

Examining the Reasons of Choosing Mobile Instant Messaging Applications

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Abstract: The smart phones have been utilized by many of the users all around the world recently. This technological improvement has brought some of the applications to be used very widely for communication instead of GSM services. There may be various reasons. In this study, we have investigated the reasons why the users have selected their respective applications. The results have been analyzed and interpreted in the paper.

Keywords: Mobile Instant Messaging Applications, Smart Phones, Smart Phone Applications, MIM

1. Introduction

It is known that all around the world, the communication technologies grow fast as it is the case in Turkey, too. After the smart phones produced, the free mobile instant messaging applications have been used widely all around the world. It is said that these applications are the most downloaded applications among all.

After widely provision of internet to everywhere in Turkey by GSM operators, these applications became very popular and many times used instead of phone calls. This increase on the addiction to the mobile phones made companies increase their profitability over internet provision, mobile sales, GSM services...etc. Those firms have developed many new and useful features to increase their market shares on this sector. On the other hand, the expectations of the customers also are important to know. GSM operators and mobile phone producers can develop new features and make investments accordingly if they know the expectations of their customers clearly.

In the previous studies, authors have investigated the service quality of GSM and Internet services (Demir & Eray, 2015; Demir, Eray & Erguvan, 2015) and the effects of service quality of MIM applications on customer satisfaction (Demir & Aydinli, 2016). On the other hand, this study aims to evaluate and understand the expectations of the customers in the private universities of Turkey. This topic hasn't been studied by many scholars in Turkey and from this point, this study plays an important role to attract the attentions of the scholars on this direction.

2. Mobile Instant Messaging Applications

Some firms like AOL and Microsoft have developed some similar networks which actually were not compatible with each other (Gloria, 2016, p. 493). ICQ network was the basic of the networks those are utilized today (Yazıcı, 2015).

Those instant messaging applications which are increasing their popularities day by day are consist of XMPP, SIP, and RTP open source protocols widely (Shelat, Patel, Bhatt, 2016). Those applications are available only among the same application users and not the users of other instant messaging applications.

Mobile instant messaging applications are providing free of charge services to the customers on text messaging, voice messaging, photo, instant video calls and are able to message to multiple users simultaneously (Kabakus & Kara, 2015). These applications have increased their popularities after being able to be used on mobile phones as applications and on desktops and laptops, too. It is estimated that the number of those applications' users have reached approximately

2.565 billion. By this number have been reached, mobile instant messaging applications became an enormous sector for e-business investors (Woods, 2015; Demir & Aydinli, 2016). Further, MIM applications are estimated to reach 4.4 billion users in 2017 (Dlodlo, 2015).

3. Mobile Instant Messaging Applications in Turkey

The investments which have been done on internet access in Turkey has made it easier to use mobile instant messaging applications over internet. Especially after smart phones became prevalent all around Turkey, MIM applications also increased their popularities significantly. By the end of March 2016, there were approximately 73,807,321 mobile subscribers in Turkey and 65,949,652 of them had 3G service. After the 4.5G service was launched in Turkey, it was estimated that this number would rapidly increase. Association of information technologies in Turkey (BTK) had a report on this issue and the graph below shows about the number of telephone subscribers year by year.



Figure 1: Internet Subscribers in Turkey

The figure 1 above shows the percentage of home phone subscribers on blue color and mobile phone subscribers on green color. The scale is on millions. According to the figure, there is increase as 6.4% in the first quarter of 2016 regarding to the previous quarter. The number of internet subscribers has

increased especially after mobile internet subscribers. However, the ratio of internet subscription has reached 20.6% yearly. Depending on the quality internet service on mobile phones, like in many other countries in Turkey also individuals

have started getting utilized the advantages of those applications. Mobile instant messaging applications provide group messaging feature also and does this in a very reasonable conditions. This makes individuals use these applications widely. This situation became a treat for GSM operators recently.

According to the report of Turkey Information Technologies Association (BTK), the number of SMS has decreased in the first quarter of 2016 regarding to 2015 last quarter from 25,279,000 to 21,894,000 messages. Furthermore, the number of MMS decreased from 21.4 million to 17.7 million. According to this information, it can be said that the number of SMS and MMS usage in Turkey has started to decrease rapidly and this is because the usage of MIM applications have been used widely around the country.

4. Methodology

A. Problem of the Study

This study answers a basic question fundamentally;

What are the overall reasons that the customers select the concerning MM applications?

B. Mobil Instant Messaging Applications Reasons of Use

The table 1 shows about the applications that the participants have been utilizing. It was seen that 40% of the participants have ben utilizing Whatsapp MIM application. Secondly, tango was utilized by the users. And the other details can be seen on the table above.

