A STUDY ON THE ECONOMICS OF MOBILE PHONE USAGE AMONG COLLEGE STUDENTS WITH SPECIAL REFERENCE TO COCHIN CITY

Dissertation submitted to

MAHATMAGANDHI UNIVERSITY

In partial fulfillment of the requirement for the award of the degree of

MASTER OF ARTS IN ECONOMICS

By

SEETHA P S

Register No: AM14ECO010

Under the guidance of

Ms.PRIYANKA T R

DEPARTMENT OF ECONOMICS

ST.TERESA'S COLLEGE (AUTONOMOUS)

ERNAKULAM

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CERTIFICATE

This is to certify that the dissertation titled **"A STUDY ON THE ECONOMICS OF MOBILE PHONE USAGE AMONG COLLEGE STUDENTS WITH SPECIAL REFERENCE TO COCHIN CITY"** submitted in partial fulfillment of M A Degree in Economics to the Mahatma Gandhi University, Kottayam, is a bona fide research work done under my supervision and guidance.

Head of the Department

Dr. NirmalaPadmanabhan

Guide and Supervisor

Ms. Priyanka T R

DECLARATION

I hereby declare that the dissertation titled, **"A STUDY ON THE ECONOMICS OF MOBILE PHONE USAGE AMONG COLLEGE STUDENTS WITH SPECIAL REFERENCE TO COCHIN CITY"** submitted by me for the M.A. Degree in Economics is my original work.

Signature of the supervisor

Signature of student

MS.PRIYANKA .T.R

SEETHA P S

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INTRODUCTION

In the modern world, marked by hustle and bustle coupled with ceaseless activities, people have come to depend increasingly on mobile phones to carry out their day to day chores. Cell phone is a man-made communicator, the application of which is confined to the area of roaming. It is applied in a wide variety of settings – at work, at home, and for convenience and security. This equipment has become such an integral part of life today that it enslaves man to a great extent.

Cell phones are available with an incredible range of functions. Depending on the cell phone model, one can store information, make task or do lists, keep track of appointments and set reminders, use the built-in calculator for simple mathematics, send or receive e-mails, get information from the internet, play games and integrate other devices such as Personal Digital Assistants (PDAs), MP3 players and GPS receivers. Cell phones provide up-to-date information about business and economy through SMS and MMS. In addition, the greatest advantage derived in the use of cell phone is that it saves a lot of time and energy of man. Hence, the absence of cell phone renders man miserable and its very presence becomes all the more indispensable to him.

The world is a comprehensive cyber community that has been connected by a network of wired and wireless devices through the World Wide Web (WWW). Today most of us have secured a room in cyber space by having e-mail accounts, doing online transactions and through e-learning. All these online activities can be performed through both wired and wireless devices. Both these types of devices function through wireless transmission. Thus, the intangible thread that has united the virtual world is wireless technology. Undoubtedly, without nature providing the electro-magnetic spectrum, wireless transmissions through radios, televisions, computers, mobile phones and even remote controlled toys are not possible. The only device in the list that can embed several gadgets together is a mobile phone.

With the growing number of gadgets embedded in modern mobile phones (particularly 3G and 4G phones) such as the MP3, Internet, Camera (still and video), TV, and the decrease in the size and the price of such devices, mobile phones have become omnipresent. The mobile phone is an anytime and anywhere tool, boosting the tendency to do things discreetly as well as openly. The internet has removed

geographical boundaries and so have mobile phone that has blurred the borders between public and private lives. It is very common to see people talking about personal issues whilst using mobile phones in front of strangers and also using the same inaudibly (such as text messaging) in the presence of their families and friends. The fact is, with the use of cell phones, people sometimes lose the capacity to manage the boundaries between appropriate and inappropriate usage. This means that cell phones have not only blurred the boundaries of lives but have also shifted the borders of usage.

