

COST, SECURITY AND FEATURES INFLUENCING BABY BOOMERS BEHAVIORAL INTENTION ON ADOPTING WHATSAPP APPLICATION

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Abstract: *The usage of WhatsApp application has growth rapidly due to the easiness of the usage in daily activities WhatsApp application may be a portable informing alternative to texting that employments your data plan or Wi-Fi connection. Users can send and receive messages without charge with anybody else who employments the app. The purpose of this study was to analysis the influence of security and features on WhatsApp application that effect baby boomers behavioural intention in daily lives. The usage of WhatsApp application among baby boomers are prone to ease of sending messages and is also easy to connect with family and friends. However, it is less aware of the advantages and other facilities provided by the application. Thirty two (32) in-depth interview sessions were conducted with participants in four (4) zones in Malaysia, whom are baby boomers' generation. The selections of participant are based on several criteria which are participant who birth on the year between 1946 until 1964 or between 53 years and 71 year in 2017 and use WhatsApp application in their daily activities. The study indicates that WhatsApp application is secured applications that have an end-to-end encryption system that secured all the message send by the users. Other than that, all participants also indicate that the features that have on WhatsApp application is the most reasons they choose to use WhatsApp application in their daily lives. Overall, the usage of WhatsApp application has given the positive effect toward baby boomers behavioural intention in daily lives usage due to the function and features that provided by the application. In this study, all the information regarding baby boomers generation as well as WhatsApp application has is explained well that might be useful for the future studies concerned with this field.*

Keywords: *Whatsapp Application, Baby Boomers, Behavioural Intention, Security, Features*

Introduction

Communication is one of the critical things in life since most movement will includes with communication either direct or indirect communication. Communication can be characterized as a prepare of transmission data or understanding to one another (Keyton, 2011). Variety of medium that users can choose to use to communicates with people such as, communication application, email, social media as well as mail delivery. Communication begins with dialect which might be sign, pictures and so forward, which is the unmistakable capacity which has made conceivable the improvement of human culture (Amaoge & Jacob, 2015). In this new era of technology, there variety of communication application or instant messaging that user can choose to use to facilitate the process of communicating with others. According to De Oliveira et al. (2016), instant messaging and VoIP (voice over IP) applications in smartphones are creating altogether among the cutting edge society. VoIP is an application within the smartphone that permits voice communication to be passed on carefully by utilizing the broadband Internet association. This can be certainly a development in differentiate to utilizing the routine straightforward phone lines (Packer and Reuschel, 2018). The use of information and communication technology (ICT) has been widely used in all generations. An information and communication technology (ICT) is one of the advanced framework components with a more extensive application within the financial world (Pradhan, Arvin & Norman, 2015).

In the meantime, the WhatsApp development is an instant messaging and voice over IP (VoIP) application that most individuals in Malaysia select to utilize in their day by day communication. WhatsApp application has features that allow their user to keep in touch with others as well as having a fun conversation. Whatsapp messenger application has been the most comprehensively prevalent informing application with 600 million users as on September 2014 (Olsen, 2014). Modern generations of modern lifestyles are widely accepted in technology sophistication such as smartphones, many useful applications and other technologies. This WhatsApp application is one of the mediums that has been created to facilitate the communication process as well as the process of sharing information. However, Baby boomers have being experienced users of current advances as they have seen inventive changes amid their lifetime (Kumar & Lim, 2008). The main objective of this paper was to analysis the factors that influence baby boomers behavioural intention in adopting WhatsApp application in their daily lives. In particular, security and features are the factors used to carry out this study.

Literature Review

There are six point will be discussed in Literature Review

Information and communication technology (ICT)

Communication could be a two way communication forms that beneficiary and sender conceivably take part at one time (Genç, 2017). ICT are the root and components that engage modern consistent strategy or else it's can be said as all apparatus , web sections, application and frameworks that associated let on individuals and organization to associated within the innovation circles (Margaret, 2017). ICT has been the foremost centred thing that individuals have in their day-to-day activities. According to Hojer & Wangel, (2015), the progression of ICT has had a monstrous effect on how society lives their life and how work, satisfaction and affiliation are defined. Moreover, the ICT division is likely to be the fragment that's most noteworthy in terms of extensive development for the whole society, both inventively and

financially. In the meantime, the ICT trade has developed quickly during the past two decades with the broad utilize of the Web, portable phones and computerized PCs (Shahbaz, 2016).