Table 1: The application utilized by the users

	Frequency	Percent	Valid Percent	Cumulative Percent
Whatsapp	385	39.8	39.8	39.8
Viber	65	6.7	6.7	46.5
Facebook Messenger	49	5.1	5.1	51.6
Skype	49	5.1	5.1	51.6
Line	72	7.4	7.4	66.1
Kakao	95	9.8	9.8	75.9
WeChat	51	5.3	5.3	93.0
Others	68	7.0	7.0	100.0
Total	967	100.0	100.0	

Table 2: How long the users have been utilizing the concerning application

	Frequency	Percent	Valid Percent	Cumulative Percent
Newly Started	48	5.0	5.0	5.0
1-5	161	16.6	16.6	21.6
6-10	350	36.2	36.2	57.8
11-15	274	28.3	28.3	86.1
15+	134	13.9	13.9	100.0
Total	967	100.0	100.0	

Table 2 shows about how long the users of the applications have been utilizing their respective app. It was seen on the table that most of the users have been utilizing their respective application more than six years. It can be said that 64% of the users have been utilizing the applications between 6 and 15 years.

Table 3: Reasons of using the concerning application

Reason_1: Because this application is free of charge

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	281	29.1	29.1	29.1
No	686	70.9	70.9	100
Total	967	100	100	

Reason_2: Because this application has video call option

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	450	46.5	46.5	46.5
No	517	53.5	53.5	100
Total	967	100	100	

Reason_3: Because of easiness of use

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	570	58.9	58.9	58.9
No		41.1	41.1	100
Total	967	100	100	

Reason_4: Because of Multi-Media option of the application

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	546	56.5	56.5	56.5
No	421	43.5	43.5	100
Total	967	100	100	

Reason_5: Because this application can work line-free

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	155	16	16	16
No	812	84	84	100
Total	967	100	100	

Reason_6: Because this application allows me to send and receive pictures, videos and documents

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	219	22.6	22.6	22.6
No	748	77.4	77.4	100
Total	967	100	100	

Reason_7: Because this application has various options that I need

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	597	61.7	61.7	61.7
No	370	38.3	38.3	100
Total	967	100	100	

Reason_8: Because this application is better for privacy and confidentiality

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	717	74.1	74.1	74.1
No	250	25.9	25.9	100
Total	967	100	100	

Table 3 shows about the reasons that the users are selecting their respective application for. There are 8 reasons those have been asked to the users to select any of them which have effected their choices. The users were able to choose more than one if needed. Approximately 1000 people have selected their reasons among those 8. It was observed that 84% of the users have been utilizing their respective application because it didn't need a line or GSM card inside the mobile phone. This shows that the applications users actually didn't need the GSM cards inside the mobile phones.

Moreover, 77% of the users have selected those applications because the application allows them to send and receive pictures, videos and documents. It can be said that sending and receiving pictures, videos, and documents also play an important role for selecting their respective application. Thirdly, 71% of the users have selected the application because it was free of charge. That means price also will play an important role on choosing a mobile instant messaging application. Beside this, it was surprising that 74% of the people answered “no” for the privacy question (reason 8) as a reason that they have chosen the application for. It shows that the privacy doesn’t play a primary role on selecting the mobile instant messaging application. Furthermore, the table 4 shows about the satisfaction levels of the users about their applications.

Table 4: The satisfaction level of the users

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	55	5.7	5.7	5.7
	Neutral	132	13.7	13.7	19.3
	Agree	606	62.7	62.7	82.0
	Strongly Agree	174	18.0	18.0	100.0
	Total	967	100.0	100.0	

It can be said that 80% of the application users are satisfied with their applications. Only 6% of the users are not satisfied of their mobile instant messaging applications.

Table 5: Satisfaction of users based on application

Used Application	Not Satisfied	Not satisfied Percentage	Neutral	Neutral Percentage	Satisfied	Satisfied Percentage	Total
Whatsapp	19	4.94%	61	15.84%	236	79.22%	385
Viber	6	9.23%	14	21.54%	28	69.23%	65
Facebook Messenger	1	2.04%	11	22.45%	26	75.51%	49
Skype	2	2.94%	2	2.94%	54	94.12%	68
Line	0	0.00%	9	12.50%	56	87.50%	72
Kakao	17	17.89%	15	15.79%	46	66.32%	95

Tango	0	0.00%	12	10.53%	89	89.47%	114
Wechat	1	1.96%	2	3.92%	36	94.12%	51
Others	9	13.24%	6	8.82%	35	77.94%	68
Total	55	5.68%	132	13.65%	606	62.67%	967

5. Findings and Conclusions

It was found that the customers are utilizing their applications primarily because it works free of line. It means that the customers actually didn't need the GSM cards inside the mobile phones. Which may show that the customers are utilizing the internet communication services rather than GSM operator services.

Secondly, the customers have been utilizing their respective service because it could send pictures, videos, and documents via applications. It shows that the customers would like sending and receiving pictures, videos, and documents. The results show that this issue plays an important role for selecting the respective application.

Thirdly, customers have been utilizing their respective service because it was free of charge. This shows that the investors must be very careful about pricing policies.

Finally, it was very surprising that the application utilizers haven't selected the privacy reason as an option to choose their respective applications. This shows that the application users don't worry about if their information have been used around or hacked.

As a conclusion, it can be said that majority of the participants have been satisfied with their application they have been utilizing.

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