India's telecommunication network is the second largest in the world, based on the total number of telephone users .As the standard of living in India improves, cell phone ownership is nearly ubiquitous among teens and young adults and much of the growth in teen cell phone ownership has been driven by adoption among the youngest teens. Every month, new technologies are being created and today's marvels quickly become yesterday's news. While these technologies capture attention and have usability and the easiness of everyday life. Furthermore, feelings of loneliness, isolation or boredom can be replaced with the pleasure of free flow of electronic delights. It brings together worlds miles asunder. The majority of mobile users in India are aged 24 years and below and they are almost male. Indian telecom industry has seen exponential growth in the recent years. With steady increase in purchasing power of the Indian middle class, the mobile phone market is also rapidly expanding-both for handset manufacturers as well as cellular connection providers.

1.1 REVIEW OF LITERATURE

Sara (2007) discussed the influence of cell phones on teen culture. Cell phones purely have a negative effect on the social and ethical behavior because they socially breed a culture of introverted, isolated people who are unable to deal with real interpersonal interaction. They train to communicate with others through cell phone. Ethically, they reduce social standards and breed the idea that ignoring morals and social laws and standards put in place by those who have overcome the urge to become a paranoid with their cell phone.[1]

Vaidyanathan and Latu (2007) after analyzing literature and research work, the authors say that it boils down to the influence of peer group, family upbringing and ultimately the habits, attitudes and willpower rather than technology alone. These

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communication devices are omnipresent and or making society converge as well as diverge, the main purpose being the coordination of activities in everybody's life irrespective of age. Mobile phones erased need for middle man. Everyone have the right to live in a healthy family environment. The authors state that if technology is not embraced properly the digital natives will turn either "Digital Addictive" or "Digital Refugees" which results in an imbalance in the society.[2]

Katz (2005) examined the creation of own micro cultures by the usage of cell phone. He claimed that changing cultural norms and values demonstrate the consumers' ability to modify and repurpose technology for their own use. He emphasized that by allowing people to insulate their private interactions from the culture around them, will encourage a kind of "walled garden" of micro culture that is complex but, exclusive.[3]

Mokake (2009) revealed that girls perceived a degree of autonomy and resistance to control from parents. Their safety and wellbeing are disconnected. Choice of peers is determined by their level of connectivity and degree of socialization. Technology is being utilized in different ways to satisfy their malicious desires. Young girls are more addicted to the cell phone than their male – counterparts for different purposes. Further, cell phones are being sued as tools to extort money from parents.[4]

Drennan, Brown and Mort (2003) investigated on m-bullying which is widespread among high school students. There is every need to develop methods to fight the m-bullying, as it triggers blow to their self-esteem. Strategies should be devised to promote health attitudes and behaviors that positively affect their well-being.[5]

Scott, Ferestad, and Ellestad (2009) emphasized the need to imbibe informal norms such as(being polite in church or wedding) interactions with people in the physical space should take priority over a virtual interaction. One needs to concentrate on person sitting opposite to you rather than ignoring him and engaging in a cell phone conversation.[6]

Cilliers and Parker (2007) investigated the social implications of use of cell phone by teenagers. It was found   that factors like sense of uniqueness, identity and

independence were prominent in interpersonal relationships. Teenagers were at great risk of cyber bullying.[7]

Campbell and Rachel (2006) brought forward the concept that for a te enage girl, a cellular phone is an object which comprises of all aspects namely independence, safety and femininity. It functions as 'technology of the self '. Teenagers go against norms by practically spacing their behavior to actions and identities of society and what they internally desire.[8]

Hakoama and Hakoyama (2011) focused the dependency of teenagers upon cell phones. Cell phones made younger people dependent on their parents, financially females or likely to depend heavily in order to maintain their social relationships. Public manners among the frequent cell phone users are under question. The study revealed that it is not only a must have tool for college students but, also a must have tool for school juniors and seniors.[9]

Marie Brannon (2009) criticized that the compulsive cell phone users leave others feeling confused, trapped, disrespected and angry. These users are often feeding their own ego at the expense of others.[10]

