A STUDY ON MOBILE PHONE USAGE AMONG COLLEGE STUDENTS IN PALAKKAD

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INTRODUCTION

Marketing is a fascinating subject. It is dynamic too. Marketing is one of the fastest changing subjects in management today. New product, new formulation and new brands are being announced everyday. The advancement of information technology as a result of the development of internet, e-business etc has brought about tremendous changes in the area of marketing.

Market

Market is the root word in the term marketing. The word market is derived the Latin word"marcatus". It means merchandise or trade. In ordinary language the term market means a place where buyers and sellers gather to exchange goods and services.

Market can mathematically defined as

Market= people*purchasing power*willingness to buy.

Marketing

Marketing is a comprehensive term. It comprises of all activities performed by firms to direct and facilitate flow of goods and services from producers to buyers. It is a two way exchange process in which needs and wants of both buyers and sellers are satisfied.

In short marketing is concerned with satisfying customer's needs and wants. The ultimate goal of marketing is customer satisfaction.

Definition of marketing

In the words of Philip Kotler, "marketing is the human activity directed at satisfying needs and wants through an exchange process."

"Market is meant not any particular place in which things are bought and sold, but the hole of any region in which the buyers and sellers are in such free intercourse with one another, that the price of same goods tends to equality easily and quickly."

-   *Cornot*

"Market, for most commodities, may be thought of not as a geographical meeting place but as getting together of buyers and sellers in person, by mail, telephone, telegraph or any other means of communications."

-   *Mitchell*

"A market is a centre about which or an area in which the forces leading to exchange of title to a particular product operate and towards which the actual goods tend to travel."

-    *Clark and Clark*

Uses of Mobile phones

Usage of mobile phones has increased among the student in the recent time. Rapid growth and competition among the mobile handset companies and mobile service provider companies have decreased the rate for mobile handsets as well as mobile services. This has resulted in the increase of customer base.

Now a day we can find mobile phones with every student. Thus it is of significant interest to assess the students view on usage, necessity, and spending of mobile phones. However to the best of our knowledge there has not been any survey that exclusively compares the student's perspective on the different mobile handset companies and mobile service providers.

About mobile handsets the questions asked were as follows:

- The cost of the mobile phones.
- Reasons for having the mobile phone.
- Usage duration of the mobile phone.
- Satisfaction factors of the mobile phones.

About service providers the questions asked where as follows:

- Reasons for choosing a particular service provider.
- Spending pattern of the students (monthly service charges).
- Satisfaction factors of service providers.

The survey also investigates if any problems faced by customer while using mobile phones.

Owing a mobile has become a practical necessity, as well as a status symbol for young people who are, as ever grapple with the forces of peer pressure and conformity.

The market segment defined here comprises of young adults between 19-25 who are more comfortable with using the mobile phones than any previous generation. The view of mobile handsets as a fashion accessory is well developed in this market segment perhaps in part because young people tend to be early adopters.

OBJECTIVES OF THE STUDY:

1. To identify the usage of mobile phones, service providers and respective brand among college students.
2. To study the influence of smart phone among college students.
3. To identify the satisfactory level of college students in different aspects of mobile phones.

STATEMENT OF THE PROBLEM:

A variety of mobile phones available in the market and also number of users increases day to day. In the modern business world due to the development of science and technology different type of new applications have been introduced in the market every year. Improvement of technology catches more number of users. Specially students have mobile phone crazy. So they use new application mobile phones. The taste and preference of consumer also will change.

SCOPE OF THE STUDY:

The present study helps to analysis the competitions among existing in the present mobile phone industry. In this study we can identify how much mobile phones influence the students. It will able to give why

students use mobile phones, and also can identify which is the popular brand and also service provider among the students. The scope of the study also covers the key factors which influence the consumers how to select the mobile phones.

RESEARCH METHODOLOGY

A research methodology is the specification of methods and procedures for acquiring the information needed to structure or to solve problems. It is the overall operational pattern or framework of the project that stipulates what information is to be collected from which sources, and by what procedures. If it is a good design might be described as a series of advance decision that, taken together, from a specific, master plan of model for the conduct of the investigation. Although research design may be classified by many criteria, the most useful one concerns the major purpose of the investigation. Research methodology is a way to systematically solve the research problem. Information can be collected from only a part of population.

