PERCEPTIONS OF THE USE OF WECHAT AMONG MALAYSIAN CHINESE STUDENTS IN PRIVATE UNIVERSITIES IN KLANG VALLEY, MALAYSIA

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ABSTRACT

PERCEPTIONS OF THE USE OF WECHAT AMONG MALAYSIAN CHINESE STUDENTS IN PRIVATE UNIVERSITIES IN KLANG VALLEY, MALAYSIA

Olowo Emmanuel Opeyemi

The uses and gratifications (U&G) theory has been one communication theory used to understand the audience choice of a particular media. WeChat since its launch in China in 2011 has been a huge success hitting over 500 million users in China and over 100 million outside China. WeChat was launched in Malaysia June 2012. In order to look at the perceptions of the use of WeChat among Malaysian Chinese students in private universities in the Klang Valley, Malaysia, this study looks into (1) the reasons why respondents use WeChat; 2) the timeframe and duration of usage by respondents; 3) which gratification type do respondents seek the most in using WeChat; and 4) how WeChat differs between male and female respondents. This research adopts the quantitative approach, using a sample size of 400 respondents chosen from private universities in Klang Valley. The respondent had to be students form these private universities, a Malaysian Chinese and a WeChat user. The survey instrument was adopted and developed to suit the structure of the research. A pilot survey was conducted using 40 respondents, in order to examine the internal consistency and quality of survey items. The Research results shows majority of respondents sought for social gratification as compared to process and content gratification. In which content gratification came in as the least gratification in using WeChat. Secondly results also show that majority of respondents agree to using WeChat because their friends and family are using

it. Thirdly 1 year to 2 years shows to be the highest in the duration of begin a user by respondents, while the time-frame shows a large number of respondents spend 30min - 1hour (67.75%) on WeChat per-day. Finally, the research also shows, there is no statistical significance on gender-related differences when it comes to WeChat U&G usage.

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APPROVAL SHEET

This thesis entitled "PERCEPTIONS OF THE USE OF WECHAT AMONG MALAYSIAN CHINESE STUDENTS IN PRIVATE UNIVERSITIES IN KLANG VALLEY, MALAYSIA" was prepared by OLOWO EMMANUEL OPEYEMI and submitted as partial fulfillment of the requirements for the degree of Master of Arts Communication (Structure A) at Universiti Tunku Abdul Rahman.

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SUBMISSION OF THESIS

It is hereby certified that Olowo Emmanuel Opeyemi (ID No: 15UJM06636) has completed this final year thesis entitled "Perceptions Of The Use Of Wechat Among Malaysian Chinese Students In Private Universities In Klang Valley, Malaysia." under the supervision of Mr. Raduan bin Sharif (Supervisor) from the Department of Mass Communication, Faculty of Creative Industries, and Ms. Anita Morah Abas (Co-Supervisor) from the Department of Mass Communication, Faculty of Creative Industries.

I understand that University will upload softcopy of my thesis in pdf format into UTAR Institutional Repository, which may be made accessible to UTAR community and public.

Yours faithfully,

 (Olowo Emmanuel Opeyemi)

DECLARATION

I hereby declare that the dissertation is based on my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at UTAR or other institutions.

Name: Olowo Emmanuel Opeyemi

Date: 17 October 2016

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KEYNOTES AND ABBREVIATIONS

i.   WeChat: An instant mobile messaging application lunched in china by the Tencent Company in 2011.

ii.   Klang valley: An economic and instructed area in Malaysia, covering the capital Kuala Lumpur, and Selangor.

iii. Malaysian Chinese; this are Chinese with Malaysian origin and nationality, not Chinese international form China.

Iv.   U&G; Uses and Gratification theory.

v.   SMS: Short Messaging Service

vi.   Q-Q Plot - Quantile-Quantile Plot.

vii. RO ('s) - Research objective(s)

viii. RQ ('s) - Research question(s)

CHAPTER ONE: INTRODUCTION

1.1 Chapter Overview

Chapter one of the research studies refers to the introductory segment that aims to provide the readers or the audiences with an overview of a research for the purpose of making a scenario and understanding of the topic clear. Furthermore, this chapter also illustrates the primary components of the current research that enables the understanding of the issue that the research revolves around. Within this chapter, the signification also lies with the identification of the research objectives as well as the research questions. Additionally, the chapter also aims to highlight different aspects of the background of the study; the current research is aimed to study, Perceptions on the use of WeChat among Malaysian Chinese students in private Universities in Klang Valley. Furthermore, chapter one also plays a significant role in exploring the purpose of the research as well as the significance and the scope of the research. The chapter also illustrates the outline of the entire study in order to familiarise the audience with the research. The introduction chapter plays a vital role as it is accountable for explaining the essential elements of the research.

1.2 Research Background

Mobile phones and their applications have become an integral part of peoples to life to the extent that without it they tend to feel uncomfortable and incomplete (Holzer & Ondrus, 2011). Moreover, a research survey conducted by Abolfazli, Sanaei, Gani, Xia, and Yang

(2014) had revealed the growth of the smartphones globally since 2010 to be just about 78.1%. This study further states that this ratio is significant in understanding the intensity with which the trend of smart phones and its applications is increasing, only because of the innovations and the advancement in the applications. In the present era, the trend of mobile application has been evolved in mobile marketing. According to Boone and Kurtz (2013), the mobile phones are innovatory, it widely represents a concept swing in the way people do business. However, in the past few decades, a considerable advancement in the mobile phone applications has been witnessed. Furthermore, the induction of internet application has further boosted up mobile application trend. In reference to this development, Persaud and Azhar (2012) stated that the recent emergence in mobile phone apps has developed opportunities for marketers to link their consumers through download mobile applications. Moreover, this mobile application is evolving rapidly with time. A number of social media experts revealed that mobile applications are one of the most innovative inventions of the current era (Piller, Vossen, & Ihl, 2012). Although with the integration of Smartphone these mobile applications have further embellished (Honglu Du & Pirolli, 2014). Smartphone provide availability to its users, to download mobile applications, and to change the overall user's habits (Sung, 2011). According to Hui, Crowcroft, and Yoneki (2011) out of 100%, there is at least 90% ratio of such mobile user people who can name one social media application or network. Li, Dong and Chen (2012) further added that mobile commerce brings the web to users. The mobile application involves Facebook, Viber, WeChat, WhatsApp, Twitter

or YouTube. Chin, Felt, Greenwood, and Wagner (2011) stated that these mobile phone application has provided a platform to interact with each other more feasible. However as per the study of Berthon, Pitt, Plangger, and Shapiro (2012) in today's dynamic world, social media or mobile phone apps are frequently changing the way people share the idea or interact with each other. However, in contrast, a number of researchers, argue that it is a highly controversial and debatable topic and due to the negative impacts, benefits of these applications cannot be denied.

1.3   Instant messaging applications

Cassidy, Faucher, and Jackson (2013) mobile instant messaging application is sweeping the entire world specifically among youngsters and teenagers. According to Pielot, Oliveira, Kwak, and Oliver (2014) its synchronous nature allow its user to chat with more comfortably and feasibly. Church and Oliveira (2013) people are using this instant messaging mode to convey their messages or to interact with each other for many years. In support Grellhesl, and Punyanunt-Carter (2012) stated that this usage of instant messaging begins from the emergence of smartphones. However, in the recent era instant messaging has become more popular. Manago, Taylor, and Greenfield (2012), mentioned that instant messaging application is used to sustain a small network of fellow Instant messaging users rather than to connect with new ones.

This instant messaging mobile applications have been a modern form of communication, recent research shows users ranges from the working class to teenagers and home users but is also equally important

and commonly used in the workplace (Tanis, et al. 2012). The survey further revealed that 27 % people of the surveyed disclosed that they frequently use instant messaging at work, whereas, the remaining 19% mentioned that they are used to send more instant messages to their co-workers rather than e-mails in addition (Piwek & Joinson, 2016). Davenport (2013) stated that half of the employees stated that instant messaging app aid them to be more productive and efficient at a workplace. Muscanell, and Guadagno (2012) argued that 79% of workers use an instant messaging app for their personal matters. Dolev-Cohen, and Barak (2013) emphasized that instant messaging is widely adopted by a large number of teenagers.

1.4   Features and uses of Wechat

As stated in chapter 1, Whatsapp, Line, Viber and Hike share some similar features such as sending instant messages, videos, audios, and pictures. Some also allows calls and video calls over the internet. WeChat also shares some of these features stated above, but below are some features that make WeChat not just any everyday application. The tremendous demand and success of this application is because of its emphasis on the good quality rather than the quantity. WeChat can also be used in the market by brands. This however allows users to make their purchase decisions by going through the multiple stages which is done by WeChat's strong and increasing set of features (Pun, 2015). In addition, WeChat is making its place so fast in the world and has covered of about twenty counties in the world. Moreover, since its emergence,

WeChat has made the life of users much easier especially after launching the walkie-talkie feature which permits to communicate messages even on the way (Guo, Zhang, & Chen, 2014).

After the emergence of WeChat application in the market, businesses have started using this application in their business strategies and facing their competitors (Dai & Zhang, 2015). Many of the fans and customers find this application an easiest and quickest way to search their favorite brands and stay up-to date with the latest designs and collections. In addition, as stated by Huo et al. (2015), the followers get transferred to members by using the functions of WeChat membership because of the loyalty programs run for the individuals. Moreover, the attention of brands can be grabbed by making their brand logos posted at the personal pages of subscribers. Hu, Wong and To (2015), the display of logo by brands make marketers verify customers preferences which enables them plan further strategies. Other than chats, WeChat allows different brands to make their own mini website in which they may share their experiences and also describe their purposes of marketing. However, WeChat's importance cannot be neglected as it is considered to be one of the efficient platforms for marketing brands and specifies people with respect to the location and gender (Gan & Wang, 2015).

WeChat application has a complete set of smart and cool features including "Use Web WeChat." This feature makes this application different from other applications as it enables users to chat contacts even on the computer and just on the mobile phone (Wang, Li, & Tang, 2015).

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Moreover, user does not require to install the application to use this program but only required to write on the browser of desktop about WeChat's website i.e. www.wechat.com

The feature of "Share Only Text on WeChat Moments" allows users to comment or like posts that are shared by their friends on WeChat newsfeed which is same as Facebook's news feed. In addition, there are many WeChat social features that enable users to chat with the random people who are also using the WeChat application.

1.5   Instant messaging applications and its features.

Whatsapp, founded in the United States of America in 2010, this instant messaging mobile application allows individuals and groups to send text messages, images, videos, audios and share files at no cost at any time (Tomar & Kakkar, 2014). This application works on any smart phone operating system (Giordano et al., 2015). Whatsapp is considered to be the most popular instant messaging mobile application with over 800 million active users and around 10 billion messages in a day (Mueller et al., 2014). Whatsapp attracts numerous number of people particularly youth (Van Dijck, 2013). It illustrated in a study that the maximum number of users of Whatsapp belongs to the young generation under 18 to 28. Valenzuela et al., (2014). Finally, on 19th February, 2014 Whatsapp was purchased by the largest social website i.e. Facebook at the cost of US $19 billion (Aal, Parmar, Patel, & Sen, 2014).

Another mobile application, Viber, was founded in Israel, this instant messaging mobile application also is available on all smartphone operating system (Mahajan, Dahiya, & Sanghvi, 2013). This instant messaging mobile application allows users to make video calls, messaging, following of celebrities and brands, and as well group chats (Mantelero, 2014). Viber has over 280 million registered users, over hundred million are monthly active users which highlights the great success of an application (Skalen, Aal, & Edvardsson, 2015).

Line application was launched in Japan in 2011, it is styled as "LINE" is an instant messaging mobile application. LINE comes under the category of instantaneous communications which enable users to share images, videos, audios, texts, and perform video conferences and VoIP conversations (Wang, Yu, & Wu, 2013). With a hundred million users, reached within the period of 18 months and only 6 months. However, according to Patchin and Hinduja (2012), in the year 2013, in Japan has announced that LINE has become the largest social network. LINE has a feature of Sticker Shop which enables users to buy stickers which can be used during chatting and shown as emoji of the large size. These stickers can be bought as gifts in which some categories of stickers vary from country to country depend upon the availability (Tomar & Kakkar, 2014). However, daily stickers sent by the users worldwide are over one billion. LINE GAME which was introduced in 2011 enables Line users to play games by just installing them. These games allow players to get connected with friends, get points from them, and also send and receive different items. Moreover, the types of game

include battle, match-three, musical performance, puzzles, simulations, and side scrollers (Feng & Sun, 2012). However, these games have been downloaded two hundred million times around the world as noted by the Line Corporation. In addition, the main features of LINE application include group chats, instant messaging worldwide, video and voice calls for free, social networking services, and variety of expressions inside Sticker Shop (Rai, Deepak, Syed, & Krishna, 2012). The further features include information about the official accounts of LINE, connection with new applications, and making calls internationally with the LINE Out.

Hike mobile application, was introduced on 12 December 2012 in India. This instantaneous messaging service designed specifically for smart phone users which can only be used with the internet connection (Kale, Rane, Shende, & Shinde, 2014). Moreover, other than the text messaging, Hike allows users to send emoticons, videos, audios, images, contacts, files, location, and stickers to each other. Furthermore, following its introduction in 2012 by February 2014, Hike had about 15 million users. In addition to basic features, in the view of Venkataram, Ellur, Kujur and Joseph (2015). Hike also permits users to "nudge" which is a feature that ping the receiver of the message.

WeChat was first launched in January 2011 by Tencent Company in China (Millward, 2013). The application is runs on the Blackberry, iPhone, Android, Symbian phones and the Windows phones (Wenlong, Guanghui, &Xianyong, 2015). According to a study by Zhang and Rau (2015) it was revealed that WeChat, as of December

2015 has an approximately one billion created accounts from which almost 650 million accounts are active there by making it one of the largest instant messaging application. It was also revealed that 70 million accounts were being accessed from outside of China. The WeChat application provides its users with various features that include video conferencing, video and photograph sharing, text messaging, video games, voice messaging as well as location sharing (Yun, Yin, Yun, Xiu-zhen, & Zhong-hua, 2014).

WeChat users do not need to pay any fees to subscribe the application as it is free for the lifetime (Yang et al., 2015). It also enables users to make group chats with five hundred people and share memories on photo stream which is personal for every user WeChat provides the complete collection of games and facilitates users by language support to translate messages in 20 different languages. According to Xu, Kang, Song and Clarke (2015), the WeChat application is not just a text messaging application but it holds its importance more than such messaging applications. WeChat can be seen as a mobile operating system, a portal, and even a platform depending upon how the user looks at it.

1.6 WeChat users in Malaysia

WeChat was introduced in Malaysia in June 2012 (Jinhua & Lihong, 2013). The popularity of the WeChat applications within the Malaysians market has led it to become the top ranked application in the Android and the iOS Appstore (Sui & Ke, 2015). Zhang and Rau (2015) revealed that WeChat application customers increased tremendously in Malaysia with 1,187 %, 156% globally by the year 2014. According to Wong, Tan, Loke, and Ooi (2015), the overall number of WeChat users in the country has reached to more than one million users. According to the country manager of Malaysia, in just five month's period there has been a tremendous growth in WeChat subscribers and their team is working to reach the maximum height. It has been notified that WeChat is also used by Malaysian celebrities to respond their fans which makes WeChat more visible in the country (Samat, Hashim, &Yusoff, 2014). In addition, this application has been ranked 12th number in Malaysia. Moreover, as stated by Karimiyazdi and Mokhber (2015), WeChat in Malaysian social networking category, this application has been reported on the 2nd position and considered to be on the 5th rank at present among free applications.