Ceccucci,Peslak and Sendall (2010) developed a manuscript which provides a comprehensive review of many of the behavioral factors associated with the use of technology and tests their applicability to text messaging. The findings suggested that texting behavior is influenced by several factors like attitude, compatibility, and ease of use, satisfaction and visibility. All these factors have very significant impact on the way, an individual engages in text messaging.[11]

Cotten (2008) pinned down that the cell phone use is pervasive and very high among students of US and Canada. The social wellbeing is marked by its heavy use. The several impacts were uncertainty reduction, security, efficiency, information access, contactability, social interaction and social control. Researchers identified that "Mobile use may be health protecting in facilitating the maintenance of social relationships and diminishing insecurity of the physical environment.[12]

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Campbel (2005) examined that mobile phone has turned from a technological tool to a social tool. Mobile phone has become status symbol for young people and it is viewed as a fashion accessory. Surveys show that they prefer it more than television and internet. It is deemed as a symbol of independence from one's family. It has functional, relational, negative effects like ostracism and family bullying. It also has an impact on evolving relationships within the family.[13]

Venkatesh (1995) noted that consumer behaviors are primarily sociocultural phenomath at must, therefore, be discussed in socio-cultural terms. He emphasized cross cultural studies should include at least two different cultures as part of the same field study, alth ough it is possible to conduct a comparative study using a single cultural setting and ma ke comparisons with other cultures using textual information rather than field data.[14]

Castells, Mireia, Qiu, and Sey (2004) produced a detailed compilation of existing rese arch evidence of the social aspects of wireless communication technologies including mobile phones. They indicated cultural differences in communication style preference s had an impact on the adoption rates of wireless technologies. The researchers intend ed to elicit general patterns for the social differentiation of wireless diffusion in differ ent societies of Europe, America, and the Asia Pacific regions.[15]

1.2 Objectives of the study

1. To find out the expenditure of mobile usage among college students
2. To find out the purposes of using mobile phone
3. To identify the factors influencing the mobile phone usage

1.3 Relevance of the study

Cell phones have provided avenues for individuals to stay connected on a new level that does not depend on space or time, but is readily accessible at anytime, anywhere. Never being disconnected has allowed social networks and relationships to be strengthened as well as new relationships formed. Cell phones have also allowed individuals all over the world whom, without the cell phone would never have access to all of the networks, assets and information that they do via the mobile phone. While

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it has provided a new avenue to social networking and interactions, the change in the space and time concept has also had a negative effect as well.

Many of us have likely experienced a situation where we have been in the presence of a cell phone user who is engaging in some form of rude behavior that lacks respect for the individuals around them. Cell phones have changed the way that individuals socially interact. Individuals are communicating more via text messages and cell phones than they are face-to-face, changing our social environment. Individuals have become enveloped in their cell phones and less aware of their social surroundings, missing out on possible new social interactions. The danger is that many people do not know when to turn off their cell phone. Personal contact and good listening skills have become less of a commodity than availability. Cell phones have influenced every aspect of our lives.

1.4 Methodology

The methodological framework of the study includes only the primary data. In the present study the relevant data has been collected from 5 colleges in Cochin City. Cochin city is ideal for conducting the study on mobile phone usage among college students because it's a metropolitan city consist of large number of educational institutions with large number of students from the state as well as from outside .

Source of data

Primary as well as secondary data were used in the study. Primary data were collected through questionnaire method by the investigator. Secondary data was collected from books, journals, official websites, publications, newspapers etc.

Method of Analysis

For analyzing the data, both tabulation and diagram like pie chart, bar diagram etc were used. Mathematical tools like percentage also used for the same purpose.

Area of study

The area selected for the present study is Cochin City.

Sample size

A total of 50 respondents were selected for the study.

Sampling

Random sampling technique used for the selection of sample of 50 respondents

Period of study

All data are collected during November 2015 to February 2016.