Redman & Morey defines research as a systematic effort to gain new knowledge.

Sampling methods:

❖ **Sample**

A finite of the population, selected from it with the objective of its investigating its properties is called sample of the population. A sample is a representative part of the population.

❖ **Sampling**

According to crisp the fundamental idea of sampling is that, "if a small number of items or a whole (called a universe or population) the sample will tend to have the same characteristics and to have them in approximately the same proportion as the universe.

Sampling is an essential part of all scientific procedures. The researcher collected and summarized the data more quickly through sampling. Sampling gives the researcher scope for collecting more accurate information.

❖ **Methods of sampling**

Convenience sampling, as the name implies is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

❖ **Sample size**

The sample size was collected from 100 respondents.

Data collection method

❖ **Primary data**

Questionnaire has used as the tool for primary data collection from people.

❖ **Secondary data**

Secondary data was obtained from websites and magazines.

Tools used for analysis

The statistical tools used in this project are simple percentage, weighted average method, chi square analyzing and various charts for interpreting the data in this study. Analysis for the data was very carefully done.

❖ **Simple percentage analysis**

It is a simplest way to analyze different type of data. In this method the researcher out of the percentage of each data with respect to total. Using this percentage rate we analyze data.

No. of respondents / 100* 100

❖ **Weighted average method**

The weighted average cost under this method is obtained by dividing the total value (at cost) of materials in stock at the time of issue by the total quantity of materials in stock. Only the rates are taken into consideration in case of simple average, on the other hand, the rates & corresponding quantities are considered in case of weighted average because by multiplying the quantity by the rate, the value at cost is obtained.

❖ **Chi-square test**

The chi-square test is used to test whether there is significance between the observed number of respondents in each category and the expected number of respondents for such category under the assumptions of null hypothesis. In other words the objective is to find out how well the distribution of observed frequency 'O', fit the distribution of expected frequency 'E'. Hence this test is also called goodness of fit test.

A statistical test used to determine the probability of obtaining the observed results by chance, under a specific hypothesis. It can be calculated using he formula

❖ **Chi-square** $x^2 = \sum(O - E)^2 / E$

Where,   O   =   observed frequency

                         E   =   expected frequency

         Degree of freedom   =   (r-1) * (c-1)

                         r = row and c = column

LIMITATION OF THE STUDY:

- ❖ This study is confined to Palakkad city.
- ❖ Due to time constrains, 100 respondents were selected for the purpose of the study.
- ❖ There is chance for biased respondents, which may affect the result of the study.
- ❖ Ideas of 100 respondents may not reflect the view of the whole universe.
- ❖ Conclusion was made on the opinion given by the respondent only.

LITERATURE REVIEW

Zickuhr, (2011) Roughly 94% of 1834-year-olds report that they send or receive text messages using their phones, and 63% of this age group access the Internet using their phone.

Face book, (2011) Statistics from Face book, which as of June 2011 had over 500 million active users, documents that over 50% of the users log in each day. According to Face book own statistics, over 250 million active users access Face book through a mobile device, and ''People that use Face book on their mobile devices are twice more active on Face book than non-mobile users''.

Lenhart, (2010)there is little question that students' communication habits regularly lead them to text while in class. Research conducted by the Pew Internet & American Life Project found that 1417- year-olds who text typically send and/or receive roughly 60 text messages a day. Furthermore, 64% of teens with mobile phones have texted in class, and 23% access SNS via their phone.

Lenhart, (2010) In regard to teens, 77% of teens report that they contact their friends daily via text messaging, and 33% do so via SNS**.**

Lenhart, (2009) Research shows that roughly 75% of online adults (1824 year olds) have profiles on an SNS, and 89% of online adults use those sites to keep in touch with friends.

Scholars boyd and Ellison, (2008) explain that SNS are online services that allow people to create a profile, create a list of other users who share a connection with the user, and view the lists of connections created by others within that system. For the purposes of the current study, we use the technical term SNS in place of other terminology (e.g., social networking sites) because SNS better conveys the way in which users communicate with others via these systems.

