

Positive Impact of Smartphone Application: Whatsapp & Facebook for Online Business

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Abstract- Science and technologies contribute to the development and improvement of various activities globally. One of those activities is a day to day business such as household selling; home based, kitchen needs and utilities, wedding door gifts and souvenirs, flower arrangements/bouquets, artworks, cloth, scarf and varieties of other products. In this paper we aim to explore the positive impact of the smartphone application for online business. The usage of smartphone applications such as WhatsApp and Facebook has contributed enormously to especially online business. Research has been conducted using informal interview, questionnaire, and online survey based on question develop by researcher. The respondents consist of 100 targeted participants which involves university students, housewives, and random public at various places. The outcome indicates that the smartphone application has given the positive impact to the online business which can help to develop business success.

Index Terms- Smartphone, application, online business, Impact.

I. INTRODUCTION

In today's energetic worldwide business, the ability to be responsive and alert to technological changes is more significant than ever before. Information and the interactions around it has turn out to be the key asset of most businesses. New technology may present negative or positive for many businesses. As nowadays selling activities become much easier and simpler ever than traditional time by using the online system. The aims of people who tend to participate or involve in online business entrepreneur is to gain profit. Nonetheless they must ensure that their product is well known and recognize by the public. The online business was introduces by the internet as an innovative means of doing business in addition to making a profit. Competence entrepreneurs persist to discover ways to make use of the internet for their business purposes. Dissemination information of the product and goods is significantly required to help the business to promote or update their product. Looking into the new technology especially hand phone is no longer just a device to make call and sending message. It has been upgraded to become smarter and sophisticated with multi-function and application and the name also has changed to become 'smartphone.' Based on Jyoti, Sutee and Efraxia (2014), "A Smartphone is defined as a mobile device that allows users to make telephone calls, sends and receives emails, downloads files, provides an internet connection and uses applications". Smartphone application offers lots of

benefits to online business nowadays. Notwithstanding, the universality of smartphone application has becoming as business and consumers' preferences as a way of interactive communication. Thus the objective of this paper is to focus on the good or positive impact from the use of smartphone application: WhatsApp and Facebook on the online business and to identify how it can assist in the online business to be developed successfully.

II. RESEARCH QUESTION

1. Is there any good or positive impact of the smartphone application such as WhatsApp and Facebook on the online business?
2. Is the smartphone application such as WhatsApp and Facebook can help the online business to develop successful?

III. STATEMENT OF THE PROBLEM

The rapid growth of new technologies globally, has led to studies and research to find possible approach in its application. One of the pivotal roles played in modern technology is the invention of smart phones. The smart phones are used as a means of communication since the social media plays a big role in socialization, especially through WhatsApp and Facebook; there is a need to extend that social aspect into inclusive situation of business opportunity. The indulgment of online business has been introduced in various ways. These ways have not been appropriate due to some factors affecting the online businesses in one way or the other. Therefore, there is a need of introducing solid solution in smart phones application such as WhatsApp and Facebook to enhance online business opportunity.

IV. LITERATURE REVIEW

Smartphones Applications in daily business in this day and age are mostly vital, to the point of dissimilar categories of business enable an assortment of requirements in the way of applications such as Google apps on android are above of the rivalry when it comes to smart phone applications. This is for the reason that the android operating system is an open source which has a variety of programs that any businessman can use to expand their business. Many more free applications can be downloaded for the purpose of doing businesses. Smartphones

such as an iPhone or a Blackberry are necessary as they can assist business to run well and more competent.

Nowadays, smartphone apps are important in providing information to other people especially consumer where it can be considered as consumer information systems (CIS). According to Chun, Chung, and Shin (2013), "smartphone applications are developed by individuals, businesses, government agencies, the military, educational institutions, and any other organizations that want to use the technology to entertain, solve a problem, and fulfill a need". There are several types of communication apps in smartphones which are message and e-mail clients, a platform for clients to do networking which function as a medium to communicate with their consumers.

Smartphone application is gaining popularity to surf for info among the people and it is no longer focusing on large national companies but local businesses, organizations and non-profits are finding successful ways to provide information or engage in sales and marketing activities using mobile content. Although the business can be seen on the desktop website, but it is more effective when the businesses engage with the viewer on the mobile website. For online business nowadays, any marketing advertising for the product can directly be promoted to all customers since they use their smartphones all the time. Customers can view their online shopping products online and purchase them from their smartphone applications. Hwang (2012), mentioned that, people used to download application on their smartphones, and it shows how people are depending on these gadgets. Hwang mentioned that, the innovative technology via smartphones application may help the business to expand their product all over the world. Social networking is made easy at just one's fingertips to promote while taking and receiving order from customers around the world.

It is a fact that smartphones may overtake desktop computers for personal use because of the expansion of the application which is growing rapidly among the smartphone users. With the sophisticated features on smartphones, they attract entrepreneurs particularly those who have the interest in the online business. The features and the functions of the smart phone itself help to represent the new frontier via the Internet and World Wide Web to advertise their product. Therefore, mobile app enables an online business to plan and focus on their sales growth. Karrigan (2011) has claimed that "Nearly 50 percent of Techno Metrica survey respondents believe they have been able to spend more time on growing business revenues due to their use of mobile apps. Fifty one percent of these small businesses say their firms are more competitive". (p.3). Therefore, online business also can be categorized as small business, owners mostly have crucial of time in expanding their business, therefore by using smartphone applications, they can increasing their sales and revenue and at the same time they also can use it on the administrative functions.