WhatsApp Application

The WhatsApp, an electronic gadget cum-talk application was set up in 2009 by two ex-Yahoo specialists Brian Acton and Jan Koum (Hussain et al, 2017). WhatsApp is a Smartphone application that works on nearly all display sorts of gadgets and working systems (Church & de Oliveira, 2013). WhatsApp is one of the foremost applications that most of individuals downloaded it to ease their communication with others. WhatsApp application has an advantage on the features that enable the user to use it easily and comfortably. For example, the WhatsApp does not just send messages but moreover documents, recordings, sound media messages, message broadcasting and also GPS (Riyanto, 2013). Features that have on WhatsApp application has be the most reason why user chooses to use it. Concurring to Acton & Koum (2014), since its introduction in 2009, Whatsapp, a convenient texting application, has accomplished 500 million clients around the world, sharing 700 million photos and 100 million recordings day by day. Besides that, another cutting edge of the WhatsApp is that it may be a communication app that individuals can utilize without a ought to pay anything for each message they send counting recordings, pictures and documents.

Baby Boomers

Baby boomers are those born between the year 1946 and 1964, with the foremost young being 42 years of age and the foremost set up being 60 year of age beginning at 2006 (Gardiner, Grace & King 2015). Baby boomers attitude are more develops and experienced towards numerous things as they lives up before youthful era and they have feel the advancement of innovation along this day. As said by Vuokko (2016), since of their current age, Baby Boomers have a incredible bargain of understanding and learning to offer for their organizations and for the more young representatives. the period of baby boomers (1946-1964) may be a period of time known for specific occasions or advancements, for case, the Vietnam Period and enhancement of the TV, individually (Herzig and Treffler, 2018). Subsequently, the baby boomers, in the event that they are lively up to now, they are the generation cohort that sees the development of innovation, for example, TV, longer than any other era cohort. Clearly, they don't need to miss out taking after the improvement of this innovation as they think it could be vital for their future.

Cost

Cost is the complete cash, time, and resources related with a purchase or development. There are two sorts of cost which is fixed cost and variable cost. In an money related point of see, a fixed cost does not change with the whole of merchandise or organizations of a company produces and a variable cost may be a company's cost that's related with the whole of items or organizations it produces (Nickolas, 2018). For messaging it's a normal thing that every message sends need to be charge. However, Concurring to Ansari (2016) the first obvious advantage to employing a informing application like WhatsApp is merely fair can reduce your month to month portable phone as long as clients got an mobile information package included in their portable participation, or, on the off chance that client utilize their portable over WiFi frameworks client will send and get messages at no additional cost. Initially each application user WhatsApp will be charged fee of 0.99 cents annually. Nonetheless, according to Hern (2016), the app is free, and a past annually charge of .99 cents for a couple of clients was dropped in January 2016. Portable informing applications like WhatsApp have risen as to extraordinary extent free alternatives to standard SMS informing.

Security and Features

Instant messaging application like WhatsApp application has getting to be the favored medium of communication for millions of smartphone clients. In any case, the security and privacy-preserving highlights of particular portable applications have come underneath the spot-light (Greenwald, 2013). This infers that all messages (SMS), phone calls, recordings, audios, and any other outline of information exchanged cannot be examined by any unauthorized substance since WhatsApp frame 2.16.2 (released April 2016). In any case, by having end-to-end encryption security on WhatsApp users felt more secured to sends any message to others. Besides that, apart from security features also one of the reasons that user choose to use WhatsApp application. Users moreover can send to others pictures, recordings, sound media educating as well as region. Concurring to Anderson (2016), other inclinations that flexible informing application have over SMS, other than cost, join the speed at which messages are sent and gotten, the capacity to set examined takes note, range sharing, communication without cellular advantage, and in a number of cases integration with desktop chatting which licenses for reliable communication utilizing particular gadgets and stages. Another included advantage of WhatsApp application over other messengers is that WhatsApp gives official web-based application that runs on Windows desktop environment like Chrome web based browser (Jin & Park, 2016). All the security and features that provided by WhatsApp application are to ease the process of communication.

Behavioural Intention

According to Hallikainen et al (2017), behavioral intention implies the probability that an individual will lock in within the genuine behaviour. Concurring to Miladinovic & Hong (2016), whether an individual performs a specific behaviour or not, is chosen by the intentional of the individual to perform the conduct, known as behavioural intention. In this case, Individual contrasts of age, sex, and involvement, coordinate the impacts of these builds on behavioural intention and advancement utilizes (Venkatesh, Thong & Xu 2012). In this regard, Ha and Janda (2014) theorized that positive attitudes affected online social behavioural. This is bolstered by Mosavi and Ghaedi (2013) where they communicated that high-benefit quality as observed by customers habitually prompts incredible behavioural intention, while low-benefit quality will in general reason troublesome social expectation.

