

## Research Article

# Mobile Chatting Behaviour Of Arts And Commerce College Students

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## I N F O

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## A B S T R A C T

Mobile connectivity is the order of the day. Personas, irrespective of their socio-economic status, possess mobile devices, either basic or advanced Android, Windows or iOS. The chat applications have become popular with the younger generation. It has started trickling down to children below the age of eighteen. The behaviour has influenced the aged also. The mobile chat applications have no barriers with regard to age group, nativity, social status and economic status. The increasing dominance of these mobile chat applications needs to be studied. It has been eating away at our young people's time and minds. The recent election in Tamil Nadu is the best example. Parties have used these chat applications to make their comments, appeals, abuses and pleas. Wherever we go, it is obvious that the students sit with mobile apps, ignoring the presence of others. It has become the natural quest of everyone who has a penchant for doing research to take up a study on this behaviour. Hence, the investigators have taken up this study to find out arts and commerce college students' mobile chatting behaviour, like use of chat applications, time of chatting and chatting with the people associated with them. The study has used the simple random sampling technique of 300 arts and commerce college students of the Sabarkantha area. The findings of the study reveal that there are four chat applications, namely WhatsApp, Messenger, Skype and Hangouts, occupying first, second, third and fourth places, respectively, among arts and commerce college students.

**Keywords:** Mobile, Chatting, Behaviour, Arts and Commerce College Students.

## Introduction

Mobile connectivity is changing the way we shop, socialise and play. While this trend is helpful for many businesses and consumers, its disruption of social norms has created new challenges that we must address in order to fully capitalise on innovative technology.

According to global social marketing agency We Are Social, more than 2 billion Asians are registered with social media accounts, 1.7 billion of them active. From audio to

video to text, technology facilitates human expression. On smartphones alone, we average 23 minutes talking, 20 minutes texting, 18 minutes emailing and 11 minutes social networking each day, according to research from the Consumer Electronics Association (CEA). Forty –four per cent us even admit to sleeping beside our devices because we are afraid of missing calls, text messages and other updates overnight. Clearly, we're living in a day and age not just defined by mobile connectivity but dominated and controlled by it.

Even as brands begin realising the growing potential of chat apps, these apps seem ready to take over the world. Not only are Asian-grown chat apps driving the push to take over community building and m-commerce, but they're also becoming a one-stop platform for all entertainment needs – developing in-house mobile games and working with wearables and the Internet of Things (IoT).

Several chat apps are building the beta version of what's to come in the near future, with the IoT becoming a reality. It's easy to imagine a future where household appliances and errands are controlled from within chat apps, potentially freeing up time for the average consumer. From buying groceries to logging exercises to downloading media files, all of these activities could potentially be done without missing a new text from a friend.<sup>1</sup>

Ultimately, nothing beats the rapport developed through face-to-face conversations, eye contact and a firm handshake. As such, chat apps aim to be as personable as possible and even encourage interactions out of the app. For instance, both Line and WeChat allow users to create customised stickers, using their own photos. Apart from video and voice-messaging functions, which give users the ability to send voice messages or video chat with another party, WeChat has a "People Nearby" function that encourages users to make friends with others in the vicinity.

Over the past 40 years, technology has evolved quickly, and the next 40 years will almost certainly deliver innovations at an even faster pace. The workforce will become increasingly mobile, with the majority of consumers using mobile devices for day-to-day tasks, such as grocery shopping and banking. Even as technology solutions and tools evolve, the fundamentals of communication will never change. Face-to-face interactions, personal relationships and first hand impressions still matter, especially in business.

### Significance Of The Study

Mobile connectivity is the order of the day. Personas, irrespective of their socio-economic status, possess mobile devices, either basic or advanced Android, Windows or iOS. The chat applications have become popular with the younger generation. It has started trickling down to

children below the age of eighteen. The behaviour has influenced the aged also. The mobile chat applications have no barriers with regard to age group, nativity, social status and economic status. The increasing dominance of these mobile chat applications needs to be studied. It has been eating away at our young people's time and minds. The recent election in Tamil Nadu is the best example. Parties have used these chat applications to make their comments, appeals, abuses and pleas. Wherever we go, it is obvious that the students sit with mobile apps, ignoring the presence of others. It has become the natural quest of

everyone who has a penchant for doing research to take up a study on this behaviour. Hence, the investigators have taken up this study to find out arts and commerce college students' mobile chatting behaviour, like use of chat applications, time of chatting and chatting with the people associated with them.<sup>2</sup>

### Objectives Of The Study

- To find out the use of chat applications by arts and commerce college students
- To find out the time of chatting by Arts and Commerce College students
- To find out the chatting of Arts and Commerce College students with the people associated with them.

