ABSTRACT:

2013 has undoubtedly proven to be the year of virtual chat with more than 90% of smartphone users busy texting each other using some app or other. In fact, WhatsApp has emerged as the most popular app among Indians with virtually every second cell phone user using the app. As part and partial fulfillment of management course subject of marketing research for MBA program we have selected "WhatsApp Inc." for general understanding of the marketing research. However in particular our emphasis was on to fulfill the objective of research and to find out and to explore the analyses of primary data. WhatsApp Inc. was founded in 2009 by Americans Brian Acton and Jan Koum (also the CEO), both former employees of Yahoo!, and is based in Mountain View, California. The company employs 55 people. This research paper is to measure the Satisfaction level of WhatsApp Messenger; user satisfaction is a measure of how products and services supplied by a company meet User expectation. User satisfaction is critical if a company is to register high sales profits. The study of on this project helped me to know current market scenarios of WhatsApp and also the variety of services that it offers to the users.


REFERENCES:
2. Voice calling, March 12, 2015