1.5 Scheme of the study

Chapter one: includes the introduction, relevance of the study, objectives, methodology, Review of literature, limitations and scheme of study.

Chapter two: An overview of mobile phone.

Chapter three: An analysis of mobile phone usage among college students.

Chapter four: This chapter provides major findings, recommendations and conclusions.

1.6 Limitations of the study

1. The sample size taken was very small. A larger sample may have yielded better results.
2. The study mainly based on random sampling method instead of censes method. Hence, the findings of the study cannot be generalized.
3. It was very difficult to obtain necessary information from the respondents, may have reluctant to disclose all the information available with him.
4. Since the findings are arrived at from the study of Cochin City only, the findings cannot be generalized.

CHAPTER II

GENERAL OVERVIEW

OF MOBILE PHONE

INDUSTRY AND USAGE OF

MOBILE PHONE

INTRODUCTION

According to the Oxford English Dictionary, the word "mobile□ was derived from the Latin phrase "Mobile Vulgus" which means excitable crowd. As it stands today, the mobile phone lives up to the etymology of the term.

2.1 ORIGIN OF CELL PHONE

The evolution of cell phones could be traced back to the period of 1950s. The period of evolution is almost over and it is a saga of revolution in the mobile industry. Currently, many places in the country are on the threshold of the 3G mode. It was Martin Cooper who was the pioneer of the cellular phone and is universally acknowledged by many as the father of the cellular phone. Hired by Motorola in 1954, Mr. Cooper worked on developing portable products, including the first portable handheld police radios, made for the Chicago police department in 1967. He then led Motorolas cellular research.

On April 3, 1973, at a public demonstration using a heavy 30-ounce phone, Martin Cooper placed the first cell phone call to his rival at AT&T Bell Labs from the streets of New York City. Mr. Cooper commented, "As I walked down the street while talking on the phone, sophisticated New Yorkers gaped at the sight of someone actually moving around while making a phone call. Remember that in 1973, there were no cordless telephones or cellular phones, I made numerous calls, including one where I crossed the street while talking to a New York radio reporter - probably one of the more dangerous things I have ever done in my life."

In 1973 Martin Cooper came up with the Motorola cell phone. In 1977 the first cell phone was made in Chicago. When it made its debut 2000 people were given a free trial. The early cell phones were huge in size. The technology to manufacture cell phones of compact size was unknown to them. In 1988 many big companies forayed into the production of cell phones in 54 places all over the world.

2.2 HISTORY OF CELL PHONES

A cellular phone is a wireless phone used for the purpose of communication. The cell phone has slowly gained much importance that it has become a part of everyone

almost, so to say being without a cell phone is as bad as being without a limb is the feeling of the present generation. People have become so dependent on it, that without it one feels terribly handicapped. It gives us the impression that mobile phones have been used by people for ages. In 1843, Michael Faraday tried to see if space could conduct electricity. It was this great scientist who paved the way for the development of cell phones. In the year 1865 Dr. Mahlon Loomis was the first person to communicate through wireless atmosphere. He came up with the idea of transmitting and receiving messages through atmosphere as conductor. In 1973 Martin Cooper came up with the Motorola cell phone. In 1977 the first cell phone was made in Chicago. When it made its debut 2000 people were given a free trial. The early cell phones were huge in size. The technology to manufacture cell phones of compact size was unknown to them. In 1988 many big companies forayed into the production of cell phones in 54 places all over the world.

The Mobile phone industry in India has become very popular today. Its growth is so stupendous that it has surpassed most of the other industries. The reason for its rapid growth is due to the fact that man spends most of his time in interacting with others. Cell phones have come handy to men as a means to communicate with others. As a result of this, mobile penetration in the market has overshadowed all other means of communication.