1.7 Problem Statement

WeChat is an instant messaging mobile application launched in China in 2011. According to Walkthechat (2015) Malaysia ranked the highest country outside china with the most WeChat users having over 22 million users which the number is believed to grow at 38%, second

Singapore with 13 million with a growth rate of 20%, followed by Hong Kong 10 million, Taiwan 5 million, while Indonesia, south Africa, Thailand, Philippines and India makes up 10 million users. However, according to the survey WeChat in Malaysia is mostly used between the age group of 16 to 34 years which holds the more than 80% users in the country (Dai & Zhang, 2015). Zhang, Shabbir, and Mujeeb-ur-Rehman (2015) has further established that people want to be constantly online and also want to stay connected with their family and friends. Khan and Ahirwar (2011) in a study shows that an average of 86% of the internet users across the globe have been identified to be students. The Problem statement can be supported with the research finding of Wenlong, Guanghui, and Xianyong (2015) the rise of the internet utilization has enhanced the media consumption of students where they ensure that they have a social profile that makes it easier for them to interact.

Although the previous researches citied above did not centre their study to a particular group (age, gender or ethic/race) to see as to why this set of persons choose WeChat and become or stay as an active user. The problem statement will be effectively achieved by accomplishing by looking at the perceived use of WeChat by respondents, duration of been an active user, timeframe spent per day while using the application, the satisfaction derided while using the application and as well the difference in gender usage. This research objectives were formulated in other to ensure that desired results serve as a guide to explain in details the uses of WeChat by respondents as

well as the gratification sought after. Also looking at average time spent on the application per day by users.

This research will also examine the difference in gender choice and usage of WeChat if any. The research objectives below were curved out to meet the problems stated above.

1.8 Aims and Objectives of the Research

The objectives for the research are as follows:

i.   To identify the reasons why students use WeChat.

ii.   To examine the timeframe and duration of the respondents using WeChat.

iii.   To examine which gratification type do students sought the most while using WeChat.

iv.   To examine how uses and gratification differ between male and female WeChat users.

1.9 Research Questions

The questions of the research that have been formulated below are done so in accordance to the objectives of the research. Essentially, the research questions that are developed tend to display the purpose of the researcher with regard to the problem statement of the research. It is important that the questions are solved so that the objectives can be met and the problem statement of the research is addressed.

i.   For what reasons do students use WeChat?

ii.   What is the timeframe and duration of the respondents using WeChat?

iii.   Which gratification type do students seek the most while using WeChat?

iv.   Is there any gender difference in WeChat usage and gratification?

1.10   Research hypothesis

The earlier stated RQ i-iii are descriptive in nature, thus there is no hypothesis required as illustrated by these descriptive studies i.e. Chang, C. M. (2015), Mao, C. (2014), Roy, S. K. (2009)., (Zhu, 2016). RQ IV is enquiring on whether there is a gender difference in WeChat usage and gratification. Thus a t-test will be carried out for this question.

Ho: male = female

1.11   Scope of the Study

The scope of the study is on instant messaging mobile application WeChat in Malaysia. The current research is restricted to four private local Universities in Klang Valley. Using local Malaysian Chinese.

1.12   Significance of the Study

The study serves as a foundation for future scholars and researchers in carrying out similar topic in the future as it will give them a structure to follow. Additionally, the research will also be significant

for various policy makers of the relevant industry as the information and the findings will guide them in developing beneficial policies regarding mobile applications in the Malaysia for the private local university students. It has been resolute that the completion of the current research will be significant for various entities and will serve managers, policy makers, future researchers and businesses as well.

They also will make the efforts to explore and study the uses and the gratification of the WeChat application with respect to the case studies of the local private Universities in Klang Valley, Malaysia has been anticipated to be particularly significant for various entities. Initially, it has been identified that the study will serve as a foundation for further studies regarding the usage of WeChat in Malaysia. The research will also contribute towards the expansion as well as the development of the research's body of knowledge. With the help of this study, analysts will be able to enhance the literature that is available with regard to the research in consideration. Furthermore, it has been determined that the evaluation will effectively represent the time that is spent by universiti students on a daily basis on WeChat and will also study if the utilization of the WeChat application differ amongst male and female Universiti students.

This research will make it a lot easier for businesses to comprehend the average utilization of the WeChat application among the university students of Malaysia. In this regard, while launching such mobile applications the managers of the relevant companies will benefit from this research and will be able to develop and build their business

strategies accordingly. The managers will be able to gain deeper insight regarding the perception as well as the interests of the students regarding the consumption of WeChat in Malaysia. This study will assist with the development and the designing of the relevant organizational strategies and plans. Moreover, this research will also the managers and the entrepreneurs to understand the importance of advancement and innovation for their various mobile applications. This will be achieved through the uses and gratifications of WeChat that will be covered in this research.

This research will also proof to be beneficial for students as it will direct them regarding the usage of the WeChat application with complete satisfaction. The study will likewise define if the WeChat application will be utilized often by college students and that it will also fill the scholarly needs of the students regarding this particular application.

1.13   Methodology

The research will be adopting a quantitative research method, using a sample size of 400 respondents chosen form 4 private universities in Klang valley. The survey instrument will be questionnaire which will be handed out to respondents chosen using purposive sampling method. The questionnaire will be adopted form Wui (2013) and then developed in accordance to the research objectives and research aim. The questionnaire will be measuring on the Likert scale. However, the Likert scale will be measuring on the scale of 1-5 named as strongly

agree, agree, neutral, disagree and strongly disagree. Maxwell (2012) affirmed that Likert scale is a vastly used scale because it facilitates in testing the research issue with ease. A pilot test will be carried out to check the reliability of the questionnaire. The independent t-test will be used to check the difference of two variables, then descriptive statistics to analyse mean scores. Pie charts will also be used to represent percentages and values were necessary.

1.14   Thesis Plan

The outline of the research aims to provide the readers with a general roadmap that is implemented by the researcher for the purpose of completing the study with effective as well as fruitful outcomes or results. In order to investigate or study the "perceptions of the use of WeChat among Malaysian Chinese students in private universities in Klang valley, Malaysia, the researcher aims to adopt the following structure;

Chapter 1: Introduction

The introductory chapter of the dissertation entails the groundwork upon which the whole research has been based. It introduces the readers with the fundamental elements of the research that includes the aims and objectives of the research as well as its significance and scope.

Chapter 2: Literature Review

The second chapter of the research is referred to as the literature review. This section encompasses the opinions and the views of the past

researches with regard to the specific domain. It is an elaboration of the objectives and issues that are identified in chapter one. Additionally, this section of the research also facilitates the researcher with a multi-dimensional perspective in consideration of the current study and also identifies the gaps within the precedent researches.

Chapter 3: Methodology

Chapter three of the research is referred to as the research methodology. This chapter includes the procedures and processes that the researcher aims to exploit so as to complete the relevant study. Moreover, this chapter also acknowledges the research design, strategy, philosophy and also the data collection methods and instruments.

Chapter 4: Data Analysis

The fourth section of the research is a subsequent to the methodology chapter of the research. The aim of this chapter is to analyse the data that has been collected by the researchers and to present the relevant findings of the research.

Chapter 5: Recommendations & Conclusion

This chapter of the thesis includes the summation and synchronization of the findings of the research. It also identifies if the research objectives that is drafted in chapter one has been successfully and effectively accomplished by the researcher or not.

The final part provides appropriate recommendation and suggestions as to the findings of this research. This chapter also highlights proper insights to future research that has to do with this area of study.

1.15   Chapter Summary

In summarizing the analysis of chapter one of this particular research, it has been evaluated that it provides the readers with a step by step illustration of the approach that has been utilized by the researcher with the aim of successfully accomplishing and completing the study in consideration. The first chapter includes and identifies the objectives and the questions of the research that further aims to facilitate the researcher in studying the uses and gratification of the WeChat application. It can further be concluded that the objectives and the research question have effectively been linked to the problem statement of the relevant study. Nonetheless, it can also be concluded that the title, objectives and the problem statement are in an alignment. In order to increase the value the study its significance and scope have also been reviewed in brief. The discussions in this chapter has depicted that the research in consideration will prove to be significant or useful for various entities that include; stakeholders, businesses, students and also future researchers. The motivation of the research in consideration has been identified as the familiarity and the interest of the researcher in the current field as well as the increase in the demand of the particular mobile applications. Nonetheless, it has been identified that the scope of the research is limited to only Malaysia and WeChat application.

According to the above illustrate dissertation structure it has been identified that the next chapter of the proposal is the Literature review which will contain a detailed elaboration of the objectives with regard to the past research.

CHAPTER TWO: LITERATURE REVIEW

2.0   Introduction

The second chapter of this research is intended to investigate the selected topic through the past literature. Furthermore, it is aimed to identify the trends regarding the usage of WeChat. The concept of Uses and Gratification (U&G) theory is to be discussed in this chapter and it is intended to identify the U&G within the domain of WeChat.

2.1   Uses and Gratification

Uses and gratification theory has made a clear path for user "uses" or "gratification" studies, as choice and usage of a particular media lies with the user Roy (2009). Technological advancement has led the people to access the internet through different mobile phone devices. Billions of people use mobile phones as a rapidly adopted communication tool. Researches show that majority mobile users like to access internet services from their mobile devices rather than their desktop computers. This fact has rapidly increased the worth of smart phones as these phones facilitate the users with variety of mobile applications that gratifies their need of immediate access to the internet (Yiand & Yin 2010). Acording to Ruggerio (2000), in his 21st century review of the theory explains the revolution of the theory and the media from the days of the mass media to the new media and now to the technological era. In a study by Roy (2009), the theory over the years has try to explain the choice of one media platform over the other by user and that individuals use the same media platform for different kind

of "satisfaction", "gratification", and "motives". Eightmey and McCord (1998), explains that the theory has a significant role in bringing to light the reason why audiences chose a media and stick to it for a long time. Fagerlind et al. (2000), also explains that the U&G also illustrates the attitude of the audience on a particular platform of the media and its content. Researchers over the years argue that, users' initial encounters with a medium might be influenced by certain factors or features, friends, per group, language or even it might be accidental. Although such media may not gratify he user need for it at that moment (Eighmey & McCord, 1998).

Katz and Blumler (1973), the frequently found gratifications for using traditional media (radio, television and newspapers) are diversion (the need for emotional release and to escape personal problems); personal relationship (the need for companionship and help in social interaction); personal identity (the need reassurance of one's role in society and self-understanding); and surveillance (the need for information about factors that might affect or help one) as citied in Davis and Jere (2011). Stafford, Stafford, and Schkade (2004) provided a useful meta-categorization of gratification factors in which they identified three types of gratification sought by consumers, namely content gratifications, process gratifications and social gratifications. Content gratifications apply when consumers use a particular medium for the content it provides them (for example, entertainment information). Process gratifications apply when consumers Use a particular medium because they enjoy the process of using the medium

(for example, surfing the web, control over viewing). Social gratifications apply when consumers use a particular medium to gratify their need for social interaction (for example, friendship, interpersonal communication and keeping in touch) as citied in (Davis & Jere, 2011).

2.4   User Gratifications

The U&G theory used to explain a phenomenon in media usage a lot of gratifications or satisfaction or motives. Also, uses and gratification theory has been derived as the way a user tend to derive benefit from a product and what exact gratitude do they extract. The term "gratification" is explained by Stafford, Stafford, and Schkade (2004) as the satisfaction which users obtain while using a particular media. The example of uses and gratification have been observed within the research findings of Stafford, Stafford, and Schkade (2004), where Indian population has been observed with respect to the uses and gratification of internet. The result of this observational analysis depicted that users tend to develop their certain identify with use of visual and text content on the social media. This gives them a feel of gratification that further satisfies their identification.

2.5   Classification of User's Gratification

According to Katz et al. (1973), the first listed classifications of user's gratification into five namely, tension release, social integrative, personal integrative, affective, and cognitive. These classifications over the years have served as a pattern for researchers in understating user's gratification. In Luo (2002), a study about web usage, made a construct

on entertainment, information and irritation to explain how the web usage affect the respondents. There exist multiple classification of gratification but for this research the researcher will stick to the types by Stafford, Stafford, and Schkade (2004), as citied in Davis and Jere (2011), Wui (2013), and Chigona et al. (2008) which acknowledged as content gratification, process gratification and social gratification. These are stated by (LaRose & Eastin, 2004). This is because this classification best suits and explains the researchers approach to the theory.

Content gratification; this gratification type has been defined as the channel/medium utilized for the purpose of communication i.e. messages. These messages could be for the purpose of leisure or information sharing and information content (Stafford et al., 2004). This gratification is based on the content of the message which might be entertaining or informative (Stafford, 2009). Rittinghouse and Ransome (2005), the main features on instant messaging include text messaging, voice chatting, video chatting, sharing of files, transferring of files, playing game on messenger such as board games and poker, whiteboard application which share screens of the users and sending and receiving of photos. This ability to share files play games can be related to gratification indicator such as "Entertainment" and "Escapism". Entrainment, this refers to any event or activity that is particularly developed to entertain others is known as entertainment (Getz, Andersson, Vujicic, & Robinson, 2015). Psychological experts have emphasized on the phenomenon that in present era, everyone is ongoing an extremely busy life and do not have time for any extra curriculum

activities. While escapism It refers to the concept that people due to their frustrating and hectic life causes to leave that reality in which they live in cognitive and emotional way (Garde-Hansen & Gorton, 2013).

Process gratification; this gratification type has been classified as a panel through which the individuals tend to communicate or deliver their message or seek for different perspectives i.e. internet surfing. Process gratification is more on the actually use of the media (Stafford, 2009). This gratification is driven by the actually reason of the user to seek the media, this could be based on the type of media, features of the particular media, or influence of friends or family. Information seeking is seen as a factor here, this refers to any procedure or movement that helps in attaining information either from human being or technology (Case, 2012). Many of the users of instant messaging mobile applications find this application an easiest and quickest way to search for their favorite brands and stay up-to date with the latest designs and collections. In addition, Junco and Cotton (2011), indicated that 55% of teenage students get help with their homework by the means of instant messaging applications as well as other necessary information.

Social Gratification; is described as the internal interaction process, where the social gratification within the prevailing social media era is found in using internet and interacting with the world through computer peripherals. This gratification type covers the chatting, friendship, interaction and relationship development (Chigona et al., 2008). DownsVillar et al. (2014), it has been disclosed that instant messaging allows its users to be always connected with their loved ones

without any barriers. In a study by Schroeter (2012) stated that one of the attractive features of instant messaging is that it allows the user to carry on more than one conversation at a time, thus it allows users to stay connected with friends and family. According to Zhang (2013), one of the major reasons people use this instant messaging application is to stay connected with loved ones and as well make new friend, he also explains that this has made instant messaging application a precious communication tool.