Fortunati (2002) noted that mobile phones favored the progressive encroachment of intimacy in the public sphere.

Puro (2002) noted that Finland has one of highest mobile phone densities in the world, reaching over 90% of the people under 30 years of age.

Taylor and Harper (2001) noted that young people use text messaging on mobile phones as forms of gifts to cement social relationships.

ANALYSIS AND INTERPRETATION

WEIGHTED AVERAGE ANALYSIS

LEVEL OF SATISFACTION

Factors	weighted	Rank
Quality	295	10
Battery life	322	8
Memory status	355	7
Application	384	1
Appearance	383	2
Camera clarity	362	5
Network coverage	382	3
Call & message offers	376	6
Internet speed	360	4
Internet offers	321	9

INTERPRETATION

The above table discloses thatweight of application is 384 so it belongs to 1 rank. Weight of appearance is 383 so it belongs to 2 rank. Weight of Network coverage is 382 so it belongs to 3 ranks.Weight of internet speed is 360 so it belongs to 4 ranks. Weight of camera clarity is 362 so it belongs to 5 ranks.Weight of call and message offers is 376 so it belongs to 6 rank.Weight of memory status is 355 so it belongs to 7 ranks. Weight of battery life is322 so it belongs to 8 rank.Weight of internet offers is 321 so it belongs to 9 ranks.Weight of quality is 295 so it belongs to 10 ranks.

Weight of application is 384 so it belongs to 1 rank.

CHI SQUARE TEST

AGE AND BRAND OF MOBILE PHONE

Null hypothesis

There is no significant association between age and brand of mobile phone.

Age	Brand of mobile phone					Total
17-20	10	23	17	0	8	58
21-23	9	14	10	1	7	41
More than 23	1	0	0	0	0	1
Total	20	37	27	1	15	100

Calculated value   = 6.17

Degree of freedom   = 8

Table value   = 15.507

INTERPRETATION

At 5% level of significance, the calculated value (6.17) is less than the table value (15.507), so the hypothesis is accepted. Hence it may be concluded that there is no significance relationship between age and brand of mobile phone.

MONTHLY FAMILY INCOME AND BRAND

Null hypothesis

There is no significant association between monthly Family Income and brand.

Monthly Income	Brand of mobile phone					Total
Below 10000	14	15	17	1	9	56
10000-20000	6	16	6	0	6	34
Above 20000	2	4	4	0	0	10
Total	22	35	27	1	15	100

Calculated value   = 7.468

Degree of freedom   = 8

Table value   = 15.507

INTERPRETATION

At 5% level of significance, the calculated value (7.468) is less than the table value (15.507), so the hypothesis is accepted. Hence it may be concluded that there is no significance relationship between monthly Family Income and brand.

GENDER AND SELECTION OF SERVICE PROVIDER

Null hypothesis

There is no significant association between gender and selection of service provider.

Gender	Selection of service provider					Total
Male	18	11	19	0	2	**50**
Female	21	10	8	5	6	**50**
Total	**39**	**21**	**27**	**5**	**8**	**100**

Calculated value   = 13.746

Degree of freedom   = 4

Table value   = 9.488

INTERPRETATION

At 5% level of significance, the calculated value (13.746) is more than the table value (9.488), so the hypothesis is rejected. Hence it may be concluded that there is significance relationship between gender and selection of service provider.

FAMILY INCOME AND MONTHLY SPENDING MONEY

Null hypothesis

There is no significant association between Family Income and monthly Income money.

Family Income	Monthly spending amount				Total
Below 10000	30	11	6	1	**48**
10000-20000	15	11	0	4	**30**

Above 20000	13	8	1	0	**22**
Total	58	30	7	5	**100**

Calculated value   = 12.444

Degree of freedom   = 6

Table value   = 12.592

INTERPRETATION

At 5% level of significance, the calculated value (12.444) is less than the table value (12.592), so the hypothesis is accepted. Hence it may be concluded that there is no significance relationship between monthly Family Income and monthly spending money.