The technological revolution in the cellular industry has ushered in a booming market for cell phones and cellular service. Many people have become the customers of some mobile company or the other and obviously customers of cellular service providers of their choice. The use of cell phones has brought about a magical change in the life style of most of the people in the country. It was only a few years back that owning a mobile phone was looked upon as a costly affair and an invaluable possession of the well-to do. Little did anyone dream that it would become so cheap and ubiquitous. Several reasons may be attributed for the phenomenal growth of cell phones. It has now come to stay as an essential accompaniment of communication that people evince an unusual interest in it, to add to it, cell phones are handy, easy to acquire and provide wireless communication anywhere and anytime which is its great advantage.

Cell phones have become a grand commercial success over the years due to reduced call rates, easy accessibility, the inadequacy of landline service and its affordable

prices. The arrival of new models with advanced features day-by-day has opened the floodgates to a high demand for mobile phone industries and cellular service providers. Tamil Nadu has a large number of mobile users and it still has potential for further growth. Making and receiving calls were considered as the core value of the product sometime ago. But at present, the thrust is on net access, music 2 down loads, text messages, navigation and so on. In the world of mobile technology, these are some of the new services which are different from voice. It is a well-known fact that India is one of the fastest growing mobile markets in the world. Mobile operators have not been able to uphold or increase mobile satisfaction level significantly. Customer satisfaction rankings are even more critical now than before, given the competitive nature of mobile services. There is almost a rat race among mobile operators to increase their subscriber base but none of them worry about the quality of service that is provided to the user. It is necessary to earmark more funds and effort, to improve the level of satisfaction among customers but unfortunately the satisfaction level of mobile users is generally below their expectations.. Therefore, a lot of effort and initiative is needed from the side of the operator to improve these parameters to give Utmost satisfaction to their mobile users.

2.3 CELL PHONE AND ITS WORKING

Cell phone is an electronic device, which connects people around the world. It is similar to a Walkie – Talkie. The difference between a cell phone and a Walkie-Talkie is that two people can communicate at the same time through cell phones and only one person can talk at a time with a walkie-talkie, cell phone uses two frequencies, which is why one can talk and listen at the same time. Cell phone can travel from area to area or cell to cell (cell phone tower coverage area) as device out. The only limit to where the cell phone can go is how many towers are there to carry and transmit the frequencies. This is a remarkable improvement over radio telephones which carry the signals from one control antenna with a range of less than 50 miles. Basically, cellular radio provides mobile telephone service by employing a network of cell sites, distributed over a wide area.

A cell site consists of a radio transistor and a base station controller which manages to send and receive traffic from the mobiles in its geographical area to a cell phone

switch. It also employs a tower and antennas, and provides a link to the distant cellular switch called a Mobile Telecommunication Switching Office (MTSO). Advanced mobile phone service using a novel cellular approach operates in 25 to 45 MHZ Bands and 870 to 890 MHZ Bands and 1800 MHZ (Dual Bands). Recently, the large number of channels available in the new bands has made cellular approach more practical. It is the usage of frequency which enables a person to talk and listen at the same time. On a complexity per cubic inch' scale, cell phones are some of the most intricate devices people play with on a daily basis; modern digital cell phones can process millions of calls per second in order to compress and decompress the voice stream. Because of these facilities in cell phones, the demand for them increases tremendously and so the companies providing services and channels of service also increase much.

2.4 THE TELE COMMUNICATION REVOLUTION

In the primitive ages, people have used smoke signals, jungle, drums, carrier pigeons and semaphores to get a message from one point to another. It is clearly evident that even in the present era communication is very important for transmitting messages from one person to another. Alexander Graham Bell may have realized the significance of communication and invented the telephone in 1876. This means of communication has revolutionized the daily lives of ordinary people more than the telephone.

Telephone comes from the Greek word "Tele" meaning from 'afar', and 'phone' meaning 'voice or voiced' sound. Generally, a telephone is any device which conveys sound over a distance. A string telephone, a megaphone or a speaking tube might be considered telephonic instruments. They transmit sound mechanically and not electrically. Telephone evolved into many forms like, from the tin can telephones to the coin operated pay phone. Then, there evolved pager and the bulky mobile phones. And the modern times, Cellular phones are the most rampant to use in this society. A type of wireless communication that is most familiar to mobile phones users. It's called 'cellular' because the system uses many base stations to divide a service area into multiple 'cells'.

