

# A Study on the Usage and Impact of WhatsApp Messenger

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**Abstract:** *WhatsApp is a messaging programme that allows users to text, talk, and share material with individuals or groups, including voice chats and video — all with just a Wi-Fi connection. WhatsApp's global popularity is due in large part to its accessibility, cross-platform functionality, and simple, straightforward features. WhatsApp has had a significant impact on people's privacy; there is a constant source of distraction. Many people communicate unconfirmed information, and there have been instances in India where people have shared incorrect and unverified information, resulting in riots. As a result, this research is attempted to investigate the impact and usage of WhatsApp with a focus on Coimbatore city. This study is undertaken to know why majority of the people use whatsapp and why it has become a mandatory part of everyone life, to know the factors with influences them. This study employed a descriptive research design. A questionnaire has been used as a source of collecting primary data. Simple Random sampling is employed in this investigation. In this case, 105 people were chosen at random.*

**Keywords:** Whatsapp, Usage, Impact, Factors Influencing

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