

A study of usage of Indian social media messaging application Hike compared to foreign social media messaging application Whatsapp

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Abstract:

In today's Smartphone era, usage of social media messaging applications is very large. In messaging applications, the number of Whatsapp messaging application users is very large in comparison with Indian social media application named Hike messenger. The purpose of this research paper is to find various reasons behind less number of users of Indian social media application Hike in comparison with Whatsapp messenger.

Keywords: social media messenger, Indian application, Hike, foreign application, Whatsapp, comparison.

Introduction:

Hike and whatsapp both are messaging applications preferred on smart phones. Everybody is using either Hike or whatsapp for sending messages. People exchange their thoughts emotions as well as information very conveniently through both the applications.

Whatsapp and Hike are used by many people for sending text messages, photos like jpeg 2000, exif, tiff.gif, bmp, png, ppm, pgm, pbm, pnm, jpg, jpeg,

png formats, documents like word, excel, PowerPoint, movies like mp4, wav etc formats. Every day huge data is exchanged by the people on these social media application software. Latest number of Whatsapp active users is 1.5 billion in 180 countries. India has 400 million whatsapp users. [10]The number of messages sent through whatsapp everyday is 65 billion. [10] Whereas hike has 100 million users by 2016. [12]

According to the data available on internet whatsapp has more number of users than Hike. There are some graphical representations available on internet.

[11]

Literature review: In the paper “Understanding Chat Messages for Sticker Recommendation in Messaging Apps”authors are discussing about usage of stickers to express thoughts in the application like Hike and Whatsapp. They are describing a system for recommendation of stickers in real time on the basis of context of the conversation. They try to decompose the sticker recommendation problem in two parts. In the first part they predict the message of the user and then in the second part they substitute the message with appropriate sticker. [1]

In this paper “Hindi / Marathi text messenger for android”, the authors have presented a Hindi keypad design and they state that this is a new and better keypad design than available current Hindi keypad designs in terms of typing convenience. After typing the message in Hindi, it is encrypted Using MULET (A Multilanguage Encryption Technique) before forwarding it to server. A received message is decrypted using MULET and displayed with 99.5% accuracy. These sent and received messages could be deciphered by this app only. [2]

In the paper “Implementation of all-in-one instant messaging application” authors are introducing a new instant messaging application similar to Whatsapp with some added features. Some added features are reminder notification [3], offline messaging [3], AppLock [3] etc.[3] They even propose some notable features like secure communication and integration of the messaging application with other applications. Their main goal is messaging application should be user friendly and efficient. [3]

In the paper” Aspect extraction and sentiment classification of mobile apps using app-store reviews”, the author states that customer sentiments may help in product development. Author had studied chats, SMSs, reviews on various applications and gathered the information about consumer behavior. The author has categorized these behaviors into five buckets according to Kano’s customer satisfaction model. The author is proposing the model to give customer survey and to rate each aspect of five buckets. [4]

In the paper "Whatsapp bliss or misery?" the author discusses Whatsapp messenger and various aspects showing how it is affecting people's life. Author is focusing mainly on positive as well negative impact of Whatsapp on their personal, academic and professional life. Author states that the youth and even elder people are using messenger applications in increasing numbers. Till 2015, over eight hundred million people were using Whatsapp worldwide. [5]

In the paper "Mobile messaging through android phones: an empirical study to unveil the reasons behind the most preferred mobile messaging application used by college going students", the author has conducted a research on the basis of exploratory factor analysis extracted four factors which are perceived Enjoyment, perceived expressiveness, perceived usefulness and assortment of services. In his study author found that the most popular mobile messaging application was Whatsapp and the least popular application was Hike. According to the author any mobile messaging service provider should have deep understanding of factors affecting consumer perception towards messaging application. [6]

In the article "Whatsapp vs hike: why people prefer Whatsapp over hike?", the author states that people have many choices to chat online but they prefer Whatsapp because it sends messages faster than other applications. Along with chatting, Whatsapp even offers audio calling, video calling, message broadcasting, archive chat, star in a message, backup, etc. Hike is another alternative for Whatsapp, hike is made in India and it servers more features than Whatsapp. Hike offers offline chatting which is a unique feature not offered by Whatsapp, according to author whatsapp and hike are almost similar. [7]

In the article "Whatsapp v/s Hike. Which is better?" the author speaks about his preference. He prefers Hike rather than Whatsapp. Hike offers a maximum of 100MB of size per file where Whatsapp offers maximum of 16MB of size per file. Hike supports document formats whereas whatsapp does not support document format. Hike offers customized themes for each personal or group conversation and which is visible to both the ends. Hike users can send offline messages to their friends who are not using hike. Hike is more secure. [8]

In the article "Rivalry in Messaging. Whatsapp v/s Hike", the author states that, Whatsapp is simple and faster. People are more active on whatsapp than Hike so whatsapp is recommended by word of mouth. Hike can connect up to hundred people for a conference call. [9]

In the article "WhatsApp Statistics: Revenue, Usage and History", the author presents the statistics and his findings about whatsapp. Author states that WhatsApp application was founded in 2009 by Brian Acton and Jan Koum,

this application has 1.5 billion active users in 180 countries, there are one billion active daily users, the United States, WhatsApp market has sixty eight million users, five hundred million people use the Status feature daily, its business was launched in January 2018, seven billion messages are sent through this app every day, Face book company bought WhatsApp application for nineteen billion dollars in 2014, it used to charge a one dollar yearly subscription fee, it was generating about twelve dollar per user by June 2017. WhatsApp got \$250,000 as its first investment, in 2009. Sequoia Capital invested eight million dollars in 2011. Again in 2014; Sequoia Capital invested fifty million dollars more. On daily basis two billion minutes of voice and video calls are made on WhatsApp .Sixty-five million text messages were sent through WhatsApp each day in 2017, more than twenty-seven percent of all selfies are shared through WhatsApp. In 2016, there were one billion groups on WhatsApp. India has four hundred million WhatsApp users. About seventy-three percent of people who use smart phones are active on WhatsApp in Saudi Arabia. In Canada nineteen percent of the people with smart phone use WhatsApp. About two million people use WhatsApp in China. About fifty eight percent of people with smart phones use WhatsApp in United Kingdom. Whatsapp communication is a big evidence in forty percent of Italy's divorce cases against unfaithful partners. Whatsapp users spend an average of one hundred and ninety five minutes on messaging. [10]

The FREEDOM OF EXPRESSION IN THE DIGITAL AGE paper attempts to study the freedom of expression through various electronic media platforms. It considers the various challenges raised due to economic environment and ever changing notions of democracy and citizenship. It lays stress on the aspect of importance of social media on freedom of expression. It tries to focus on the main problems created when Freedom of Expression Interacts with Digital Freedom.(Tilak, G. (2019)).[12]

Conclusion:

According to above study it is clear that both the messaging applications whatsapp and Hike are offering almost same features for online communication. But Whatsapp popularity is more as compared to hike mainly due to the people's recommendation to each other by word of mouth. In India If people change their mind to shift on Hike which is an Indian messaging application, the number of users of Hike may increase.

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