Cellular calls are transferred from base station to base station as a user travels from cell to cell (Wireless Advisor Glossary). The basic concept of cellular phones began in 1947, when researchers looked at crude mobile (car) phones and realized that by using small cells (range of service area) with frequency re-use they could increase the traffic capacity of mobile phones substantially. However at that time, the technology to do so was non-existent. Communication, as a tool for socializing and interacting towards people serve as a medium to achieve those needs. A deprived need caters to the discovery or invention of new device (for communication). Humans always wanted to communicate because he expresses himself to alleviate his depression, emotional burden and anxiety. Moreover, it gains involvement in social groups such as classmates or friends. Because technology rapidly grows and exceeds its present existence, communication becomes easier and faster such as the "Cellular phones". Humans need for communication in terms of belongingness is facilitated with the use of cellular phones: They adapt to the environment because of different preferences such as social conformity or to gain socio-economic status.

Technology is not rendered as an artifact, but instead examines how people as they interact with a technology in their outgoing practices which shape their emergent and situated use of that technology. In other hand cellular phones depends upon a person, on how he will use it, whether it surrender oneself from other influence or use it as a purpose of communicating and personal satisfaction. Moreover, human behavior is learned observationally from others, one forms an idea of how new behavior are performed and later occasions this coded information serves as a guide for action, Changes of technological development among cellular phones are very alarming especially to the adolescence.

Communication and the way that individuals interact with each other is a huge dynamic of sociology. The cell phone is changing the norms, etiquette, proforma, conventionalities, and rules of communication. Cell phone has had an impact on social relationships and social interactions in today's society. Social Interaction signifies that we are aware of existence of others as well as implies active engagement between two or more parties, But, cell phones gradually invaded our own and others personal spaces by talking loud in public places. This indicates being inconsiderate and/or rude which links to alienation of oneself.

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The main benefit of a cell phone is convenience, it renders. It is easy to carry and simple to operate, It can be used at any time, any place and any mode. It is absolutely hassle-free in accessibility or economy wise. Cell phones don't involve huge arrangement or long procedures which make them hot favorites of all. It has become indispensable part of our daily life. Hence, it rules our privacy and organizes our life to the core level. Despite economic crisis, some people buy newer updated model of cellular phone because of popularity, socio-economic status and conformity from his peer group.

When comparing the different modes of communication, youth feel they would be most likely to miss out on the activities with friends, if they don't have a cell phone. They use text messaging or social networking websites if they are more outgoing and expressive. Teenagers feel more comfortable discussing touchy subjects when using instant messaging than cell phones. They understand that in serious moments, cell phones may not be the best avenue of discussion (like arguing or breaking up).

Cell phones have changed the concept of time and space, lack of face-to-face interaction, the maintenance of relationships, social absences and social dependency. Also, cell phones breed negative effect on social relationships, grammar and increased social anxiety. A trend that is becoming more apparent is present absences. When an individual answers his ringing cell phone by interrupting an ongoing conversation, the person he is conversing physically becomes lonely, anxious, as well as resentment or annoyance towards the individual who answered the phone call. Cell phones have become most popular way to communicate with other individuals. While cell phones have become less of a status symbol and more of a fashion statement. They have created an unspoken social dependency. For adolescents and young adults, are more likely to and engage in SMS messing, making phone calls, accessing the internet from their phone or playing a mobile driven game.

Once pervaded by boredom, teenagers resort to instant connection, to someone, somewhere. Sensation seeking behavior has also linked adolescents and young adults to have the desire to take risks with relationships, rules and roles. Individuals seek out

entertainment and avoid boredom at all times, be it appropriate or inappropriate. Cell phones are used for entertainment, information and social connectivity.