2.6 The Uses of Instant messaging Mobile Application

In a study by Li, Mantymaki, and Zhang (2014), instant messaging under the perspective of user and gratification theory explains that instant messaging is used for the reason of relaxing, enjoying, fashion trends, desire for making relationships, desire to escape from real world and affection for the close ones. Also, it has been used due to the social needs which are integrated with technological advancements. Instant messaging application is one of the most popular and a successful mobile application. Li, Mantymaki, and Zhang (2014), majority of the users of instant messaging application switch the messenger on the basis of desired pleasures. Several other reasons such as information sharing and need to express thoughts and emotions by using the appropriate medium. According to Hay (2011), the errors vary within the category of instant messengers; hence, users select instant messengers carefully. The versatile, innovative features and benefits of

instant messaging differentiate it from other operating mobile applications (Percival & Claydon 2015).

Mobile phone had been used previously with two prime functions only of sending and receiving of messages and making phone calls. It has been discussed that features in the phones have increased over the period of time. Moreover, it has been mentioned by researchers that the functionalities such as internet and multimedia developed the trend among people regarding the usage of mobile phones for other purposes i.e. other than texting and calling (Appscend Team, 2015). Perez (2014), the users has been spending more of their time on digital media and more specifically on mobile applications. Also, it has been mentioned by the Perez that people who uses mobile application such Facebook mobile app spends more time on them on comparing with the desktop users who do web surfing on browsers. Moreover, it has also been mentioned by the Perez that on internet, the activity based on mobile application is higher than the other usage. It has also been claimed by the author that more than 2 mobile applications are downloaded by majority of the smart phone users every month and the trend is increasing in different countries. The users of instant messaging application spend their time on these mobile applications everyday on their smart phones and tablets. Marwan, Madar, and Fuad (2013), the usage of mobile application has increased knowledge of users in terms of understanding, learning and teaching in schools. The usage of mobile internet for learning purpose is still in its early stage within the region of Malaysia but it is bringing positive change by facilitating students.

Moreover, Madar and Fuad (2013), noted that the concept instant messaging application learning via group or personal chat has been developed and this is at its initial stage in Malaysia. According to Zurovac, Talisuna, and Snow (2012), the usage of basic mobile applications has facilitated many users in different fields of various departments. Mail Online (2014), sated that usage of mobile phone has been diversified over the period of time. Furthermore, it has been mentioned by the publisher that the primary usage of mobile phone i.e. making call which has now has declined to the sixth rank among the common uses of mobile phones. In a study by Solvemix (2015), instant messaging application developers have started providing call function along within the mobile applications for example Whatsapp; hence, this might help in shifting the current trend from text messaging to call function.

According to Beal (2015), the first instant message was sent in England in which an employee wished his boss Christmas and this brought the whole new dimensions in the field of telecommunication and revolutionized it. Also Chell, Erasmus, Colley, and Whitehouse (2015), the emergence of instant messaging application, it has been a revolution in mobile application, thus instant messaging is one of the main considered core functions of the advent of mobile applications. Instant messaging applications enables user to send and receive messages without having an impact of location and time. Although Chen, Chrysanthis, Sloman, and Zaslavsky (2003), instant messaging has been considered as an essential contextual indicator and controls

user's information in a specific context and motivates users to pursue the existing instant messaging system. Also Egan (2005), it has been observed that instant messaging the mobile application has been considered as a popular application. Instant messaging applications also has the combination two functionality of mobile phone such as notification of presence and the context of messaging. Although Egan (2005), further elaborates these terms as messaging enables user to communicate in the form of short text messages and notification of presence enables user to identify whether their friends are online and available for chat or busy or not available for some other reasons. Also Tagliamonte and Denis (2008), instant messaging service creates connection between the internal and external users i.e. the known users and the unknown users. The influence of instant messaging service creating a deep impact on teenagers and they prefer to use instant messaging service more often. Moreover, the term of instant in instant messaging with the term spontaneous as the messages received by the users within no time and also facilitate receiver to response accordingly within no time.

Instant messaging mobile application also created an impact on the language of people and especially teenagers as the trend of selecting abbreviations instead of words has been observed. In India for example users use instant messaging application which supports Hindi / Marathi text charters (Vaishali, 2014). Also Chen-lei1 (2015), WeChat is not just used by Chinese University students in China just because it enables them to connect with family, build and maintain relationship, play

games or even expand their interpersonal relationship, it's a first choice application because it supports Chinese charters.

Márquez (2003), instant messaging has created an impact on the lives of people in social as well as business contexts, especially, the college students. Also, instant messengers were aimed to facilitate users in order to interact with other users while the instant messengers are aimed to enable users in order to interact with the known people from their social circles. Lu, Zhou, and Wang (2009), the users of instant messaging are influenced by the motivations based upon intrinsic and extrinsic factors. The hedonistic needs and the usefulness of messages are the strong key influencing factors to use instant messaging apps. According to Fox, Rosen, and Crawford (2009), the behavior of multi-tasking has been observed among the users of instant messaging, college students have the capacity to focus on reading and studies while having a conversation on instant messenger; hence, do not get distracted for the reason of instant messaging. Also Day and Dutta (2006), the instant messaging has evolved with the addition of many useful features such as photos and video sharing. Also, instant messaging sessions have been playing a major role in business world as it provides them to communicate within real time and help them communicate through their body language as well. Moreover, instant messaging is not same as the live chat sessions as it provides privacy to the users and enable them to communicate with their close friends and share personal information. Previously it was not possible to communicate all the meanings due to the limitation of instant messaging as only text could be transmitted and

the meanings through gestures and tonal expression could not be communicated. Also Barsness (2008), instant messaging has transformed by the time and the efficiency of this application has also increased. Furthermore, the application has been developed for the purpose of making communication convenient but the capability of spontaneous sending and receiving of messages has increased popularity of the application as previously used means such as e-mail required more time in order to send and receive the messages.

In a study by Weeks (2008), instant messaging helps in improving relationship, also instant messaging enables users to express themselves more frequently and clearly. Moreover, the usual text messaging SMS (short message service) and instant messaging is almost same if the few effects of instant messaging are ignored such as instant replies and ability to send long page messages. According to Shigeoka (2002), instant messaging has three main categories such as normal messaging in which one sender and receiver interact through messages like email. Furthermore, the other category of instant messaging is chat in which it is required for both the users to be connected with the same messenger. Moreover, group chat is another category which enables multiple users to communicate on the same messenger. Spivey (2012), instant messaging has been considered as the most popular category of communication in which people can share not only text messages but also different types of files such as photos, music and documents. According to Carlon (2015), instant messaging applications have broadly categorized into two groups i.e. android users and iOS users.

Furthermore, it has been mentioned by the author that few mobile applications such as Whatsapp and Facebook have been ruling over the market for the reason of their premium and advanced services. Moreover, the recent update of Facebook messenger enables users to even send messages to the friends who are not on the same messenger. According to Clifford (2013), the trend of using text messaging SMS (Short Message Service) has decreased after the launch of many successful instant messengers in the world of mobile applications. Majority of the mobile phone users in Brazil, Britain and Russia have been using instant messengers with the replacement of old text messaging practice. Carlon (2015), instant messaging application also enables user to enjoy all the benefits as provided by the other good messengers of modern times which includes, group chat, video calling and sharing of different types of files and media. Furthermore, the additional features which help them to socialize by using new means. Although Root III (2015), the usage of instant messaging has some advantages and disadvantages, such as cost saving and convenience are the two major advantages while considering disadvantages as mentioned by the author, the response time on instant messaging decreases and users do not review the message after drafting it as on email which increases the chances of errors in response. Also, the pop ups while using instant messengers waste the time of users and increases the chances of unintentional visiting of mobile application and other pages. Moreover, chances of receiving unwanted messages of promotional campaigns and harmful links on instant messengers also increases which

eventually risk the information of users. Perey (2004), there are harmful aspects of instant messaging in terms of having risks such as the risk of viruses, risk of identity theft, risk of firewall, risk of data security and the risk of spam. Also, these risks such as majority of viruses have been spreading through the medium of instant messengers and thus damaging the devices and increases the risk of security. Moreover, the cases of identity theft have been increasing on instant messengers and creates severe risks for the users. The security risks also increase by the increasing usage of instant messenger and has produced harmful impact on the firewall and increases chances of leakage of data. The author also considers Spam as a major risk on instant messaging. According to Council of Better Business Bureaus (2015), the scam has been practicing by using internet messengers and fake job interviews have been conducting by the fake companies. Furthermore, it has been mentioned by the author that it is difficult for the users to authenticate on instant messengers as the practice of interviewing online is one of the most common practices of the organization. Moreover, as advised users should check before start giving interview by checking website reliability, job descriptions detail and other harmful aspects. According to Kim, Kim, Park, and Rice (2007), different perceptions in the mind of students have been observed on making them to categorize mediums on the basis of effects, face-to-face, instant messaging, short text messages, calling function of the mobile phones create different impacts on students. Moreover, using instant messaging mobile application strengthens the social relationship of messenger user. According to

Grinter and Palen (2002) instant messaging has been playing an essential role on the behavior of students.

2.7   Instant messaging services

Communication simply refers to the transformation of information from one person to the other (Couldry, 2012). But to communicate effectively, communicator often need an effective channel; or mode of communication. Van Dijck (2013). One of such innovative channels that provide a platform to communicate with each other is WhatsApp this could explain why many users seek this application in the first place (Aal, Parmar, Patel, & Sen, 2014). In the present era, it has been witnessed that WhatsApp has become the first choice of many establishments, institutions, individuals' students or organizations (Akpan, Akwaowo, & Senam, 2013). On one hand organizations are using this mobile app to frequently convey messages to teams or groups. On the other hand, a number of students use this app to discuss their assignments or home works. However, WhatsApp has changed the way people used to communicate (Ng, 2015). According to Church, and Oliveira, (2013) these advanced mobile apps such as WhatsApp have further enhanced the function of old modes of communications. In correspondence Hjorth, Burgess, and Richardson, (2012) stated that with the arrivals of such networking apps a remarkable change has been widely witnessed in the communication industry. WhatsApp is becoming the mainstream culture in the society and is has become a part of many people's daily life. Apart from this, another uniqueness that WhatsApp possess is that along with communication purposes people started using it to promote their business practices as well (Wally, & Koshy, 2014). For example before the

arrival of WhatsApp, online business ask their customers to place an order by mean of phone calls or text messaging (Mudliar, & Rangaswamy, 2015).Whereas at present it has been observed that the same online businesses have shifted their order placement trend from phone calls or text messaging to WhatsApp message or WhatsApp calls. This reveals that with the passage of time how people are gradually adopting such networking mobile apps and trying to extract maximum profit from them (Leyshon, 2014). Aïmeur, Brassard, and Rioux, (2013) stated that the interesting fact in this option is that Viber users can call even to those people as well who are not using viber. Church, Ferreira, Banovic and Lyons, (2015) highlighted that the key reason that drive student and adults to use frequently viber rather than other app is its free video calling feature that allows its users to call anywhere in the world without any resistance. In support Hjorth, Burgess, and Richardson, (2012) stated that the quality of viber video calling feature over other video calling apps give it a distinctive edge among them. In correspondence, Viljanac, (2014) revealed that the slogan of viber i.e. connects freely depict the key motive for this application. According to Dai and Zhang (2015), the feature of "Look Around" facilitates users to make connections with the people who are around users with the physical appearance. In order to use this feature, users need to enable their locations and also shows their profile pictures, statuses, and user's names (Wang, Zheng, Freeman, & Chapman, 2014). In China, WeChat was used for English specific purpose (ESP) training among students, as researchers believed the motivation of students in using the application can serve as learning process for them (Lui, 2014). Chen (2013) illustrates that due to low cost and easier operation people then to explore how library system use Wechat to improve the services. Also

the piracy and information services encourage patronage. Also (Zhu, 2016) in a study found that 34.5% of female and 65.5% of male the respondents 94.5% of them use Wechat to contact with friends, 97.5% of them agree that their main purpose of using Wechat is to message their friends and teacher.

2.8   Gender, User and Gratification

The problem of Internet "U&G" and gender orientation have not been persistent, all things considered, in the writing. There are couples to consider in the setting of gender orientation contrasts in the utilization of Personal Computers and dispositions towards Personal Computers. Furthermore, the recognized gender orientation contrasts as far as saw convenience, identified usefulness and gratification. On every one of the three measurements individuals tend to report essentially higher mean scores than females (LaRose & Eastin, 2004). There are different types of gratification that is based on how people choose to show emotions. Instant gratification is based on the impulsiveness of the user where the user chooses instant satisfaction from things rather than wait for the future to bring in any satisfaction (Zhang, Wu, Kang, Go, & Sundar, 2014). On the other hand, the deferred gratification is based on the user being patient in achieving satisfaction and chooses long term goals over immediate ones, as found in instant gratification (Young & McCoy 2015). The analysis of gender finds completely different reasons for the search of gratification in the use of instant messaging mobile application. Females tend to have different motivation behind their use of instant messaging mobile application. They tend to opt for these

mobile applications because they believe it can overcome their problems that are caused by a lack of family relationships and they look for short term gratification. On the other hand, gratification and instant messaging mobile application is linked for males as it helps them reduce any feeling of loneliness that exists inside them. The female gender tends to look for relationships online as source of gratification as well maintain old relationships whereas the men use it to find new friends that share similar interests and befriends with them (Ran, 2008). Also Leung (2001) found there is gender differences in the use of ICQ (is an open instant messaging computer program in Israel). The name ICQ stand for "I seek you": males used ICQ to pass time between classes while females use ICQ look for or connect with friends emotionally. Wui (2013), in a study found there is no statistical evidence to prove there is a difference in male and female use of the media.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1   Introduction

This chapter gives an overview of the methodological perspective that has been considered as adequate for the chosen topic in this study that is identifying the uses and gratification of We-chat. This has been applied within the context of Malaysian Chinese students in private universities in Klang Valley Malaysia. It has been derived that, understanding the nature of this study has been majorly emphasized by the researcher in order to make the research coherent. Likewise, the role of each methodological perspective has been defined in order to lead the research within a single direction, where the behaviour of the chosen population is significantly been observed. In continuation of assembling the research methodology design of the research has been added in order to acknowledge the nature of the study and provide answers to the research questions as listed in chapter one. The research is a quantitative research, in which questionnaire will be used as the survey instrument. The questionnaires will first be tested in a pilot study of a total of 40 WeChat users that are students of the chosen local private universities and be a Malaysian Chinese. This process is mainly to provide reliability of the survey instrument. Then secondly the actual survey which will consist of 400 respondents who must to be WeChat users and be students of the chosen universities and be a Malaysian Chinese. The Malaysian Chinese (local Chinese) were chosen for this research because previous

research by Wui (2013) shows they access the internet more than any other ethnic division in the Klang Valley.

3.2   Research hypothesis

The earlier stated RQ i-iii are descriptive in nature, thus there is no hypothesis required as illustrated by these descriptive studies i.e. Chang, C. M. (2015), Mao, C. (2014), Roy, S. K. (2009)., (Zhu, 2016) .The research is looking for any relationship between two variables so RQ4 serves as the hypothesis for this research. To see the different between gender uses and gratification of WeChat.