### Hypotheses

- The Arts and Commerce College students do not use any chat applications.
- The time of chatting by Arts and Commerce College students is equally during all the times of a day.
- The Arts and Commerce College students do chat with all the people associated with them equally.

### Terms And Definitions

Arts and Commerce College Students - refers to UG degree students of arts and commerce colleges in the 10+2+3 system of education in India.<sup>3</sup>

Mobile Chatting – refers to conversation on mobile phones with iOS, Android and Windows-based chat applications.

Behaviour – refers to manners, deeds, conduct, etc.

### Delimitations And Scope Of The Study

The study was confined only to arts and commerce college students in Chennai Metropolitan City.

The finding of the study will reveal the use of chat applications in mobile phones by arts and commerce college students in Sabarkantha only. It cannot be overgeneralised and considered as an overall reflection of the use of chat applications by arts and commerce college students of other cities.<sup>4,5</sup> However, it may give an idea about the use of chat applications by the age group of 18 years and above.

### Planning Of The Rating Scale

The researcher studied the concept of use of Chat applications and surveyed with students on the availability of various chat applications. Finally he arrived at the following 10 chat applications which are familiar among arts and Commerce college students.<sup>6,7</sup>

- Whatsapp
- Messenger
- Skype
- Hang Outs
- We Chat

- Tango
- Telegram
- Chat on
- Hike
- Line

## Establishing Reliability Of The Tool

### Test And Retest Method

The test was administered among the 25 students and re-administered among the same 25 after 15 days. The comparative performance and deviation were analysed. The deviation is negligible. Hence, the tool is assumed to have reliability. Thus the reliability was ensured in the tryout.

### Establishing Validity Of The Tool

The face and content validity was established for this tool. The face and content validity was checked with Assistant Professors in computer Commerce working in Colleges of Education in Sabarkantha.

### Scoring

The scores for each item is counted and classified in an ordinal scale.

### Sample

The investigator has followed simple random sampling method for the Present study. There were 300 students taken for the study. The sample is from Sabarkantha Metropolitan city. The investigator used percentage analysis for the study.

## Analysis And Interpretation Of Data

### Hypothesis I

The arts and Commerce college students do not use any chat applications.

The details regarding use of chat applications by arts and Commerce college students are presented in Table 1.

It is evident from Table 2 that 100% of arts and commerce college students use mobile chatting during the specified

period of night and late night. 92% of students use mobile chatting during midnight. 85.66% of students use mobile chatting during the period of lunch. 81.66% of arts and commerce college students use mobile chatting during evening hours. 71% of students use mobile chatting in the afternoon hours. 41% of students use mobile chatting during morning hours, and 18.66% of students use mobile chatting only in early morning hours.

It may be concluded from the above findings that all the arts and commerce college students use mobile chatting during night and late night, forming 100% with rankings 1 and 2. The midnight hours, forming 92%, ranked third. The remaining periods are namely lunch at 85.66%, evening at 81.66%, afternoon at 71%, morning at 41% and early morning at 18.66%.

### Hypothesis 3

The Arts and Commerce College students do chat with all the people associated with them equally.

The details regarding Arts and Commerce College students' chatting with all the people associated with them are presented in Table 2.

It is evident from Table 3 that 100% of arts and commerce college students have chats with friends. 96.33% of students have chats with classmates. 37.66% of students have chats with sisters. 33% of students have chats with lovers. 30% of students have chats with brothers. 29% of students have chats with relatives. Less than 1% of students have chats with neighbours, parents and teachers.