It has been demonstrated that individuals with low self – esteem use cell phones to form and maintain social relationships. They form an attachment with cell phone which molded their mind that they cannot function without their cell phone on a day-to-day basis. SMS text message was first developed in 1990 in an effort to allow operators to notify customers about new services or network. Generally, norms, roles, rules, customs, understandings and expectations of interactions in relationships are primarily defined and transmitted by culture. Cultural influences however have been found to extend far beyond the interpretation and expression of interpersonal interactions. Culture is proved to have been influencing not only the external (i.e., behavior) but, also the internal (e.g., representational) aspects of relationships. Culture dominates the way people express their emotions, that underlie personal lives. In India, people learn the essential themes of cultural life within the bosom of a family. In most of the country, the basic units of society are the patrilineal family unit and wider kinship groupings. The most widely desired residential unit is the joint family, ideally consisting of three or four patrilineal related generations, all living under one roof, working, eating, worshiping, and cooperating together in mutually beneficial social and economic activities.

2.5 THE INDIAN CELL PHONE INDUSTRY

Telephones came to India in the year 1882 in Kolkata. Initially there were only as many as fifty connections and gradually it was extended to other parts of the country. Indian Telephone Industrial Corporation (ITIC) was established in Bangalore in 1948. It was established with the intent of providing sufficient communication facilities to people across the country. In 1973 the Postal Department was bifurcated into the Postal Department and the Telecommunication Department. The Telecommunication Department has been making remarkable progress since its inception and its services cover the length and breadth of the whole country. The Department of Telecommunication (DOT) was established in the year 1984. The cellular phone concept was devised by a team of researchers at Bell Labs in the year 1947. The first automatic analogue cellular phone was made in the 1960s. In the recent years the mobile industry has become very popular and has surpassed all other industries in

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terms of growth in a short spell of time. It has grown at a higher pace in terms of Tele-density and at present the industry concentrates on rural areas, as it has already established a foothold in the towns and cities of the country. It goes without saying that telecommunication infrastructure contributes to the overall economic and social development of a country by providing it with market information, reduced isolation and increased connectivity to international economic activity. It is expected to provide a fillip to service sectors like tourism, hotels, travels, airlines, etc .In the 1990s, owning a telephone was considered a status symbol. There was a waiting period of more than a year before a person could get a telephone for himself unless people applied for it under QYT by paying a big sum of money. But the whole scenario has changed completely today. The service providers are able to connect people through cell phones instantly without having to wait for the cellular service. There are ever so many cell phone manufacturers and service providers that there is almost a cut throat competition among them. Owning a cell phone today is considered as a necessity and not a luxury or extravaganza considering the value of service it renders to its users.

2.6 THE CELL PHONE BANG

Today, the cell phone isn't just a rich man's fashion accessory in India. Its transforming the way millions of people do business in a country where even landlines were a luxury barely a decade ago. Across the country people with low incomes are now adopting cellular phones as tools for enhancing their business.

According to oxford English dictionary one of the earliest uses of the word "mobile" was in association with the Latin phrase 'mobile valgus'', i.e. excitable crowd. Today's mobile phones live up to these origins. Cell phone technology introduces new senses of speed and connectivity to social life. If the fixed line telephone has brought communication links into the workplace and homes, the 'mobile 'puts them straight into the hands of unprecedented numbers and varieties of individuals.

2.7 THE INDIAN SCENARIO

India too has joined in the Bandwagon. Mobile phone services were introduced in India about 10 years ago. Then, barely on in 10 homes in cities had a landline and public phones were low. From these 1980s, India has come a long away today. It has emerged as the second largest market after china for mobile phone handsets. Nearly

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1.63 million people signed up for mobile phone services in February 2004, taking the total number of customers in the world's fastest growing market to 31.4 million.

2.7.1 PLAYERS

The Indian telecom sector was thrown open to the private sector in the mid 90's. This industry along with I T , was labeled one of India's sunrise industries. Sensing the opportunity, a number of private players like Bharti Enterprises, Hutchinson, BPL mobiles, the Tata's and most recently, Reliance infocomm have ventured in to this sector.