Ho: male = female

Hi: male # female

The hypothesis is null Ho: male = female   if there is no difference the mean of two independent samples, and its alternative hypothesis Hi: male # female mean there is a difference between samples.

3.3   Population and Sampling

The research adopts purposive sampling method in determining the sample size. According to Piaw (2012), purposive sampling method is a method in which the respondents or subjects are chosen based on certain characteristics. For example, in this research only Malaysian Chinese who are users of WeChat and student of the chosen universities will be used as respondents. Though according to (Wimmer & Dominick, 2006) this non-probability sampling method does not really ensure population representation and mathematical probability. This method can still get a reasonable representation if executed properly

(McDaniel & Gates, 1998). The statistical findings of this sampling method cannot be generalised, yet the theoretical aspect can. The population is a number of 4 chosen local private universities in Klang Valley namely Segi College University, HELP University, Taylor's University and Universiti Tunku Abdul Rahman (UTAR). These universities were randomly selected based on the researcher's ability to get data from the respondents, and the population of local Chinese students in the institutions whom the main respondents for this research. The respondents for this research have to be on WeChat and also a student of this chosen institutions as well as be local Chinese.

3.4   Sampling Technique and Sample Size

In this particular research, the researcher chose a sample size of 400 students gotten from the sample size determining formulae and table of (Israel, 1992) which will be attached to the thesis, that are to participate within the survey conducted. In addition, convenience sampling has also been applied in the research that has its reason on approaching the survey participants that are available with convenience for providing the relevant information with respect to uses and gratification of WeChat among the consumers, it has been derived the opinion of university student with respect to WeChat is expected to vary on their level of education, for this reason there has been added a demographic scale within the questionnaire. This guided the researcher towards distinguishing the behaviour of different survey participants within the sample undertaken for analysis. This research will use a

confidence level of 95% that is assuming 5% of the sample would be unrepresentative. For a social science research a confident level of 95% is standard (Watson, 2001; Austin & Pinkleton, 2000).

The sampling error (precision level) is ±5% (Israel, 1992), that's to say assuming 70% of WeChat users use the application for a similar reason then, 65% and 75% of WeChat users in the population use the application too for that same reason. This research chooses ±5% as it is most realistic for it, because a higher sample error will require a larger sample size, also with the fact that the variability level (P) in the table by Israel has been fixed at 0.5%, with a confidence level is 95%.

$$n_0 = \frac{Z^2 pq}{e^2}$$

Table 3.3. 1: Population of respondents for four selected Universities in Malaysia

UNIVERSITIES	POPULATION
Universiti Tunku Abdul Rahman (Sungai long campus)	9000
Help University	11000
Segi University	29000
Taylors University Malaysia	5629
TOTAL	**53629**

The total population is **53629** (all figures were gotten from the school admission department as at time of this research) so from the sampling size determine table at a difference of ±5% the sample will be 398.

40

Sample size =398 the number was rounded up to 400 so as to create an even distribution of data collection instrument. Therefore, the sample becomes 400. As shown below in Table 3.3.2.

Table 3.3. 2: Sample Size for ±3%, ±5%, ±7%, and ±10% Precision

Size of Population Sample Size (n) for Precision (e) of:

Population	±3%	±5%	±7%	±10%
500		222	145	83
600		240	152	86
700		255	158	88
800		267	163	89
900		277	166	90
100		286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99

8,000	976	381	199	99
9,000	989	383	200	99
10,000	1000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1, 087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100

Note;Levels where Confidence Level Is 95% and P=.5

3.5   Pilot Testing

In this particular study, the researcher has engaged in a small pilot study in order to assess the existing potential within the Klang valley local private universities with respect to the adopted and developed structured questionnaire. It has further been determined that the total sample size within the survey was 400 Malaysian Chinese undergraduate students. In this prospect, the researcher interested to consider a pilot study sample of 40 students. These 40 students represent 10% of the actual calculated sample of the research. In this context, the researcher has acknowledged the minor mistakes within the developed

questionnaire. Afterwards the developed questionnaire, a number of amendments were made to finalize the questionnaire, where the survey participant would be at ease of understanding the statements added to the questionnaire. This assisted the survey participants to understand the basic motive of adding such question to the questionnaire and they responded accordingly. The results from the pilot study will be run through IBM SPSS version 23 to check for the Cronbach's Alpha value of each item under each sections as well as total Cronbach's value for each section. According to Varma (2006) a Cronbach's alpha value ranges from 0 to 1.00, where 0.90 and above: HIGHLY RELIABLE, 0.80-89: GOOD RELIABILITY, 0.70-79: FAIR RELIABILITY, 0.60-69: MARGINAL RELIABILITY, under 0.60: UNACCEPTABLE RELIABILITY. This value is measured on which ever Likert-scale the researcher is using. This research will be measured on scale of 5.

3.6   Research Instrument

A distinction is further defined in between open and close ended questions added to the questionnaire. An open-ended inquiry requests that the respondent detail his own particular answer, though a close ended inquiry has the respondent pick an answer from a given number of choices. Since, the research is purely inductive and has descriptive test analysis. Therefore, the added questionnaire has structured and systematic question added to the frame for the purpose of gathering relevant information from the chosen population. The questionnaire will be developed and adopted from (Wui, 2013), in accordance to the

research objectives and research aim. The questionnaire was chosen based on the framework of the study which has a similar pattern as to this research, this questionnaire format was first developed by Chigona et al. (2008) have adopted and developed to suit their objectives (Stafford et al., 2004), Wui (2013), Davis and Jere (2011), LaRose and Eastin, (2004). The questionnaires consist of sections which has been carefully structured out to answer each objective. This sections are measured using the Likert scale. However, the Likert scale will be measuring on the scale of 1-5 named as strongly agree, agree, neutral, disagree and strongly disagree. The 5-point Likert scale, was chosen above other Likert scale measurement because it was used by the previous studies in which this questionnaire was adopted from and has been proven valid and reliable. Maxwell (2012) affirmed that Likert scale is a vastly used scale because it facilitates in testing the research issue with ease.

The measurement consists of:

- Strongly disagree

- Disagree

- Neutral

- Agree

- Strongly agree

The above measurements will be used in the sections to answer the statements, in which the respondents have to pick which best suits their

choice on the statement. This statements are subject to change because after the pilot test only reliable items will be used for the actual survey.

The first section which covers the perspective of WeChat use by respondents has a total of 13 statements;

- I use WeChat because of the graphic display

- WeChat is easy to asses

- I use WeChat because it suits my internet

- WeChat is easy to maintain

- I use WeChat because it supports my language

- I use WeChat because it allows me to make video calls

- I use WeChat because it allows me to share files

- I use WeChat because it allows me to surf the internet

- I use WeChat because my friends and family are using it

- I use WeChat because it's safe to use

- I use WeChat because its user friendly

- I use WeChat because of its features

- I use WeChat because it's better than other instant messaging application

The second section which covers the process gratification has 9 statements;

- WeChat helps pass the time

- I use WeChat to post things I want to say or tell

- WeChat is a cost-effective way to publish

- I use WeChat to present information about my interests

- WeChat is convenient to use

- I can get what I want more easily on WeChat

- I use WeChat to surf the internet

- I use Wechat to search for information

- I use WeChat to share information useful to other users.

The third section which covers the content gratification has 6 statements;

- I use WeChat to keep record of what is happening in my life

- I use WeChat to keep up with current issues and events

- I use WeChat to make video calls

- I use Wechat to share files

- I can use WeChat to anytime, anywhere

- I play games on WeChat

The fourth section which covers the social gratification has 8 statements;

- I use WeChat for entertainment purpose

- I enjoy using WeChat

- I use WeChat to make new friends

- I use WeChat to connect with friends and family

- I participate in group discussion on WeChat

- I use WeChat to connect with people who share my values

- I use WeChat to maintain a personal relationship with friends or family

- WeChat makes it easy to search for my friends near by

3.7   Research Procedure

The questionnaire will first be tested in a pilot study on a sample of 40 respondents, who are WeChat users and students of the chosen local private universities in Klang valley. The results will be taken for a reliability test using Cronbach's α(alpha). The unreliable questions will not be included in the actual questionnaire for the survey. The final survey questionnaire will then be distributed using the purposive method, this method of sampling states that respondents are selected based on their relevant or identity to the study (Piaw, 2012). For this research respondents have to be;

i.   They must be WeChat users.

ii.   They must be students of the chosen local private universities in Klang Valley.

iii.   They must be a Malaysian Chinese.

The venues for this sampling test will be carried out on campuses of the chosen local private universities:

i.   Help University campus (Kuala Lumpur).

ii.   UTAR Sungai Long campus (Sungai long Selangor).

iii.   Segi University campus (Kota Damansara, Selangor).

iv.   Taylor's university campus (Subang Jaya Selangor).

3.8   Research Analysis Plan

In addition, understanding the opinion and background structure of inductive approach in this study. At this point, applying inductive approach is necessary, because applying deductive approach would want identified variables, where the required tests ought to apply. However, in case of this particular study, result of the pilot study has been analysed using the Cronbach's alpha to get the value for each section item which makes the framework for the research questions. This values ranges from 0 to 1.00; were a value from 0.7 above is reliable and 0.7 below is unreliable (Field, 2006). The value of the 'item quality' as stated by Varma (2006) is the reliability of the statements under the sections which is measured by the corrected item-total correlation, this range from -1.0 and +1.0. The 0.10 correlation is recommended as a rule of a thumb to check multiple-choice keys used in the survey questionnaire.

In order to answer the research questions form for this research, different analytical methods will be used. The demographic and

population aspect of the research will be analysed using descriptive statistics. The sections of the questionnaire with statements will have to fulfil the assumption of normality, which be analysed by the Q-Q plot (Quantile-Quantile Plot).

Question 1: will be analysed using descriptive statistics to see the mean scores of the statements in that section showing the major reason behind the use of WeChat by the 400 respondents. After getting the mean score to each statement the descriptive analysis will show which statement is the major reason why respondents use WeChat.

Question 2: will be analysed too using descriptive analysis, unlike question 1 this will just be represented on a pie chart stating the percentages per age, gender, qualification and time spent using WeChat.

Question 3: is similar to question 1 only that in this case the mean scores is not compared between statements in a section but between sections to get which gratification type does the 400 respondent sought the most.

Question 4: this show how the use of WeChat differs between genders. This will be analysed by using the independent samples t-test in the IBM SPSS, which according to Heiman (2006) evaluates the samples means from the independent samples. This research question is made up two key component of "uses ", "gratification" and gender, as such cannot be measured as one.

Uses doesn't necessarily guarantee gratification (Wui, 2013). The use may lead to a particular gratification and may not necessarily hinder gratification in other aspects. So in order to get a clear picture of the

respondents U&G, here the researcher has to break it down; the motivation that increases their WeChat use, the gratification they get from their WeChat use.

3.9   Independent Samples t-Test

As stated above the t-test is used to evaluate two samples from the independent samples (Heiman, 2006) as cited in (Wui, 2013). This test will be used to give a better understanding to question 4. The test will help understand the mean scores to see if there is a statistical different between male and female, as well as which gratification they sought the most. Heiman (2006) also explains that before this test can be carried out certain assumptions must be ascertained;

i.   Sample of study must be independent.

ii.   Dependent variable has to be either interval or ratio.

iii.   Dependent variable has an approximately normal distribution.

iv.   There   must   be   similar   variances,   otherwise   known   as homogeneity of variances, between the two groups. Varma (2006)

Ho: male = female

The hypothesis is null Ho: male = female   if there is no difference in gender usage and gratification of WeChat According to (Varma, 2006) when the null hypothesis is rejected when the values form the Levene's Test for Equality of Variances value or p-value is greater than 0.05, the

assumption of equal variance has been fulfilled then we fail to reject hypothesis.

3.10 Research Validity and Reliability

For the credibility of any research, the reliability and validity plays an important role and as such must be addressed. First by carrying out a pilot study test the researcher seek to pre-test the understating of the targeted respondents on each questions in the questionnaire. Questions with low Cronbach's values are deleted. This is to make the survey instrument more credible and reliable.

3.10.1 Pilot Study Results

A pilot study was carried out as stated in chapter 3, to validate the questions developed for this research. The reliability of the survey instrument (Questionnaire), was obtained using the IBM SPSS version 23 to get the Cronbach's alpha value for each statement under each sections as mentioned in the previous chapter.

Table 3.10.1: Total Cronbach's values for perceived use of WeChat

Reliability Statistics	
Cronbach's Alpha	**Number of Items**
0.821	13

Form table 3.10.1 which is the section for the perceived use of the WeChat application, the total Cronbach's alpha is 0.821 for the 13 items.

This value falls within the good reliability range. This then indicates that this section is well contrasted and the items are internally consistent or reliable thus there was no need or reason for any statement to be drop from the actual survey questions.

Table 3.10.2: Cronbach's values for each statement under the perceived use of WeChat

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I use WeChat because of the graphic display	38.43	39.635	0.332	0.819
WeChat is easy to asses	37.95	35.126	0.715	0.787
I use WeChat because it suits my internet	38.43	36.661	0.634	0.795
WeChat is easy to maintain	38.10	36.451	0.663	0.793
I use WeChat because it supports my language	37.95	39.536	0.413	0.812
I use WeChat because It allows me to make video calls	37.93	38.122	0.407	0.814
I use WeChat because it allows me to share files	38.25	37.321	0.498	0.806
I use WeChat because It allows me to surf the internet	38.38	39.779	0.292	0.823
I use WeChat because my friends and family are using it	37.65	38.131	0.459	0.809

I use WeChat because it's safe to use	38.33	38.892	0.413	0.812
I use WeChat because its user friendly	37.90	39.169	0.497	0.807
I use WeChat because of its features	38.10	40.656	0.320	0.818
I use WeChat because it's better than other instant messaging application	38.53	39.435	0.376	0.815

Table 3.10.2 shows the reliability for the section of the perceived use of the WeChat application. This section respondents had to pick between a Likert scale of 5 of 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree and 5=Strongly Agree. Field (2006) as cited in (Wii, 2013) defined "Item-Total Correlation as the relationship or correlation between items or statements and the total score from the scale. According to Varma (2006) a Cronbach's alpha value ranges from 0 to 1.00, were .90 and above: HIGHLY RELIABLE, .80-89: GOOD RELIABILITY, .70-79: FAIR RELIABILITY, .60-69: MARGINAL RELIABILITY, under .60: UNACCEPTABLE RELIABILITY.

Table 3.10.3: Total Cronbach's values for Process gratification of WeChat

Reliability Statistics	
Cronbach's Alpha	**Number of Items**
0.873	9

Table 3.10.4: Cronbach's values for each statement under the process gratification of WeChat

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
WeChat helps pass the time	23.10	29.118	0.531	0.868
I use WeChat to post things I want to say or tell	23.00	25.795	0.688	0.855
WeChat is a cost-effective way to publish	22.63	27.625	0.760	0.846
I use WeChat to present information about my interests	23.03	28.333	0.738	0.848
WeChat is convenient to use	22.55	33.638	0.309	0.881
I can get what I want more easily on WeChat	23.13	31.497	0.557	0.865
I use WeChat to surf the internet	23.28	29.435	0.632	0.858
I use Wechat to search for information	23.38	28.856	0.667	0.855
I use WeChat to share information useful to other users.	22.93	28.789	0.652	0.856

The Table above table 3.10.4 shows the reliability for the section of the process gratification of the WeChat application. This section were respondents had to pick between a Likert scale of 5 of 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree and 5=Strongly Agree.