AREA OF RESIDENT AND SERVICE PROVIDER

Null hypothesis

There is no significant association between area of resident and service provider.

Area	Service provider					Total
Rural	13	9	7	4	1	**34**
Semi urban	11	18	3	4	4	**40**
Urban	9	11	3	0	3	**26**
Total	**33**	**38**	**13**	**8**	**8**	**100**

Calculated value   = 9.47

Degree of freedom   = 8

Table value   = 15.507

INTERPRETATION

At 5% level of significance, the calculated value (9.47) is less than the table value (15.507), so the hypothesis is accepted. Hence it may be concluded that there is no significance relationship between area of resident and service provider.

EDUCATIONAL QUALIFICATION AND USING PURPOSE

Null hypothesis

There is no significant association between educational qualification and using purpose.

Educational qualification	Using purpose					Total
Under graduate	28	11	23	15	2	79
Post graduate	12	1	3	4	0	20
Professional	1	0	0	0	0	1
Total	41	12	26	19	2	100

Calculated value   = 6.51

Degree of freedom   = 8

Table value   = 15.507

INTERPRETATION

      At 5% level of significance, the calculated value (6.51) is less than the table value (15.507), so the hypothesis is accepted. Hence it may be concluded that there is no significance relationship between Educational qualification and using purpose.

FINDINGS

- ❖ Most of the respondents (50%) are male and female.
- ❖ Most of the respondents (41%) are between 21 to 23.
- ❖ Majority (79%) of the respondents are under graduate.
- ❖ Most of the respondents (38%) are below 10000.
- ❖ Most of the respondents (41%)are from rural and semi urban area.
- ❖ Most of the respondents (37%) are using Samsung mobile.
- ❖ Majority (65%) respondents are using smart phone.
- ❖ Most of the respondents (47%) are aware about the mobile phone through friends.
- ❖ Most of the respondents (51%) purchase mobile phone from retail shop.
- ❖ Most of the respondents (34%) are using Rs.5000-10000 mobile phone.
- ❖ Most of the respondents (46%) are using mobile phone for less than 1 year.
- ❖ Most of the respondents (32%) are using airtel.
- ❖ 100% of respondents using prepaid connection.
- ❖ Majority (82%) of respondents are using internet in mobile phone.
- ❖ Most of the respondents (45%) are using whatsapp regularly.
- ❖ Most of the respondents (42%) are using mobile phone for call & message.
- ❖ Majority (63%) of respondents are spending below Rs. 250 monthly for recharge.
- ❖ Most of the respondents (35%) are using mobile for 1-3 hours.

CHI SQUARE ANALYSIS

- ❖ There is no significant association between age and brand of mobile phone.
- ❖ There is no significant association between monthly Family Income and brand.
- ❖ There is significant association between gender and selection of service provider.
- ❖ There is no significant association between Family Income and monthly spending money.
- ❖ There is no significant association between area of resident and service provider.
- ❖ There is no significant association between educational qualification and using purpose.

SUGGESTIONS

- ❖ Samsung mobiles have to improve their battery life.
- ❖ Should need to provide more application in the mobiles ranging upto 10000rs
- ❖ Micromax mobiles have to improve camera clarity.
- ❖ Lenovo has to improve the performance quality.
- ❖ Reduce the internet charge by the service providers.
- ❖ Airtel service provider has to improve network converge in rural area.
- ❖ Vodafone service provider has to increase their offers.
- ❖ Idea service provider should improve their call reduction offers.
- ❖ BSNL service provider has to improve the 3G net work coverage in rural area.
- ❖ BSNL need more advertisement and promotional activities.

CONCLUSION

This research is a unique examination of a modern day phenomenon, young people's pre-occupation with their cell phones. This study facilitated the investigation of an emerging pattern of cell phone usage. Cell phone usage is so strongly integrated into young people's behavior that symptoms of behavioral addiction, such as cell phone usage interrupting their day –to-day activities. Despite of the positive benefits like using cell phone to connect/call family, friends, etc,this study also identifies the characteristics of those teens and young adult at risk of developing an overinvolvement with their cell phones.

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