created by way of *Brian Acton and Jan Koum* in **2009** to make communication, and the distribution of multimedia messaging in miles greater comfortable, and a quicker manner & now many latest updates have progressed the functionality of the utility for the reason that its release date. The number one cause behind this application is to replace SMS, and the problem faced together with it and with a pass-platform mobile messenger that works on an internet data plan. If it has unlimited text or images or movies, it is nevertheless beneficial as it is miles a convenient manner to pass international prices that companies' excessive fees over it. It presented to have for iPhone, Android, Windows Phone, Nokia and Samsung, Blackberry, Sony & on various secondary brand phones like lava, Micromax & others. It is so famous due to the fact there is no cost to message our friends, family and associates aside from the net facts plan that the users already have on their telephones, it is reasonably priced and easy to get set up. Enter the smartphone wide variety of the tool into the app. It then itself kinds through the contacts (with your permission) on the phone to

figure out who else additionally has the app already mounted in his or her phone. Users can then invite or add extra contacts or cross in advance and begin sending messages, photos and motion pictures to the ones that the app discovered. With WhatsApp messenger, communication via cell telephones has ended up, faster and cheaper. It is much less expensive as compared to cellphone messaging. A character can chat proportion snapshots films with buddies and family overseas via WhatsApp without having to incur international SMS prices. The application brings us so many blessings and blessings. With the WhatsApp, a character can initiate and build a robust enterprise partnership in any a part of the sector without meeting that man or woman in person.



REVIEW OF LITERATURE

Impact of Social Media on Employee Productivity has ended up a modern studies phenomenon. Various scholars and enterprise research have researched this phenomenon consequently got here across diverse conclusions. Most studies have concluded that social media have implications on worker productiveness; as a result, organizations want to pay eager interest in using social media within the workplace. This brought about browse thru prevailing studies paintings, which include instructional research papers and industry studies to articulate sound literature.

Social media in the place of business is a hot button topic. Its use has skyrocketed in recognition, both in our universal tradition and inside the workplace (**Proskauer, 2014**),[1] The upward push of social media is rapidly converting how establishments perform and speak. Organisations of a wide variety are seeking out methods to capture the gain on this rising generation marked by means of extra immediacy, interactivity and transparency (**Aguenza, Al-Kassem, & Som, 2012**),[2]

There has been an explosion within the popularity of social media sites inclusive of Facebook, MySpace, Twitter, Bebo and LinkedIn in latest years. Has ended in personnel getting carried far away from their core duties to losing countless hours on social media to the detriment of the establishments they paintings for. Because "time is cash," every hour wasted has a direct bad impact on the lowest line. A

take a look at by using Salary.Com (2012), found out that 64% of employees visit non-work related websites every day at paintings. Of that institution, 39% spent one hour or much less according to week, 29% spent 2 hours in line with week, 21% wasted five hours in keeping with week, and most effective 3% said they wasted 10 hours or extra doing unrelated activities. The survey additionally found out which websites maintain employees most off-venture. Not relatively, socializing on Facebook occupied 41%, while 37% LinkedIn and 25% have been shopping at Amazon. Other destinations include Yahoo and Google+ and to a lesser quantity, Twitter and Pinterest.

Organizational success in large part depends on employees who're taken into consideration as one of the most vital belongings of any business enterprise because they may be capable of creating price and permit enterprises to have a sustainable competitive advantage. The competitive advantage created whilst personnel are effective. Social media are regularly seen as a distraction. Greenwald and Deloitte (2009), factor out that that 55% of personnel visit a social networking website online at least as soon as per week. Another file by way of Proskauer (2014), determined that seventy five% of workers accessed social media on the process from their cellular gadgets at the least as soon as an afternoon (and 60% accessed it more than one instances a day). The persevered used of social media at some point of running hours has come to be a situation to many employers.

The frequency of access and time spent accessing social media by way of personnel frequently visible as a concern by firms. This is predicted to grow as social media use maintains to grow exponentially. In their have a look at, **Munene & Nyaribo (2013)**,[3] found that 95% of the respondents accessed at the least as soon as per week. 45% of the respondents accessed all through working hours (8 am to 5 pm) hours suggesting that they interrupted paintings to get entry to social media. Concurred with these findings. He observed that 64% of the respondents said they visited non-paintings-related websites every day in the course of work hours. Additionally, he located that the majority of the respondents spent less than 1 to five hours per week on non –work-related items.

The fulfillment of any businesses depends at the productiveness of employees. Social media, which has grown to be very popular, has infiltrated the place of job, and most personnel are utilizing social media in the administrative center for his or her personal use, much to the organization's melancholy. Often, personnel are using private devices to get admission to social media. **Ladika (2012)**,[4] posits that around that 3 - quarters of employees used their cell devices to access social media at the least once an afternoon whilst at the task, and 60% used it

several instances each workday. This is sure to have an effect on productiveness.