From table 3.10.4 which is the section for the process gratification of the WeChat application, the total Cronbach's alpha is 0.873 (80-89: GOOD RELIABILITY) for the 9 items. This value falls within the good reliability range. This then indicates that this section is well contrasted and the items are internally consistent or reliable, as such, no item was dropped from the actual survey questions.

Table 3.10.5: Total Cronbach's values for content gratification of WeChat

Reliability Statistics	
Cronbach's Alpha	Number of Items
0.687	7

Table 3.10.6: Cronbach's values for each statement under content gratification of WeChat

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I use WeChat to keep record of what is happening in my life	17.63	12.753	0.687	0.567
I use WeChat to keep up with current issues and events	17.70	14.831	0.472	0.635
I use WeChat to make video calls	17.23	13.871	0.415	0.648

I use Wechat to share files	17.73	16.358	0.259	0.685
I can use WeChat to anytime, anywhere	17.05	16.305	0.259	0.685
I use Wechat to keep record of what is happening in my life	17.75	13.833	0.551	0.610
I play games on WeChat	17.93	15.558	0.200	0.715

Table 3.10.5 above shows the reliability for the section of the content gratification of the WeChat application. This section were respondents had to pick between a Likert scale of 5 of 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree and 5=Strongly Agree. From Table 3.10.6 which is the section for the content gratification of the WeChat application, the total Cronbach's alpha is 0.687 or the 9 items. This value falls within the marginal reliability range. This shows that 1 or 2 items could either be dropped or modified in the actual survey questions to get a good reliability range. Looking at the table 3.10.6 the researcher realized item 1 and 6 were similar 'I use Wechat to keep record of what is happening in my life" and 'with Wechat I can keep record of what is happening in my life'. This items both showed 0.567 and 0.610 respectively in the column of 'Cronbach's Alpha if Item deleted'. Also item CG8 also showed 0.715 in that same column which means if this item is dropped the value will rise to 0.715 and fall within the fair reliability. This explains why this section in the actually survey has 6 items instead of 8.

Table 3.10.7: Total Cronbach's values for social gratification of WeChat

Reliability Statistics	
Cronbach's Alpha	**Number of Items**
0.715	8

Table 3.10.8: Cronbach's values for each statement under social gratification of WeChat

Item-Total Statistics				
	Scale Mean if Item Deleted	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Cronbach's Alpha if Item Deleted**
I use WeChat for entertainment purpose	22.38	20.651	0.068	0.755
I enjoy using WeChat	22.10	18.400	0.560	0.668
I use WeChat to make new friends	22.75	17.218	0.467	0.673
I use WeChat to connect with friends and family	21.78	17.204	0.451	0.677
I participate in group discussion on WeChat	22.13	16.830	0.447	0.678
I use WeChat to connect with people who share my values	22.35	16.951	0.573	0.653
I use WeChat to maintain a personal relationship with friends or f family	21.83	19.276	0.226	0.724

WeChat makes it easy to search for my friends near by	22.50	16.256	0.570	0.649

Form table **3.10.8** which is the section for the social gratification of the WeChat application. The total Cronbach's alpha is 0.715 for the 8 items. This value falls within the fair reliability range. Although item one on the table has a very low Item-Total Correlated value, which according to Varma (2006) should range between -1.0 and +1.0. Item-Total Correlated value of 0.10 and above good for multiple-choice keys check. This however doesn't automatically mean the item should be dropped as the Cronbach's alpha value has to be put into consideration. This then indicates why that item wasn't dropped from the actual survey.

CHAPTER FOUR

RESULTS AND DATA ANALYSES

4.1   Main Survey Results

The survey was conducted between of February 2016 to early April 2016. The four university campuses as stated in chapter 3.   As noted in chapter 3 before the respondents were issued the questionnaires to fill, they were asked if they were students of the said universities and are users of WeChat. The researcher asked the respondents to carefully read the questionnaires before answering, and as thus any questions from the respondents was answered. 400 valid questionnaires in total were obtained, 100 form each of the schools. This was made possible and easily with help of my friends who easily help me identify my target respondents.

4.2   Normality

The normality of the survey data was checked before other statistical test were conducted. The following tables below shows the Normal Q-Q plots for the social, content, and process gratifications as well as the perceived use of the WeChat instant mobile application.

Table 4.1. 1: Normality test 1 perceived use

Tests of Normality						
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Perceived use	0.120	400	3.132	0.900	400	1.664

For tests on samples of n = 3 to 2000 use Shapiro Wilks; for those of n

> 2000 use Kolmogorov-Smirnov this shows the number of respondents

match the type of statistical method chosen.

H0 = normality, then assume normality = "Statistic" is the test statistic

W for S-W, D for K-S"Sig" is the significance for the test (aka the *p-*

value) If p < then 0.05, reject the H0 because the test is significant. For

this test the researcher uses Shapiro Wilks because the sample is n

<2000. Looking at the table under the Shapiro Wilks the value is 1.664

Normal Q-Q Plot of perceiveduse

which shows the test is insignificant and data normal.

60
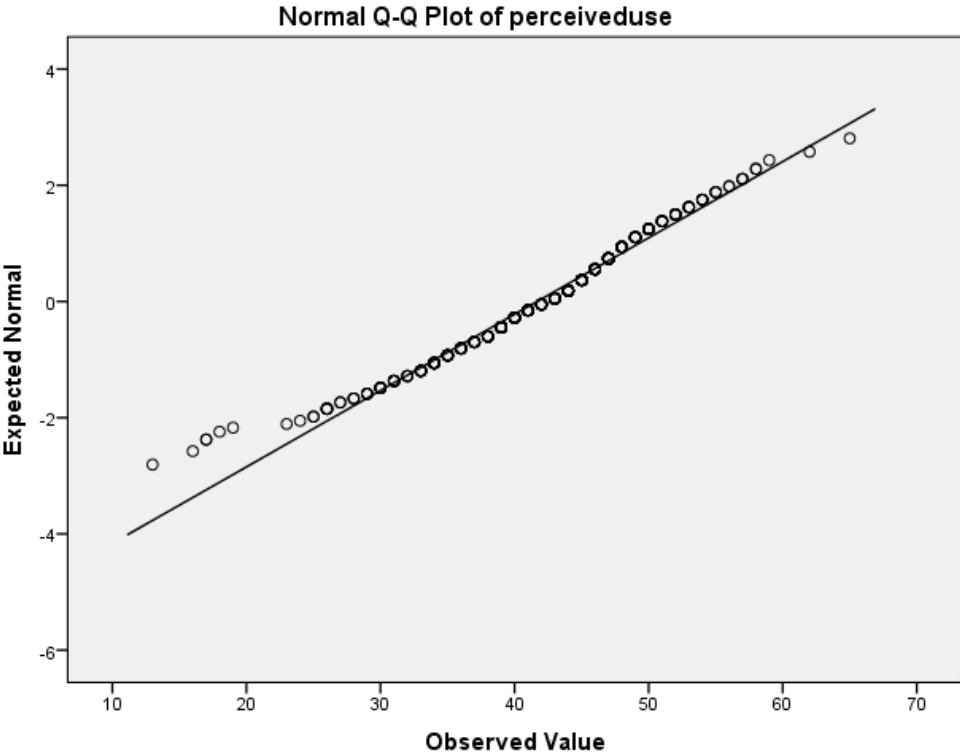
Figure 4. 1: Normality test graph 1 perceived use (Four sections of the Q-Q plots)

Looking at the results from the figures 4.1 above, based on the four sections Q-Q plots, it is shown that some of the points shy away from the straight diagonal line from the bottom left to the top right. Having a close look at the figures you will observe that only a little % of the points is not on the straight diagonal line, thus this show departure from normality. The figures for the perceived use. This shows the normal distribution is good for the data. This graph shows majority of respondents agree to on the same statements in the questionnaire. The average mean score was set to be 3.0 base on the fact the measurement was on a scale of 5.

Table 4.1. 2: Normality test 2 Process gratification

Tests of Normality						
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Process gratification	0.148	400	1.102	0.881	400	4.858
a. Lilliefors Significance Correction						

For tests on samples of n = 3 to 2000 use Shapiro Wilks; for those of n > 2000 use Kolmogorov-Smirnov

H0 = normality, then assume normality = "Statistic" is the test statistic W for S-W, D for K-S"Sig" is the significance for the test (aka the p-value) If p < then 0.05, reject the H0 because the test is significant. For this test the researcher uses Shapiro Wilks because the sample is n <2000. Looking at the table 4.2 under the Shapiro Wilks the value is 4.854 which shows the test is insignificant and data normal.

Figure 4. 2: Normality test 2 process gratification (Four sections of the Q-Q plots)

Looking at the results from the figures 4.2 based on the four sections Q-Q plots, it is shown that some of the points shy away from the straight diagonal line from the bottom left to the top right. Having a close look at the figures you will observe that only a little % of the points is not on the straight diagonal line, thus this show departure from normality. The figures for the process gratifications. This shows the normal distribution

is good for the data. Looking at the graft above we can see that some points shy away from the line, this shows some respondents don't agree with some statements in this section of the questionnaire.

Table 4.1. 3: Normality test 3 Content gratification

Tests of Normality						
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Content gratification	0.152	400	5.355	0.889	400	2.201
a. Lilliefors Significance Correction						

For tests on samples of n = 3 to 2000 use Shapiro Wilks; for those of n > 2000 use Kolmogorov-Smirnov

H0 = normality, then assume normality = "Statistic" is the test statistic W for S-W, D for K-S"Sig" is the significance for the test (aka the p-value) If p < then 0.05, reject the H0 because the test is significant. For this test the researcher uses Shapiro Wilks because the sample is n < 2000. Looking at the table 4.3.3 under the Shapiro Wilks the value is 2.201 which shows the test is insignificant and the data normal.
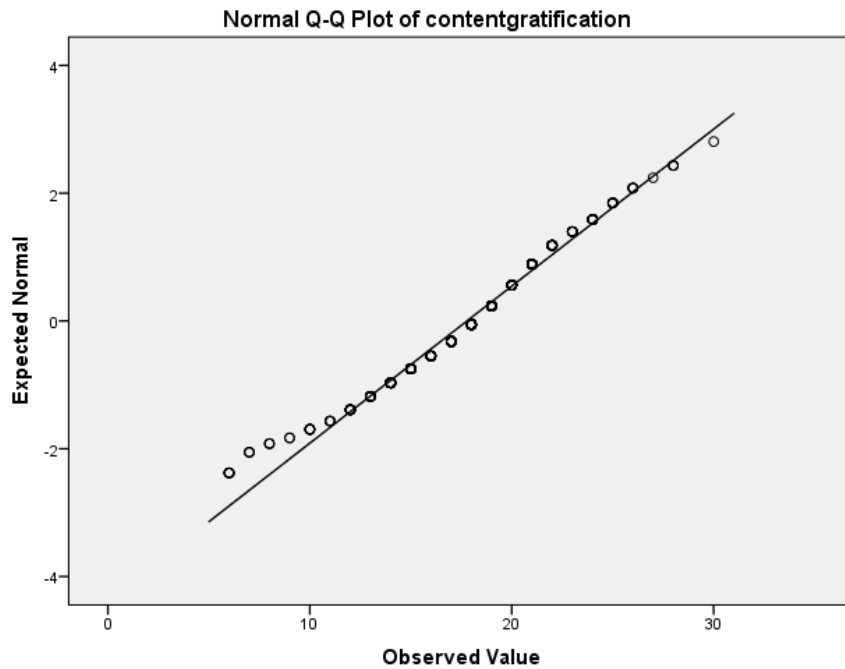
Figure 4. 3: Normality test 3 content gratification (Four sections of the Q-Q plots)
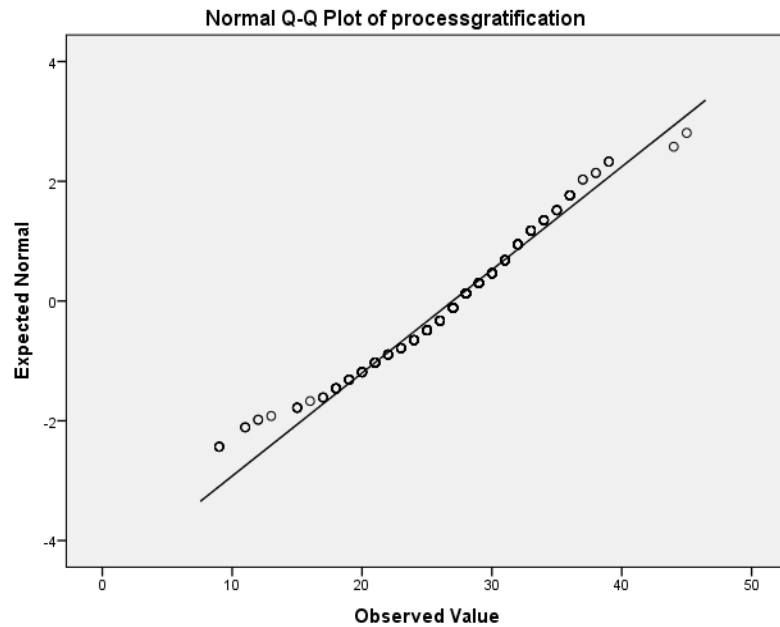
Looking at the results from the figures 4.3 above, based on the four sections Q-Q plots, it is shown that some of the points shy away from the straight diagonal line from the bottom left to the top right. Having a close look at the figures you will observe that only a little % of the points is not on the straight diagonal line, thus this show departure from normality. The figures for the content gratifications. This shows the normal distribution is good for the data.