It may be concluded from the above findings that all the arts and commerce college students chat with friends, forming 100% and placing first priority among the people associated with them. The arts and commerce college students chat with other people associated with them, namely classmates, sisters, lovers, brothers and relatives, giving priority second, third, fourth and fifth places, respectively. The students do have chats with less than 1% with neighbours, parents and teachers.<sup>8,9</sup>

**Table 1. Percentage Analysis Of Arts And Commerce College Students Use Of Chat Applications Chat Applications**

|           | No. of Students | Percentage | Ranking |
|-----------|-----------------|------------|---------|
| Whatsapp  | 300             | 100%       | 1       |
| Messenger | 231             | 77%        | 2       |
| Skype     | 156             | 52%        | 3       |
| Hang Outs | 56              | 18.6%      | 4       |
| We Chat   | 14              | 0.04%      | 5       |
| Tango     | 12              | 0.04%      | 6       |
| Telegram  | 11              | 0.03%      | 7       |
| Chat On   | 7               | 0.02%      | 8       |

|      |   |       |    |
|------|---|-------|----|
| Hike | 5 | 0.01% | 9  |
| Line | 4 | 0.01% | 10 |

**Table 2. Percentage Analysis Of Arts And Commerce College Students Mobile Chatting With Whom With Whom**

|             | No. of Students | Percentage | Ranking |
|-------------|-----------------|------------|---------|
| Friends     | 300             | 100%       | 1       |
| Class Mates | 289             | 96.33%     | 2       |
| Sisters     | 113             | 37.66%     | 3       |
| Lovers      | 99              | 33%        | 4       |
| Brothers    | 90              | 30%        | 5       |
| Relatives   | 87              | 29%        | 6       |
| Neighbours  | 23              | 0.07%      | 7       |
| Parents     | 17              | 0.05%      | 8       |
| Teachers    | 11              | 0.03%      | 9       |

## Findings Of The Study

The following are the findings of the study:

- There are four chat applications which are popular among arts and commerce college students. They are WhatsApp, Messenger, Skype and Hangouts, occupying first, second, third and fourth places, respectively. The other chat applications, namely Hangouts, WeChat, Tango, Telegram, ChatOn, Hike and Line, are being used minimally by arts and commerce college students.
- All the arts and commerce college students use mobile chatting during night and late night, forming 100% with rankings 1 and 2. The midnight hours, forming 92%, ranked third. The remaining periods are namely lunch at 85.66%, evening at 81.66%, afternoon at 71%, morning at 41% and early morning at 18.66%.<sup>10</sup>
- All the arts and commerce college students chat with friends, forming 100% and placing first priority among the people associated with them. The arts and commerce college students chat with other people associated with them, namely classmates, sisters, lovers, brothers and relatives, giving priority second, third, fourth and fifth places, respectively. The students do have chats with less than 1% with neighbours, parents and teachers.

## Conclusion

There are four chat applications which are popular among arts and commerce college students. They are WhatsApp, Messenger, Skype and Hangouts, occupying first, second, third and fourth places, respectively. All the arts and commerce college students use mobile chatting during night and late night, forming 100% with rankings 1 and 2. The midnight hours, forming 92%, ranked third. The remaining periods are namely lunch at 85.66%, evening

at 81.66%, afternoon at 71%, morning at 41% and early morning at 18.66%.

All the arts and commerce college students chat with friends, forming 100% and placing first priority among the people associated with them. The arts and commerce college students chat with other people associated with them, namely classmates, sisters, lovers, brothers and relatives, giving priority second, third, fourth and fifth places, respectively.

## Educational Implications

The finding of the study has brought out the fact that the arts and commerce college students spend most of the time in chatting. Hence, the educationists may think of designing course materials in text, audio and video form so as to group messages through all these chat applications so that useful information will reach the young generation of India. The four chat applications which are popular among arts and commerce college students, namely WhatsApp, Messenger, Skype and Hangouts, may be used for disseminating subject content by teachers and planners of curriculum.

Selection of good friends will ensure proper shaping of children's behaviour (Bill Rogers, 2012). It has been proved in many studies. This study is also no exception to that; it has proved that the arts and commerce college students give top priority to chatting to friends. Peer group influence is topmost among all. It is parents who have to govern their children's friends. "Show me your friend, and I will tell about you." The popular saying has been proved in this study.

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