RESEARCH METHODOLOGY

Aim & Objectives:

- To reduce the wastage of valuable time of the organizations for which they are paying their workers.
- To make the organizations aware of the illegal use of smartphone applications (Whatsapp) in their organizations.
- To make the workers aware of the positive use of smartphone applications (Whatsapp).

Universe and Samples

The first step in the research is associated with problematic method and area region. Hence, after choosing the subject of the look at, it turns into crucial to choose a selected geographical sector for undertaking the examine. Sampling involves a set of rules or procedures that govern selectively, a relatively small number of cases to represent a large number referred to as the population. For this study, we choose 50 supervisors and 500 subordinates from different Govt and non-Govt organizations located in around the Jhansi City of Uttar Pradesh Only. The sampling technique used was convenience sampling method as only those who were accessible at the time of data collection were identified and included in the sample. The simple random sampling method was used to select the respondents for the survey. A total of 550 questionnaires were distributed. All 550 were found complete and valid and therefore included for analysis of the study. The respondents were working both in Government and Non-government Organizations of Jhansi city.

Data Collection:

Primary data shall collect by administering the questionnaire will be formulated separately for i) Supervisors & ii) Subordinates. Questionnaire method is the primary method of data compilation for the present study. Based on the reviewed literature and through discussions with the research guide, a set of well-designed and structured questionnaire framed which included both close-ended and open-ended questions.

Based on a pilot survey done over 48 employees through the way of the questionnaire in Jhansi region, out of which filled questionnaire of 44 respondents received out of which 37 are using WhatsApp on their smartphones. Therefore it is clear that most of the employees of organizations are using WhatsApp out of all the social networking sites

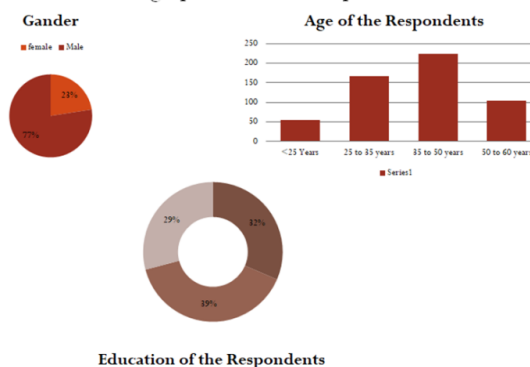
& applications, based on this scope of the study shall be WhatsApp only.

Data Analysis:

The social networking site or application access only through the internet with proper technical knowledge. This section we analysis the internet uses of respondents, their technical skills regarding smartphone handling which is required for WhatsApp use.

Data Analysis

Demographic Status of Respondents



For Personal Communication Which Social networking website/application usage the most

SNS/A	Frequency	Percent	Valid Percent	Cumulative Percent
Facebook	346	62.9	62.9	62.9
Skype	74	13.5	13.5	76.4
viber	36	6.5	6.5	82.9
instagram	36	6.5	6.5	89.5
other	54	10.6	10.6	100
Total	550	100.0	100.0	

Use of Smart/Android Phone

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	550	100.0	100.0	100.0

The table shows that 100% of the respondents admit they use a smart mobile phone to access the WhatsApp.

How frequently you check the WhatsApp Status?

	Frequency	Percent	Valid Percent	Cumulative Percent
once a day	114	20.7	20.7	20.7
two to three times a day	141	25.6	25.6	46.4
4 to 5 times	124	22.5	22.5	68.9
always online	116	21.1	21.1	90.0
Often	55	10.0	10.0	100.0
Total	550	99.8	100.0	

The above table shows that more than 90% respondents check their WhatsApp status at least once in a day. That means they use WhatsApp very frequently. Only 10 % admit that they often use the WhatsApp.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
USE_PHONE	Between Groups	1.414	5	.296	1.200	.301*
	Within Groups	126.112	544	.245		
	Total	128.556	549			
OFF_INT	Between Groups	1.424	5	.285	1.209	.303*
	Within Groups	128.156	544	.236		
	Total	129.580	549			

Based on the above facts and ANOVA Test it to say that the employees use WhatsApp in the office during office hours.

CONCLUSION

As a conclusion, this finding of this study showed that most commonly used social media among the respondents is only WhatsApp. Based on the pattern of usage, there is not much difference among the employees as they used it for work purposes during working hours. They would prefer to use WhatsApp in order to reach their target because WhatsApp is one of the fastest platforms for information and communication channel. They also used it for notifying and reminder purposes among colleagues and students. However, not all respondents agreed that social media contributes solely to work productivity. The majority of them have mixed responses, in which there is positive and negative impact in using the social media at the workplace. This medium has its negative side if users could not control their usage. However, its impacts, whether positive or negative depends on the user's attitude and behavior in controlling their usage.

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