Table 4.1.4: Normality test 4 Social Gratification

Tests of Normality						
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Social Gratification	0.132	400	1.152	0.902	400	2.332
a. Lilliefors Significance Correction						

For tests on samples of n = 3 to 2000 use Shapiro Wilks; for those of n > 2000 use Kolmogorov-Smirnov

H0 = normality, then assume normality = "Statistic" is the test statistic W for S-W, D for K-S"Sig" is the significance for the test (aka the p-value) If p < then 0.05, reject the H0 because the test is significant. For this test the researcher uses Shapiro Wilks because the sample is n < 2000. Looking at the table 4.1.12 under the Shapiro Wilks the value is 2.332 which shows the test is insignificant and data normal.
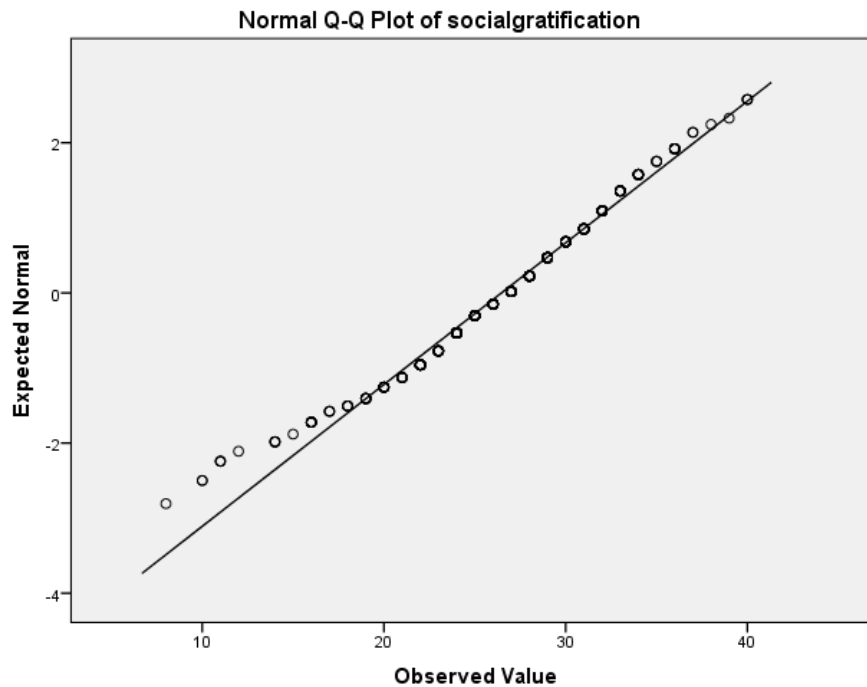
Figure 4.4: Normality test 4 social gratification (Four sections of the Q-Q plots)

Looking at the results from the figures 4.4 above, based on the four sections Q-Q plots, it is shown that some of the points shy away from the straight diagonal line from the bottom left to the top right. Having a close look at the figures you will observe that only a little % of the points is not on the straight diagonal line, thus this show departure from normality. The figures for the social, gratifications. This shows the normal distribution is good for the data. Although points which shy away from the line shows some respondents in this section don't agree with certain statements in the section.

4.4 Demographic Profile of Respondents

A total number of 400 Malaysian Chinese respondents were used, chosen form four local private universities in Klang Valley. The male and female distribution are as follows Males make up 214 which is (53.50%) and the females 186 which is (46.50%). The age distribution was based on 18 – 30 because the respondents were university students. The qualification of the respondents was judged based on academic stand i.e. "foundation", "undergraduate" or "post-graduate". The following pie charts bellow will show the respondents age, qualification, ethnicity, gender, as well as time spent and durations of been a WeChat user.
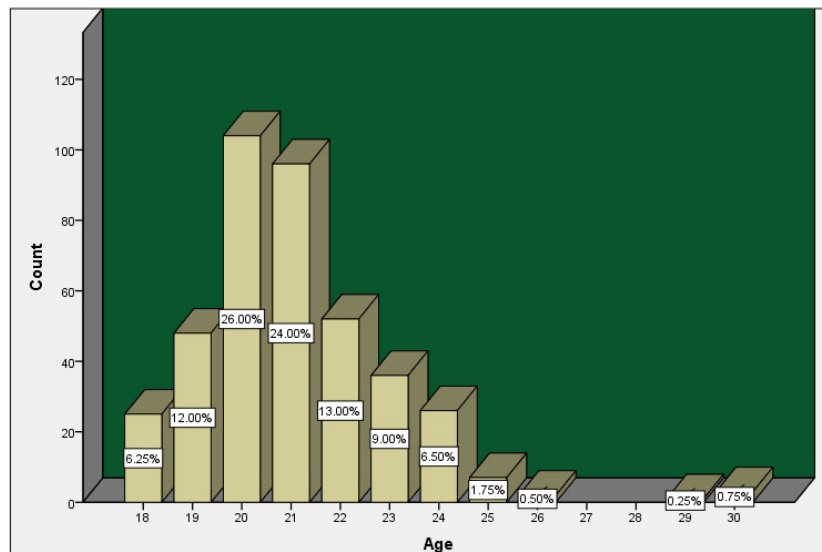
Figure 4. 5: Bar chart 1 - Age distribution

Table 4.2. 1: Age of Respondents

Age	Percent	Number
18	6.25%	25
19	12.00%	48
20	26.00%	104
21	24.00%	96
22	13.00%	52
23	9.00%	36
24	6.50%	26
25	1.75%	7
26	0.50%	2
27	0	0
28	0	0
29	0.25%	1
30	0.75%	3

In the breakdown of the pie chart 1 above it was observed that ages 19, 20, 21,

22, and 23 makes up the largest groups of respondents who are WeChat users.

Although age group 20 had (26.00%) therefore making it the largest group in

the distribution, and age group 29 had (0.25%) therefore making it the smallest group in the distribution.
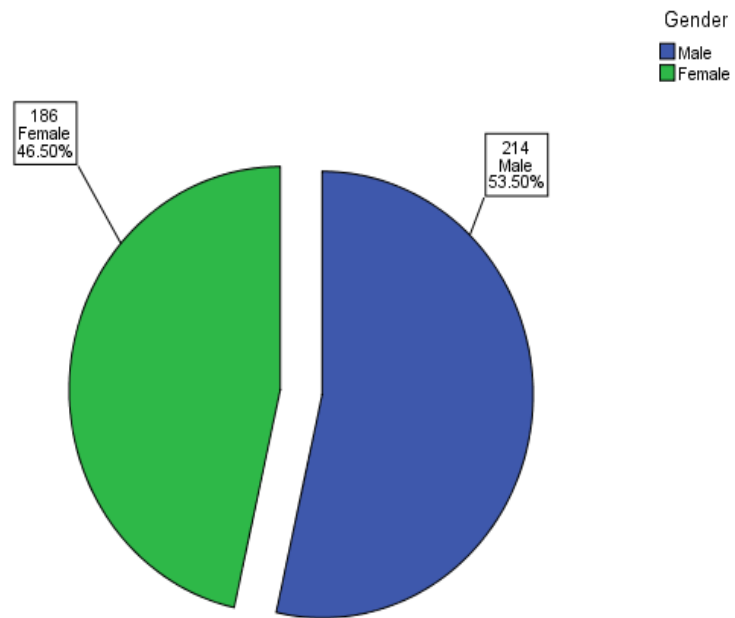
Figure 4. 6: Pie chart 2 - Gender Demographics

Table 4.2. 2: Gender of Respondents

Gender	Number	Percentage
Male	214	53.50%
Female	186	46.50%

This table and chart above shows there is a slim margin between the male and

female respondents. Males make up 214 which is (53.50%) and the females 186

which is (46.50%).
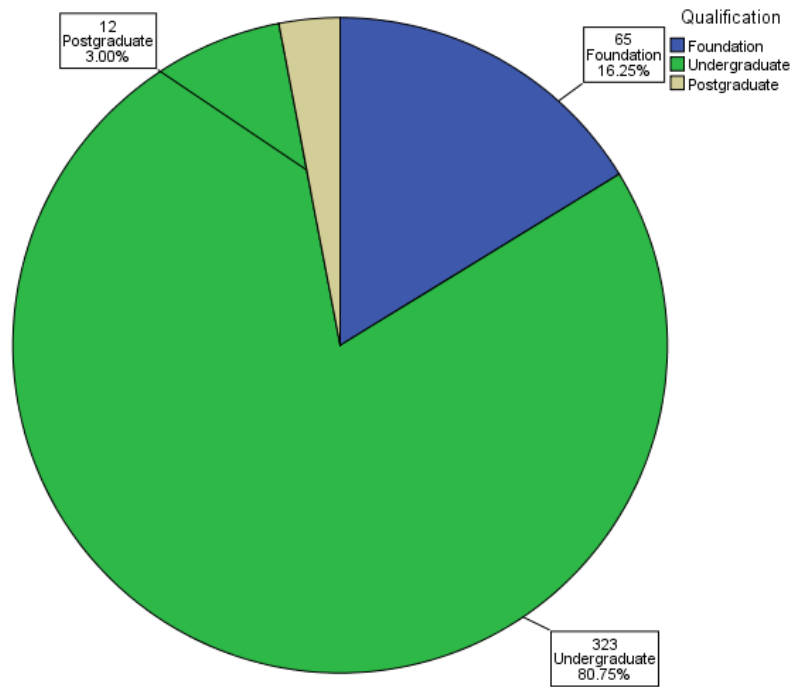
Figure 4. 7: Pie chart 3 - Qualification Demographics

Table 4.2. 3: Qualification

Qualification	Number	Percentage
Foundation	65	16.25%
Undergraduate	323	80.75%
Postgraduate	12	3.00%

Based on the fact that the respondents were university students, the qualification was distributed between foundation, undergraduate and post-graduate. The pie show 80.75% of the respondents were undergraduate students, then the rest 20.25 % are foundation and post-graduate students respectively. That is 16.25% for foundation and 3.00% for post-graduate.
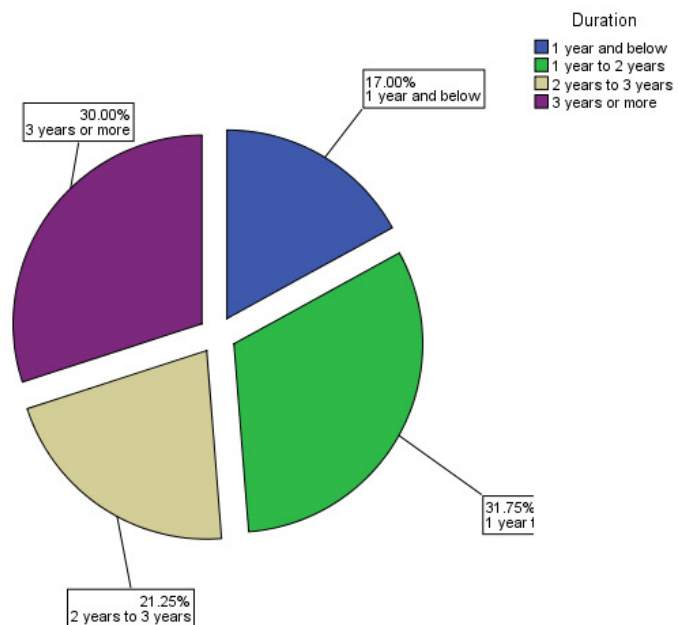
Figure 4. 8: Pie chart 4 - Duration of Wechat use.

Table 4.2. 4: Duration of WeChat Use

Duration	Percent
1 year and below	17.00%
1 year to 2 years	31.75%
2 years to 3 years	21.25%
3 years or more	30.00%

The duration of been a WeChat user was measured based form 1 year less to 3 years and above. 1 year less was seen as the minimum time to be a user this is because the researcher believes within these period users must have familiarize them self with the application and made a stand if they stay on it or not. The 3 years and above was chosen looking at the fact that WeChat was lunched 5 years ago in China and 4 years ago in Malaysia. From the pie 1 year and below is 17.00%, 1 year to 2 years is 31.75%, 2years to 3 years is 21.25% and 3years or more is 30.00%. 1 years to 2 years shows to be the highest in the chat, although the different margin between the 4 measurements is low.
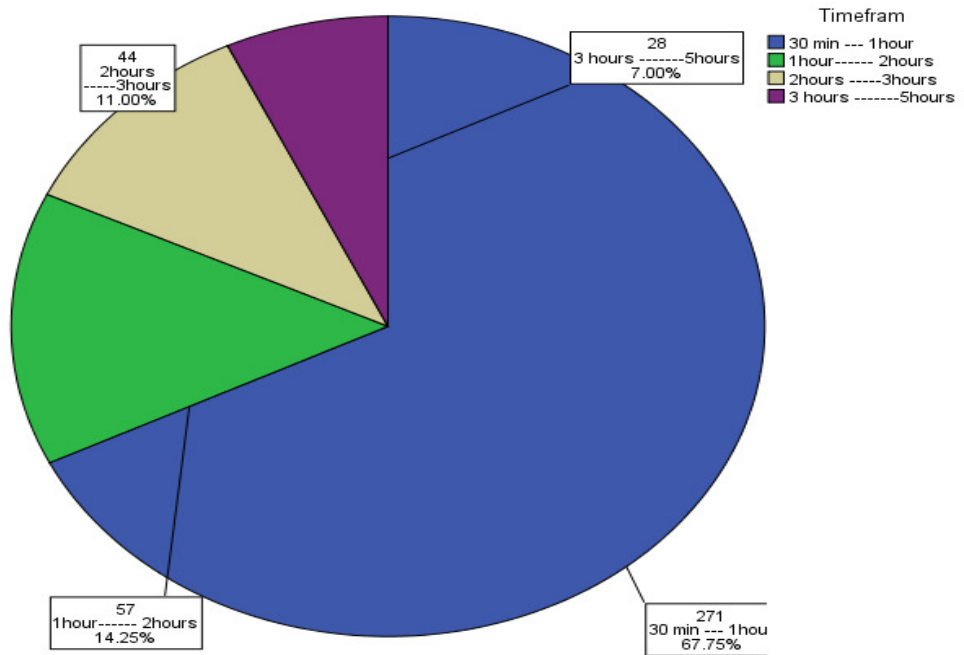
Figure 4. 9: Pie chart 5 - Time Frame

Table 4.2. 5: Time frame of WeChat use

NUMBER OF RESPONDENTS	HOURS PER DAY	PERCENT
271	30 min -1hour	67.75%
57	1hour—2hours	14.25%
44	2hours—3hours	11.00%
28	3hours—5hours	7.00%

The research will not be complete if the average time spent per-day on this application is no shown. Given the fact the respondents are university students; this may explain why 67.75% spend 30min – 1hour on WeChat per-day. And why the least amount of time spent is between 3-5 hours which is 7.00%, 2hours - hours 11.00%, 1hour - 2hour 14.25%.

4.2 Mean, Variance, Cronbach's Alpha and Std. Deviation results for Process, content, and social gratifications as well as perceived use.

Table 4.2. 6: Total Cronbach's value for Perceived use of Wechat.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	Number of Items
0.872	0.874	13

Form table 4.6.1 which is the section for the perceived use of the WeChat application, the total Cronbach's alpha is 0.872 for the 13 items. This value falls within the good reliability range. This then indicates that this section is well contrasted and the items are internally consistent or reliable as survey instrument.

Table 4.2. 7: Mean Scores for Perceived Use of Wechat.

Item Statistics			
	Mean	Std. Deviation	N(respondents)
I use WeChat because of the graphic display	2.89	0.865	400
WeChat is easy to asses	3.32	0.944	400
I use WeChat because it suits my internet	3.08	0.862	400
WeChat is easy to maintain	3.24	0.919	400
I use WeChat because it supports my language	3.33	0.939	400
I use WeChat because It allows me to make video calls	3.34	1.038	400
I use WeChat because it allows me to share files	3.19	0.995	400
I use WeChat because It allows me to surf the internet	2.94	0.942	400
I use WeChat because my friends and family are using it	3.70	0.919	400
I use WeChat because it's safe to use	3.21	0.871	400

I use WeChat because its user friendly	3.29	0.910	400
I use WeChat because of its features	3.29	0.920	400
I use WeChat because it's better than other instant messaging application	2.87	0.967	400

Table 4.2. 8: Summary of Statistic for Perceived Use of Wechat

Summary Item Statistics							
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.205	2.870	3.695	0.825	1.287	0.050	13

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
41.67	57.911	7.610	13

- *Derived from a likert scale of 5 were 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree and 5=Strongly Agree.**

For this section which hold 13 items was to solve objective one as stated in chapter one in which the respondents were asked to see which Is the main reason for using WeChat, after running the IBM SPSS version 23 to get a one way sample test. The total mean score is 3.205, derived from a likertscale of 5 were 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree and 5=Strongly Agree. The mean highest mean score (3.70) which shows most of the respondents agree that "they use Wechat because my friends and family are using it". The mean score (3.34) which shows a majority of the respondents agree to using WeChat, because "it allows them to make and receive video calls". The lowest mean score (2.89) which shows majority of the respondents don't agree that "WeChat is better than other mobile instant messaging application".