Furthermore, online businessmen also see the smartphone as an opportunity for their business use. They are currently using the internet as their most valuable tool through creative innovation of advertisement on the product and the emergence of the 4G network will speed up adoption because of newer devices, faster speed, enhanced and more effective mobile apps that allow businesses to communicate with the public.

Advertisers believe that people are more likely to click on an advertisement that targets to their specific interests. Businesses owners are encouraged to produce alternate versions that provide beneficial functions in order to gain profit. As claimed by Kirk (2011) "the app is basically given away or offered at a very low price and users of the app are exposed to advertising messages". The interactive advertising on mobile is expected to grow due to no charges being imposed on them whenever they try to promote their selling items. If the users of the app are in the right demographic profile or represent a good match between a producer's product or service and their target market, this path can lead to higher profitability as well as the funding necessary to maintain and expand the business.

The advancement of the smartphone apps definitely provides entrepreneurial opportunities. These opportunities however, like most other entrepreneurial opportunities require a sound business plan and which can be considered as part of business career. Far more than a little programming goes into making an app successful, a careful planning must be undertaken to identify opportunities and develop products that offer competitive advantages.

V. RESEARCH METHODOLOGY

Experimental research method and Pearson correlation coefficient statistical measurements have been used to study how business work with new technology in today's world. Questionnaire, verbal interview and online survey had been distributed specifically to smart phone user as the specify group. The online survey and questionnaire was sent via email to two types of company which are private sector as well as government sector to study their behavior in using smartphone to do online shopping, and for verbal interview it is conducted in the open environment by the researcher.

The questionnaire and survey consisted combination of 10 questions with mix open ended, close ended and likert scale question and grouped into three respective parts which are demographic section of participants which includes basic information regarding respondents such as the gender of the participants, age and status. The second part focused on the experience of online shopping using smartphone and the last part is participant's satisfaction which has been rated by the respondent based on likert scale question.

We used two different approaches which are verbal interview based on the questionnaire and online survey. For verbal interview we asked participants based on the questions stated in the questionnaire which consisted of 10 questions including open ended, close ended and likert scale type, then we interpreted, rated, classified and grouped the different responses different results. For online survey, respondents received email and they needed to answer the same questions in the questionnaire and replied back to the researcher. At the beginning of the research all participants had given consent and all agreed without any forced to participate in this research.

VI. FINDINGS ANALYSIS AND LIMITATION

By using SPSS (Statistical Package for Social Science) we evaluated result using Pearson product-moment correlation coefficient which was computed to assess the relationship between the frequent used of smartphone by people and the accessible and effectiveness of a business promoted through smartphone application. There was a positive correlation between the two variables, $r = 0.98$, $n = 125$, $p = 0.002$. Overall, there was a strong, positive correlation between smartphone user and the effectiveness of a business through the new technology which is the smartphone.

Out of 100 targeted participants, about 65 participants got actively involved in this study by answering the questions and survey as well as responding to the question asked by the researcher. This group consisted of both gender male and female from different age groups between 20 to 50+ and covered different types of status such as housewives, university students, college student and public picked randomly at different places and time. The participants were also included locals and internationals. About 45% of the participant's responded to the online survey and another 55% responded through informal interviews conducted by the researcher.

From an overall view of the collected response, almost 88% agreed that they have knowledge on certain products via online browsing. Just look around us, people are addicted to smartphone up to the point that they don't put much attention to their surroundings. For example, everywhere we go we can see how people are so attached to their phones. Most of them are smartphone users who actively use smartphone to browse website, social networking, and get information about product through Facebook, WhatsApp group and so on. Advertising business product by using new technology gives easy access especially which using smartphone as it is effective and applicable in today's world. Through this finding we also found that the result supported our purpose of the study which is to see how people can benefit from the usage of smart phone and their positive reactions towards this new technology especially in social application to businesses. Limitation of this research might include the region covered which the research was only held in a city and not include other parts of state as well as rural areas.

VII. CONCLUSION

In summary, through this paper we have examined how new technology can be a medium for successful business practice especially online business. Overall, the findings showed that new technology such as smartphone can help to develop business success and benefit the people. From the result which fully supports the objective of study it is shown that people are attached to smartphone so it is an advantage for business people to promote their product through this new technology to be more efficient and gain more profit for the business. Moreover, each smartphone is able to access to all applications provided where this allows business people to create their own application program to be used by consumer through which android operating system is an open source and has a variety of programs as anyone can develop for this device. This means that there are many more free applications as well as many standard ones for

sale via the internet. Another benefit is that it can automatically sync with desktop computer which this is important to people who do business as they do not have to transfer data from smart phone to desktop in order to access as well as to record it.

In addition, to increase brand awareness, building relationships and grow business by using smartphone as a new technology is an advanced way in how business capitalize on the strategic profit gain. Growing popularity of this new technology can help in product promotion through text message advertising, create a smartphone application, and develop business website.

This application is compatible and accessible from smartphone and also by using social network to engage with mobile customer. The advantages for customer who do online shopping through their smart phone is they have plenty time to browse through and make comparison between products without any effort to bring computer or laptop and they just can browse through their smartphone. They even have wider selection and can get better price as well as can also view other customer feedbacks on the same product and obviously it is time saving for those who always claim that they been busy the whole day. This can be the advanced step for business people to promote their product creatively using this medium and it is also important on how they convince the customer to buy their product by using this new technology of smartphone. In order for business people to survive in this rapidly advance new technological world which uses mobile online revolution, businesses need to be innovative by bringing up their popular digital channels in store to help enhancing their customer experience and also creating a dynamic, exciting and vibrant environment that will keep customer returning through their "door".

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