Method

Selection of participants

This paper concentrated exclusively on the baby boomers, particularly looking at their behavioural intention towards receiving the WhatsApp application. At first, forty five (45) individuals were chosen to take an interest in this study. However, as it were thirty two (32) reacted, showing their willingness to take part within the interview session. In arrange to avoid dialect bias; the interview was conducted within the Malay dialect, which was favoured by the members. Table 1 appears a outline of the reaction rate:

Table 1 Summary of Respond Rate

Items	Quantity
Number appointment approach	45
Positive response received	32

No response	7
Refuse to participate	6
Actual interview performed	32

The Way Interview Was Conducted

In this study, thirty two (32) participants from four (4) zones were chosen to be interviewed. All four (4) zones comprise of thirteen (13) states. The interview session runs for approximately 30 minutes to 45 minutes for each participant and it is carried out approximately for 2 month. The participants are chosen based on the criteria and they were approached through WhatsApp and also the mediator. There were a number of interruptions happened amid interviews conducted. For example, a phone call gotten by participants and companions who welcomes members amid interviews conducted. The criteria which are:

- i. Participants who are born between 1946 – 1964 (53-71 years of age in 2017).
- ii. Participants should also consist of people who use smartphones as well as application WhatsApp in their daily life.

Table 2 Profile of Participant

ID	Age (year old)	Employment Status	Country	Gender
WB (K)-01	55	Employed	Kedah (K)	Male
WB (K)-02	53	Employed	Kedah (K)	Female
WB (P)-03	53	Unemployed	Perlis (P)	Female
WB (P)-04	61	Unemployed	Perlis (P)	Male
WB (PP)- 05	59	Employed	Pulau Pinang (PP)	Female
WB (PP)- 06	63	Retired	Pulau Pinang (PP)	Male
WB (PK)- 07	62	Retired	Perak (PK)	Male
WB (PK)- 08	53	Unemployed	Perak (PK)	Female
WB (KL)- 09	53	Employed	Wilayah Persekutuan Kuala Lumpur (KL)	Male
WB (KL)- 10	57	Employed	Wilayah Persekutuan Kuala Lumpur (KL)	Male
WB (KL)- 11	56	Retired	Wilayah Persekutuan Kuala Lumpur (KL)	Male
WB (PJ)- 12	64	Retired	Wilayah Persekutuan Putrajaya (PJ)	Female
WB (PJ)- 13	54	Employed	Wilayah Persekutuan Putrajaya (PJ)	Male
WB (S)-14	60	Self-employed	Selangor (S)	Female
WB (S)-15	61	Employed	Selangor (S)	Male
WB (S)-16	56	Employed	Selangor (S)	Female
WB (NS)- 17	53	Self-employed	Negeri Sembilan (NS)	Male

WB (NS)-18	62	Employed	Negeri Sembilan (NS)	Male
WB (M)-19	55	Retired	Melaka (M)	Female
WB (M)-20	56	Retired	Melaka (M)	Male
WB (M)-21	63	Retired	Melaka (M)	Female
WB (J)-22	53	Employed	Johor (J)	Female
WB (J)-23	54	Retired	Johor (J)	Male
WB (J)-24	59	Retired	Johor (J)	Male
WB (PH)-25	56	Retired	Pahang (PH)	Female
WB (PH)-26	55	Employed	Pahang (PH)	Female
ID	Age (year old)	Employment Status	Country	Gender
WB (A)-27	54	Employed	Kelantan (A)	Male
WB (A)-28	56	Unemployed	Kelantan (A)	Female
WB (A)-29	58	Employed	Kelantan (A)	Male
WB (T)-30	60	Retired	Terengganu (T)	Male
WB (T)-31	73	Retired	Terengganu (T)	Male
WB (T)-32	67	Retired	Terengganu (T)	Male

Data Analysis

In this study, thematic and content analysis were utilized within the process including the qualitative method. Information from the interviews was collected utilizing content analysis and this took place after the completion of the interviews. The information was translated in Microsoft Word for the examination prepare. All the information from the interviews was examined to distinguish the topics show in each interview. In this manner, this study utilized particular themes to coordinate the content analysis.

Result and Discussion

Cost

Items	Explanations
Cost	➤ 32 participants are a smartphone and WhatsApp application user.
	➤ 21 participants claimed that the reasons they utilize Whatsapp application was because it simple. to for them communicate with others. Another 11 participants stated that they utilize WhatsApp application since it was free of charge.
	➤ 13 participants claimed that they will keep using WhatsApp application even it requires a fee because easy for them to communicate with their long way families and friends.
	➤ 19 participants would not consider keeping using WhatsApp application
Summary	WhatsApp application is easy to use and free of charge .

Reflection of Cost

Majority participant claimed that WhatsApp application is used by most of the people. This is supported by a study by Rosenfeld et al (2018), in April 2016; the user of WhatsApp application has increasing over a billion active users since the development of the application is improving. WhatsApp Application is a communication app that has varieties of usage as well as free from any charge including sending a Medias to others. According to Ansari (2016), WhatsApp application is a cross-platform smartphone messaging application which allows you to sends message without any payments. Based on the results of the interviews, most participants choose to rethink to use WhatsApp application even if the application requires payment for it gives many benefits to them. More likely, satisfied users will proceed to utilize the item or service and disperse positive word of mouth (Kondo, Ishida & Ghyas, 2012).