Table 4.2. 9: Total Cronbach's value for Process Gratification

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	Number of Items
0.859	0.859	9

Form table 4.4.4 which is the section for Process Gratification of WeChat application, the total Cronbach's alpha is 0.859 for the 9 items. This value falls within the good reliability range. This then indicates that this section is well contrasted and the items are internally consistent or reliable.

Table 4.2. 10: Mean scores for Process Gratification

Item Statistics			
	Mean	Std. Deviation	N
WeChat helps pass the time	2.88	0.925	400
I use WeChat to post things I want to say or tell	3.12	1.037	400
WeChat is a cost-effective way to publish	3.20	0.901	400
I use WeChat to present information about my interests	3.03	0.924	400
WeChat is convenient to use	3.35	0.929	400
I can get what I want more easily on WeChat	3.01	0.893	400
I use WeChat to surf the internet	2.81	0.933	400
I use Wechat to search for information	2.65	0.949	400
I use WeChat to share information useful to other users.	2.93	0.972	400

Table 4.2. 11: Summary of statistic for Process Gratification

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Summary Item Statistics							
Item Means	2.997	2.650	3.345	0.695	1.262	0.044	9

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
26.97	33.721	5.807	9

The process gratification section of the survey instrument which holds of 9 items, this items were used to try and define the process gratifications to the understanding of the respondents this will be derived from a likert scale of 5 were 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree and 5=Strongly Agree. The highest mean score (3.35), this show majority of the respondents agree that WeChat is convenient to use. The second highest mean score (3.20) here a good number of the respondent agree WeChat is a cost-effective way to publish. The lowest mean score here (2.65) this shows the respondents don't agree that they use WeChat to search for information.

Table 4.2. 12: Total Cronbach's value for Content Gratification

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	Number of Items
0.739	0.742	6
Item Statistics			
	Mean	Std. Deviation	N
I use WeChat to keep record of what is happening in my life	2.87	0.967	400
I use WeChat to keep up with current issues and events	2.91	0.941	400
I use WeChat to make video calls	3.20	1.118	400
I use Wechat to share files	3.05	1.039	400
I can use WeChat to anytime, anywhere	3.34	1.068	400
I play games on WeChat	2.42	1.032	400

Form table 4.4.7 which is the section for content Gratification of WeChat application, the total Cronbach's alpha is 0.739 for the 6 items. This value falls within the fairly reliability range. This then indicates that this section is well contrasted and the items are internally consistent or reliable.

Table 4.2. 13: Summary of Statistics for Content Gratification

Summary Item Statistics							
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	2.964	2.418	3.335	.918	1.380	.103	6

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
17.78	16.557	4.069	6

For content gratification also as derived from a likert scale of 5 were 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree and 5=Strongly Agree. The highest means score (3.34) showing majority of respondents agree to use "WeChat any were and any time". The second highest mean score (3.20) this indicates that a good number of respondents agree that "they enjoy making video calls" on WeChat. The lowest mean score (2.42) this shows the respondents don't agree in a majority that "they use WeChat to play games".

Table 4.2. 14: Total Cronbach's Value for Social Gratification

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.837	0.839	8

Form table 4.4.9 which is the section for social Gratification of WeChat application, the total Cronbach's alpha is 0.839 for the 8 items. This value falls within the good reliability range. This then indicates that this section is well contrasted and the items are internally consistent or reliable.

Table 4.2. 15: Mean Scores for Social Gratification

Item Statistics			
	Mean	Std. Deviation	N
I use WeChat for entertainment purpose	3.17	0.973	400
I enjoy using WeChat	3.34	0.931	400
I use WeChat to make new friends	3.03	1.087	400

I use WeChat to connect with friends and family	3.62	0.915	400
I participate in group discussion on WeChat	3.33	1.036	400
I use WeChat to connect with people who share my values	3.21	0.913	400
I use WeChat to maintain a personal relationship with friends or f family	3.55	0.924	400
WeChat makes it easy to search for my friends near by	3.22	0.954	400

Table 4.2. 16: Summary of Statistic for Social Gratification

Summary Item Statistics							
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.308	3.030	3.623	0.593	1.196	0.039	8

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
26.47	28.054	5.297	8

The social gratification section has 8 items, answered by a liker scale of 5 were 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree and 5=Strongly Agree. The highest mean score was (3.62) which indicates majority of the respondents agree that they use 'WeChat to connect with their friends and family'. The second highest mean score (3.55) this indicates a good number of respondents agree they use WeChat to maintain personal relationship with friends and family. While the lowest mean (3.03), this indicates not a major number of the respondents agree to use WeChat to make new friends.

Looking at table 4.4.1 – table 4.4.11 these top five statements of the use of the WeChat application, as compare with top 2 statements from each of the content gratification: 1) I can use WeChat anywhere any time: 2) I use WeChat to make video calls. Social gratification: 1) I use WeChat to connect with friends and family: 2) I enjoy using WeChat. Process gratifications; 1) WeChat is convenient to use: 2) WeChat is a cost effective way to publish. The difference in choices only proves the basic assumption of the U&G as stated in chapter 2. The audience can choose to use a particular media, for a reason just to meet a particular gratification need (Katz, Gurevitch, & Hass, 1973; Rubin, as cited in Roy, 2009; Katz, Blumler, & Gurevitch, as cited in Kim, Sohn, & Choi, 2010). Similarly to Mao (2014) we can see majority of the respondents agree to use WeChat because their friends and family are using it and it helps them connect with them.

4.5   Independent Samples t-Test

The independent t-Test as stated in chapter 3 was conducted in other to find the mean score and the Levene's Test for Equality of variance, to determine if there is a different or same amounts of Variability between scores of the two groups (male) and (female). Table 4.5.1 and Table 4.5.2 shows the results of the Independent Samples t-Test respectively. Table 4.5.1 shows the mean scores of the process, content, social gratifications, as well as the perceived use of the WeChat application. Table 4.5.1 also provides a breakdown of the distribution of male and female respondents as well mean scores obtained.

Table 4.2. 17: Results of t-test

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Perceived use	Male	214	41.2290	7.45622	0.50970
	Female	186	42.1774	7.77214	0.56988
Process gratification	Male	214	26.6682	5.61414	0.38377
	Female	186	27.3226	6.01738	0.44122
Content gratification	Male	214	17.4346	4.00269	0.27362
	Female	186	18.1828	4.11837	0.30197

Social gratification	Male	214	26.3505	5.39114	0.36853
	Female	186	26.6022	5.19696	0.38106

From the table above we can see that even with the difference in population of male and female respondents is little, 214 to male and 186 to female. For Perceived use, the mean scores between male and female is about the same, male (41.2290) and female (42.1774). Process gratification were male (26.6682) and female (27.3226). The Content gratification were males (17.4346) and females (18.1828) here the mean score of female is higher than male. That's a difference of 0.3 of occurred in the Social gratification were female (26.6022) edging a little higher than male mean score (26.3505).

Table 4.2. 18: Process Content and Social Gratifications and Perceived Use across Gender

		Levene's Test for Equality of Variances				
		F	Sig.	t	df	Sig. (2-tailed)
Perceived use	Equal variances assumed	0.001	0.982	-1.244	398	0.214
	Equal variances not assumed			-1.241	385.246	0.216

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Process gratification	Equal variances assumed	0.542	0.462	-1.124	398	0.261
	Equal variances not assumed			-1.119	381.273	0.264
Content gratification	Equal variances assumed	0.442	0.507	-1.840	398	0.067
	Equal variances not assumed			-1.836	386.941	0.067
Social gratification	Equal variances assumed	0.083	0.773	-0.474	398	0.636
	Equal variances not assumed			-0.475	393.739	0.635

From the table 4.5.2 above the objective was to check if "there is a difference between male and female uses and gratification of the WeChat application" were perceived use stands for the uses, and process, content and social gratification represents gratification in this context. According to Terrell (2012) equality of variance occurs when there is a value equal or greater than to 0.05 thus will fail to reject null hypothesis Ho: male = female if there is no significant difference the mean of two independent samples. Looking at the table we can see there is no value in the "Sig." column of the Levene's Test for Equality of Variances value or p-value is greater than 0.05, the assumption of equal variance has been fulfilled. Scientifically, this means the variability in

the two gender groups does not differ significantly, therefore we can say there is no difference in gender uses and gratification of WeChat. So it can be assumed that male and female respondents chose and use WeChat for the same reason.

The column "Sig. (2-tailed)" form the table shows if there is any latent mean difference between male and female. Thus since in this column that reads lesser than 0.05. Thus there is no enough evidence say there is a difference. Therefore, it's safe to say there is no difference between male and female Uses and Gratification. The difference of mean scores likely occur by chance and not manipulation of the independent variable. The statistics above shows male and female students choice for using WeChat is the same, also that the instant messaging application help them gratify the same needs.

CHAPTER FIVE

DISCUSSION OF FINDINGS AND CONCLUSION

5.1   The Summary of the Main Findings

This chapter provides a summary to the previous chapter, and as well to discuss findings for the research. From the previous chapter we can see the demographic distribution of WeChat users among Malaysian Chinese student of local university students in Klang Valley, Malaysia. A total of 400 respondents were used to carry out the survey for this research, in which male were 53.50% and female were 46.50%. Also, the age grade ranges from 18 to 30. The research was open to Malaysian Chinese of the local private universities so long as the respondent is a WeChat user.

As observed during the data analyses, these were five most agreed statement by the respondents: 1) I use WeChat because my friends and family are using it: 2) I use WeChat to connect with my friends and family: 3) WeChat is convenient to use: 4) I enjoy using WeChat: 5) I use WeChat to make video calls. However, respondent did not agree much to these statements: 1) I use WeChat to make new friends: 2) I play games on WeChat: 3) I use WeChat to search for information: 4) I use WeChat to surf the internet. Interns of duration of been an active member results from the pie chart shows 1 year and below is 17.00%, 1 year to 2 years is 31.75%, 2years to 3 years is 21.25% and 3years or more is 30.00%. 1 years to 2 years shows to be the highest in

the chat, although the different margin between the 4 measurements is low. Also the time spent per day on WeChat was also illustrated on a pie chart in chapter 4 results show a large number of respondents spend 30min – 1hour (67.75%) on WeChat per-day. And the least amount of time spent is between 3-5 hours which is 7.00%, 2hours -3 hours 11.00%, 1hour -2hour 14.25%. For the gratification sought the most the mean scores show the social gratification (3.308) comes first followed by the process (2.997) and content gratification (2.964). Mean score from the perceived use also show the majority of the respondents seek WeChat because friends and family are users. Results from the independent t-test also illustrates there was insufficient evidence to prove statistically that there is gender related difference in the U&G of the WeChat Instant Messaging Mobile Application.

5.2   Interpretation and Discussion of the Survey Findings

The findings of this research will be interpreted and discussed based on the research objectives as stated in chapter 1 each sub-topic for each objective, this is to enable readers to have clarity. For tables and figures please refer back to chapter 4.

5.2.1   Respondents use of WeChat

The objective 1 of this research was to identify the reasons why students use WeChat. In doing so, the first step taken was to see why the respondents seek the application in the first place. Going back to chapter 1 the research tries to identify the features of WeChat, and in turn we were able to see some basic features in chapter 2 as well which

makes WeChat stand out on its own. In other to get this objective solved the researcher created a section in the survey instrument as adopted and developed form (Wui, 2013). This section was named the "perceived use" with 13 items or statement formed to understand the reason behind the choice to use WeChat by respondents. A statement with a mean score of 3 above out of 5 is seen as Neutral. This mean score doesn't necessary mean that respondent didn't pick 1(strongly disagree) or 5(strongly agree), the score here just signifies the average of the particular statement.

The top five most agreed reason based on mean scores from table 4.4.2 for the choice to use WeChat are: 1) I use WeChat because my friends and family are using it: 2) I use WeChat because it allows me to make video calls; 3) I use WeChat because it supports my language: 4) WeChat is easy to asses: 5) I use WeChat because its user friendly. This results show respondents really use WeChat because of its features, graphic display, video calls. Although they don't think it's a better instant mobile messaging application. It's also interesting to know when it comes to process, content and social gratifications, this top 5 reasons don't play a major rule.

5.2.2 Relationship Development in WeChat Use

The data from chapter 4 shows respondents use WeChat to connect with their friends and family. Also results show social gratification comes out as the most soughed gratification type, this is because respondents believe WeChat helps them connect with their

friends and family, as well as to build new relationships and develop existing ones. Mao (2014) undergraduate students in China use WeChat because their friends are using it, and the application also help them connect with new friends as well as build and keep existing relationships. Wei and Ke (2014), in the present era the trend of using mobile applications specifically WeChat is so famous that if an individual is not utilizing the application he will be considered as out dated, this reveals the young people especially students tend to rely on WeChat to retain their social relationships, make new friends, connect with family members and to show up their social status among peers. Xu, Kang, Song and Clarke (2015) it has been revealed that those who are the regular users of We-Chat also use it at work. WeChat allows its users to have group conversations, share pictures with friends by using its special feature that is 'moment'. Which means that WeChat usage aid people to boost up friendship in workplace by enhancing the degree of communication and coordination among co-workers. Bi (2014), suggest that the use of WeChat as a communication channel tempt a positive arbitration or relaxation effect. For example, mood sharing with friends, communicating beliefs to each other, mutual understanding, which in a straight line leads to the individual's interpersonal association. Chan (2013) research highlighted that WeChat is engaged in maintaining a number of social relationships. Such as a strong interface with friends and lovers are on the top of the list whereas, relationships with family members specifically with parents are seemed to be less reported. It is because parents are less likely to use WeChat. Song, Wang and You

(2014) highlighted that WeChat is playing significant role for relation maintenance in many situations such as school. On the other hand while discussing the negative impact of WeChat Chan (2013) emphasize that along with various benefits WeChat also have a negative effect on the interpersonal relationships. Li et al. (2015) stated that even though WeChat has partly covered the mobile short text message service and e-mail, there is little substitutability between them for the specific character that Wechat accompanied. In a large number of prior literatures, it has been concluded that for the users of WeChat, advanced functions and convenience are the two key factors that are spotlight in workplace or social relationships. In correspondence Cui (2015) pointed out that even though face to face communication is an efficient way to maintain relationships but many recent results have revealed that computer-mediated communication such as WeChat is also valuable for interpersonal communication.

5.3   Timeframe and Duration of WeChat

The duration and timeframe of WeChat among university students, is the second objective of the research. This objective was resolved using the demographic data of the respondents as illustrated on pie charts in chapter 4. The duration of been an active member results from the pie chart shows 1 year and below is 17.00%, 1 year to 2 years is 31.75%, 2years to 3 years is 21.25% and 3years or more is 30.00%. 1 year to 2 years shows to be the highest in the chat, although the different margin between the 4 measurements is low as one can say it's a close

call. Also the time spent per day on WeChat was also illustrated on a pie chart in chapter 4 results show a large number of respondents spend 30min – 1hour (67.75%) on WeChat per-day. And the least amount of time spent is between 3-5 hours which is 7.00%, 2hours -3 hours 11.00%, 1hour - 2hour 14.25%. Demographic data shows male were 214 (53.50%) and female were 186 (46.50%). The age grade were from 18 to 30, were ages 19, 20, 21, 22, and 23 makes up the largest groups of respondents who are WeChat users. Although age group 20 had (26.00%) therefore making it the largest group in the distribution, and age group 29 had (0.25%) therefore making it the smallest group in the distribution. The qualification of the respondents shows 80.75% of the respondents were undergraduate students, then the rest 18.25 % are foundation and post-graduate students respectively. That is 16.25% for foundation and 3.00% for post-graduate.

5.4 Process Content and Social Gratification

The third objective is a gratification construct by, Stafford, Stafford, and Schkade (2004), as citied by Davis (2011), Wui (2013), and Chigona et al. (2008). This construct by these researchers tries to explain every particular message using this definition. Process gratification is the panel through which the individuals tend to communicate or deliver their message or seek for different perspectives i.e. internet surfing. Process gratification is more on the actually use of the media (Stafford, 2009). Content gratification is the channel/medium utilized for the purpose of communication i.e. messages. These

messages could be for the purpose of leisure or information sharing and information content (Stafford & Stafford, as cited in Stafford et al., 2004). Social gratification the internal interaction process, where the social gratification within the prevailing social media era is found in using internet and interacting with the world through computer peripherals. This gratification type covers the chatting, friendship, interaction and relationship development (Chigona et al., 2008). Looking at these definitions in adopting the questions to look for the 1 in particular WeChat respondents sought after the most. According to Wui (2013) in his study social motivation registered the lowest mean score as in contrast to the process and content gratification, this could be because his study focuses more on the social media i.e. Facebook, Twitter Blogs and Myspace just to name about a few in which respondents seek to get information first before anything else. However, in this research social gratification registered the highest mean score (3.308), followed by process (2.997) and content gratification (2.964) as stated in chapter 4. The item or statement with the highest mean score amongst the three gratifications was "I use WeChat to connect with friends and family". This shows respondents seek the need to connect with friends and family above all things.

5.5   Difference in Gender U&G

The fourth objective was to see if there is a difference in the U&G of WeChat by male and female. With reference to chapter 4, can see this form two perspectives for a better understanding: 1) in terms of

the perceived use of the WeChat application, there is no statistical significant difference between male and female: 2) as compared to process content and social gratifications there is also no difference between genders. Thus male and female users of the WeChat application use and gratify the application in a similar manner.

This result also corresponds with that of Wui (2013) who did not find any significant difference in the gender U&G of social media. Also Acquisti and Gross (2006) could not find a significant difference in gender-related, as to online sharing of personal information. Madden and Smith (2010), when it comes to assessing a social media profile editing and tagging photos there is also no significant difference between male and female. It's really a rare thing to come across a literature which illustrates the difference in gender, the social media, and internet mobile application is for all in fact subsequent research shows more female respondents than male.

5.6   Conclusion

In the introduction of this thesis, the four main research objectives this study served as a guild line in formulating the four research questions this study aimed to answer. To achieve the aim of this research,

The results of this research as shown in chapter 4 shows that respondents choose to use the application cause it enables them to connect with their friends and family, similarly like (Zhu, 2016) in a study found that 34.5% of female and 65.5% of male the respondents

94.5% of them use Wechat to contact with friends, 97.5% of them agree that their main purpose of using Wechat is to message their friends and teacher. This result also explains why the respondents choose the application because it supports their language, because language plays a big role in communication it enables them to have a free follow communication method as well as allowing each of them get comfortable with each other. Instant messaging mobile application also created an impact on the language of people and especially teenagers as the trend of selecting abbreviations instead of words has been observed. In India for example users use instant messaging application which supports Hindi / Marathi text charters (Vaishali, 2014). Also Chen-lei1 (2015), WeChat is not just used by Chinese University students in China just because it enables them to connect with family, build and maintain relationship, play games or even expand their interpersonal relationship, it's a first choice application because it supports Chinese charters. Also respondents agree that WeChat allows them to make video calls in the world today video calls make it easier to pass a certain detail to a person on the other end of the line cause instead of trying so hard to explain what's going on around you with words you can simply make a video call and the person is in on all the action. These reasons could also explain why most respondents sought after social gratification type, this explains that by using WeChat users feel the application gratify their social needs such as connecting with friends and family, as well as help them build new relationships and also develop old ones. The timeframe spent per-day on WeChat is 30min – 1 hour, this was agreed by

(67.75%) of respondent who believe this is enough time for them to socialize on the application checking in on loved ones and probably making friends. Gender difference wasn't found mostly likely because WeChat is an instant messaging application and respondents believe it helps them connect with friends and family which is something every human be it male or female cannot live without. Gender difference might be found if we assume results show respondents use the application to play games or seek companionship.

This research serves academically to more literature base for WeChat studies outside China. It will also serve as a reference point to but those who seek to look in depth to WeChat in Malaysia, as well as gratification types as discussed in this research. This research also benefits business pioneers who seek to promote an instant messaging application, it allows them to know the targeted population. As well as WeChat for future promotion of the application. This research also enables marketers, promoters and advertisers to know how to get their goods and products to students in private universities in Malaysia. In the same vain for those who intend to look at duration and time spent by students on a media this research serves as a reference point in Malaysia. Future research could look in to extending to public Universities and non-Malaysian Chinese to see if respondents will have similar views about the application.

5.7   Research Assumptions

The first assumption of the research is that, majority of the respondent use WeChat because it allows them to connect and stay in touch with friends and family. The second assumption is that since all of the respondents are Malaysian Chinese, it could be assumed that they use WeChat as a way to be familiar with Chinese culture and charters. The survey instrument after been adopted and developed has been checked for both content and faces validity. The respondents were given the time and the guild line necessary to answer the questionnaires well. Finally, the sample of 400 students used is assumed to be good enough to represent the total population of Malaysian Chinese students in local private universities in Klang Valley, Malaysia.

5.8   Limitations and Recommendations for Future Studies

The research had several limitations, which nevertheless offer a direction for future studies. The WeChat research has not been able to cover the whole of Malaysian population due to constraints on time, language, budget, and resources. It was limited to local private university students in Klang Valley, because of the access of the researcher to respondents. Also because the researcher is not a citizen it was difficult to go beyond his fellow students thus using respondents out this might only lead to inability to collect data.

The researcher recommends that for future study a qualitative study can be used to look in depth at the U&G of WeChat. As a qualitative method will be of a higher value, looking at just may be the

use, or just a gratification type. Also looking at the results future studies might want to see if language is a barrier in choice of a particular instant messaging application as results in this results show one of the five most agreed statements as to why respondents use WeChat is "because its supports their language" . There could also be a research to see if the U&G of WeChat among university students in another country differs to the results of this research. Subsequently, instead of looking at the U&G of WeChat, future study can be limited and focused on the just the Uses or Gratification of WeChat. Finally future research might want to make a comparative study between WeChat and other instant mobile messaging applications or WeChat and any mobile application. More so it can look at the use of WeChat between the working class age 25 to 50 in Klang Valley, Malaysia. Future research could look in to extending to public Universities and non-Malaysian Chinese as well as other countries outside China where WeChat is available to see if respondents will have similar views about the application.

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Survey Questionnaire (Sample)

Hi my name is Olowo Emmanuel Opeyemi. This questionnaire is distributed in order to serve as a means of data collection for my research on perceptions of the use of WeChat among Malaysian Chinese students in private universities in the Klang Valley, It will be much appreciated if you could spear some time to answer this questionnaire, as your participation will help facilitate the finding of this research. All information collected is strictly confidential and for academic purpose only. Thank you.

Kindly choose only one option unless otherwise stated.

1. **Age**_____

2. **Gender**
   Male ☐   **Female** ☐

3. **Ethnicity**
   Malay ☐   **Indian** ☐
   Chinese ☐   **Other (please specify):**_____ ☐

4. **Nationality** _____

5. **What is your academic standing?**
   - **Foundation** ☐
   - **undergraduate** ☐
   - **post-graduate** ☐

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6. **How long have you been using WeChat?**
   1year or less
   1 to 2 years
   2 to 3 years
   3 years or more

7. **How much time do you spend on WeChat per day?**
   - 30 min --- 1hour
   - 1hour------ 2hours
   - 2hours -----3hours
   - 3 hours -------5hours

Kindly encircle the most relevant option for each of the following statement to explain your WeChat use in this section:

8. **Perspective of WeChat use:**

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
a. I use WeChat because of the graphic display	1	2	3	4	5
b. WeChat is easy to asses	1	2	3	4	5
c. I use WeChat because it suits my internet	1	2	3	4	5
d. WeChat is easy to maintain	1	2	3	4	5
e. I use WeChat because it supports my language	1	2	3	4	5
f. I use WeChat because It	1	2	3	4	5

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	allows me to make video calls					
g.	I use WeChat because it allows me to share files	1	2	3	4	5
h.	I use WeChat because It allows me to surf the internet	1	2	3	4	5
i.	I use WeChat because my friends and family are using it	1	2	3	4	5
j.	I use WeChat because it's safe to use	1	2	3	4	5
k.	I use WeChat because its user friendly	1	2	3	4	5
l.	I use WeChat because of its features	1	2	3	4	5
m.	I use WeChat because it's better than other instant messaging application	1	2	3	4	5

9. process gratifications:

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
WeChat helps pass the time	1	2	3	4	5
I use WeChat to post things I want to say or tell	1	2	3	4	5
WeChat is a cost-effective way to publish	1	2	3	4	5

I use WeChat to present information about my interests	1	2	3	4	5
WeChat is convenient to use	1	2	3	4	5
I can get what I want more easily on WeChat	1	2	3	4	5
I use WeChat to surf the internet	1	2	3	4	5
I use Wechat to search for information	1	2	3	4	5
I use WeChat to share information useful to other users.	1	2	3	4	5

10. Content gratifications:

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
a. I use WeChat to keep record of what is happening in my life	1	2	3	4	5
b. I use WeChat to keep up with current issues and events	1	2	3	4	5
c. I use WeChat to make video calls	1	2	3	4	5
d. I use Wechat to share files	1	2	3	4	5
e. I can use WeChat to anytime, anywhere	1	2	3	4	5
f. I play games on WeChat	1	2	3	4	5

11. Social gratifications:

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
a. I use WeChat for	1	2	3	4	5

entertainmen t purpose					
b. I enjoy using WeChat	1	2	3	4	5
c. I use WeChat to make new friends	1	2	3	4	5
d. I use WeChat to connect with friends and family	1	2	3	4	5
e. I participate in group discussion on WeChat	1	2	3	4	5
f. I use WeChat to connect with people who share my values	1	2	3	4	5
g. I use WeChat to maintain a personal relationship with friends or f family	1	2	3	4	5
h. WeChat makes it easy to search for my friends near by	1	2	3	4	5

APPENDIX B
A sample of the answered questionnaire

UTAR
UNIVERSITI TUNKU ABDUL RAHMAN

Hi my name is Olowo Emmanuel Opeyemi. This questionnaire is distributed in order to serve as a means of data collection for my research on the uses and gratification of the WeChat application among private Universiti students in Klang Valley. It will be much appreciated if you could spear some time to answer this questionnaire, as your participation will help facilitate the finding of this research. All information collected is strictly confidential and for academic purpose only. Thank you.

Kindly choose only one option unless otherwise stated.

1. Age_____20_____

2. Gender

Male [✓]   Female [ ]

3. Ethnicity
   Malay [ ]   Indian [ ]
   Chinese [✓]   Other [ ] (please specify):_____

4. Nationality ____Malaysia____

5. What is your academic standing?
   - Foundation [ ]
   - undergraduate [✓]
   - post-graduate [ ]

6. How long have you been using WeChat?
   1year or less [ ]
   1 to 2 years [ ]
   2 to 3 years [ ]
   3 years or more [✓]

7. How much time do you spend on WeChat per day?
- 30 min --- 1hour ☐
- 1hour------ 2hours ☑
- 2hours -----3hours ☐
- 3 hours -------5hours ☐

Kindly encircle the most relevant option for each of the following statement to explain your WeChat use in this section:

8. Perspective of WeChat use:

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
a. I use WeChat because of the graphic display	1	2	3	④	5
b. WeChat is easy to asses	1	2	3	④	5
c. I use WeChat because it suits my internet	1	2	③	4	5
d. WeChat is easy to maintain	1	2	3	4	⑤
e. I use WeChat because it supports my language	1	2	③	4	5
f. I use WeChat because It allows me to make video calls	1	2	3	④	5
g. I use WeChat because it allows me to share files	1	2	3	4	⑤
h. I use WeChat because It allows me to surf the internet	1	2	3	4	⑤
i. I use WeChat because my friends and family are using it	1	2	3	4	⑤
j. I use WeChat because it's safe to use	1	2	3	④	5
k. I use WeChat because its user friendly	1	2	3	4	⑤
l. I use WeChat because of its features	1	2	3	4	⑤
m. I use WeChat because it's better than other instant messaging application	1	2	③	4	5

9. process gratifications:

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
a. WeChat helps pass the time	1	2	3	④	5
b. I use WeChat to post things I want to say or tell	1	2	3	4	⑤
c. WeChat is a cost-effective way to publish	1	2	3	4	⑤
d. I use WeChat to present information about my interests	1	2	③	4	5
e. WeChat is convenient to use	1	2	3	4	⑤
f. I can get what I want more easily on WeChat	1	2	3	④	5
g. I use WeChat to surf the internet	1	2	3	④	5
h. I use Wechat to search for information	1	②	3	4	5

i.	I use WeChat to share information useful to other users.	1	2	③	4	5

10. Content gratifications:

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
a. I use WeChat to keep record of what is happening in my life	1	2	3	④	5
b. I use WeChat to keep up with current issues and events	1	2	3	④	5
c. I use WeChat to make video calls	1	2	③	4	5
d. I use Wechat to share files	1	2	③	4	5
e. I can use WeChat to anytime, anywhere	1	2	3	4	⑤
f. I play games on WeChat	1	2	③	4	5

11. Social gratifications:

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
a. I use WeChat for entertainment purpose	1	2	3	④	5
b. I enjoy using WeChat	1	2	3	4	⑤
c. I use WeChat to make new friends	1	2	3	4	⑤
d. I use WeChat to connect with friends and family	1	2	3	4	⑤
e. I participate in group discussion on WeChat	1	2	3	4	⑤
f. I use WeChat to connect with people who share my values	1	2	③	4	5
g. I use WeChat to maintain a personal relationship with friends or f family	1	2	3	④	5
h. WeChat makes it easy to search for my friends near by	1	2	③	4	5