Security and Features

Items	Explanations
Security and Features	➤ 16 participants agreed that WhatsApp application was a secured messaging application.
	➤ 9 participants disagreed and another 7 participants did not bother about the security that have on WhatsApp application.
	➤ All 32 participants were aware all the features on WhatsApp application.
	➤ 17 participants updated their application with latest version. The remaining 15 participants reconsidered to update the application.
Summary	WhatsApp application is secured application and consists varieties of features .

Reflection of Security and Features

Based on the result, as it were half of the participant claimed that they agree with the security of WhatsApp application. Agreeing to Karpisek, Baggili & Breitinger (2015), there small assault performed on WhatsApp application due to the security that has been provided. Even though there have participant who claimed that WhatsApp application is not secured. There have a study that prove WhatsApp application have a security system that would protect every message sends by their users. Agreeing to Rastogi & Hendler (2017) and Karpisek, Baggili & Breitinger (2015) who conducted regarding WhatsApp application got a result that since the businesses of few calculations utilized conjointly the utilize of End-to-End Encryption, Whatsapp network communication is exceptionally secure and signal convention to supply reassurance to the client when communicating, voice as well as video, but on the user's side the message security on data capacity does not ensure messages free from third-party ambushes. Other than that, the most reasons user choose to use WhatsApp application was because of the features available on it. WhatsApp is a texting and call (application) for cell phones that oversees clients the access to send writings, video or sound media messages and indeed offer pictures with diverse users through the web (Akinlosotu, 2016). The feature like group conversation that has on WhatsApp application has given a chance people to have an open discussion on it. This was supported by a study by Seufert et al (2016) where WhatsApp incorporate one-to-one, one-to-many, and group communication where allow to have a private chat or group chat

Behavioural Intention

Items	Explanations
Behavioral Intention	➤ 3 participants did not have intention to keep using WhatsApp application in the future.
	➤ 17 participants preferred to read the review from other users before updating the application into latest version. ➤ 6 participants did not have intention to update their WhatsApp application to the latest version and 9 participant will update WhatsApp applications into latest version without read any review from others.
	➤ 25 participants will recommend their families and friends to use WhatsApp application.
Summary	Positive intention from the user to keep continue using WhatsApp application in the future.

Reflection of Behavioural Intention

Based on the interview, majority participant choose WhatsApp application as a daily communication apps. Indeed there have assortment type of communication apps that can be select by the participant, easy-to-use app or most widely-recommended apps always are the most chosen one. According to Ibrahim et al (2014), smartphone apps are vital in giving data to other people especially buyer where it can be considered as buyer data frameworks (CIS). Whatsapp application enhancements have had a significant impact on the loyalty of clients. The fulfilment of progressing whatsapp apps will make clients proceed to update their apps a much better level to empower them to appreciate more new features. The focal points that have on WhatsApp application do grant a high desire of the clients towards the capacity in communication process. All the features and function that have on WhatsApp application do influencing baby boomers behavioural intention in receiving WhatsApp application in their everyday life.

Conclusion

This study has given an outline with respects to the usage of WhatsApp application on smartphones among the baby boomers cohort. The survey of the literature in search of the attitude of baby boomers with respects to WhatsApp applications was to discover variables that can influence their behavioral intention towards utilizing this app. The acknowledgment of the WhatsApp application is no doubt by all eras, but the focus of this study is on the baby boomers' era. Cost, security and features of the WhatsApp application is one of the factors that have given an impact towards baby boomers behavioural intention in using WhatsApp application. The most factor that attracted the attention of the participant to use WhatsApp application was the features. The features that WhatsApp application provided was effortlessly pulled in to utilize this app. They essentially think that these features make it easy for them to communicate with others. Besides, the features on WhatsApp are continuously being updated to create beyond any doubt the users are persistently enjoying utilizing it. The era of baby boomers, which is said to be somewhat behind from the world of innovation advancement, agree that the WhatsApp application is appropriate for everybody to communicate. Indeed in spite of the fact that the attitude of each era may differ approximately towards this application; in any case, this app has benefited clients in overseeing their matters successfully and effectively.

This research has endeavoured to see the behaviour of baby boomers towards the WhatsApp application. The social media has been supportive in contributing information and direction approximately the goodness and focal points of utilizing such an application. No doubt for youthful individuals, they may be capable or learn quick almost the most recent innovation. In differentiate with baby boomers era are more likely to be influenced by their environment. The government itself can take this opportunity to form more programs approximately the social media and the advancement of innovation that are advantageous for numerous users. The innovation of WhatsApp application is one of them that should be broadly spread through social media as this innovation is able to encourage communication and at the same time economical to utilize as message conveyance is for free.

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