Indian telecom companies basically provides two types of services,

- **Cellular services ;** the major players in this segment are Bharti, Hutchinson,BPL mobile – companies that use the global satellite management (GSM) standard. With this standard telephone calls can be made to and received from any place.
- **Basic services;** the major players are BSNL, Tata's and Reliance, using the code division multiple access (CDMA) standards which offers limited mobility. Calls can be made to and received from certain fixed areas.

Today there are as many as providers across the country .these days the surge of new entrance like Sagem,kejain,Bird,Pantech and Benq into the hand set manufacturing segment has offered mobile purchasers not only a choice of which operator to select from and which technology but also what handsets they want .

2.8 FOCUS ON YOUTH MARKET

Companies have practically created youth market by launching in items like cool ring tones, games, screen savers , e mail alerts .as a result more and more people in the under 30 age group are using wireless applications for organizing their lives better. On the other hand, old people do not spend much time or money on mobile content. The primary reason behind this could be that most of the content on the wireless web has been youth and entertainment oriented .then there are other reasons like the buttons on the handset are small and reading the tiny screens can be strain on eye

2.9 IMPACT OF MOBILE PHONES ON SOCIAL LIFE

2.9.1 PEER GROUP

Peer influence represents a powerful force in maintaining orderly, productive and positive academic and rehabilitative environments. To be a member of a peer group is the primary goal of most teenagers, during adolescence. The feeling of belonging and social acceptance is very strong at this stage of development. This is why peer influence plays a huge part in steering the experiences and the interest of teenagers. When teens are searching for their identity and the concepts that they want to define themselves by social influences and peer interaction play a huge part in this process. These two factors can help form the teen into what he/she wants to be they want to socialize to optimum level.

As children progress through adolescence, they build knowledge bases that help them navigate social situations. Dodge's (1993) research indicated that poor peer relationships were closely associated with social cognitive skill deficits. He found that adolescents who had developed positive peer relationships generated more alternative solutions to problems, proposed more mature solutions and were less aggressive than youth who had developed negative peer relationships.

It is widely accepted that acceptance by peer group is a powerful force during adolescence. These groups are a great source for reference of the world outside their family. Failure to develop close relationships with age mates leads to many problems, ranging from delinquency to psychological disorders. It was observed that higher peer stress and less companionship support from peers has been associated with a lower social self-concept in teenage. They crave to spend more time with their friends and without parental supervision. While with them, teens can be both connected and independent, as they break away from their parent's images of them & develop identities of their own. While many families help teens in feeling proud and confident of their unique traits, backgrounds & abilities peers are often more accepting of the feelings, thoughts & actions associated with the teens search for self-identity.

The influence of peers, whether positive or negative is high importance to teens life. The need for acceptance, approval & belonging is vital during adolescence. Teens who feel isolated or rejected by their or in their family are more likely to engage in risky behaviors in order to fit in with a group. Peer pressure can impair good judgment & lure into dangerous activities. A powerful negative peer influence can motivate a teen to make wrong choices & engage in behavior, that his or her values might otherwise reject. They end up becoming soft target for peer pressure. Bad advice, curiosity to try something that everyone else is indulging in or just the fear of being teased by friends (for not imitating other friends) leads teens to do things they would rather not do, if left to their better judgment.

A teenager is exposed to different group of adolescence (neighborhood, college, playgrounds, etc.) each group may have unique traits, norms, cultures & value systems. This behavior as well as his perception about life depends on how they affect him. They need to be guarded and guided against adverse impact.

Cell phone texting is the most favorite channel of basic communication among teenagers. They are gradually detaching themselves from family by losing emotional closeness & warmth. This leads to frequent conflict and disagreements between parents and adolescents. Among all teens, text messaging has become predominant form of interaction with their friends.

Teens typically make or receive five calls a day and 150calls per months. Parents encourage and support the use of cell phone by teenager due to its mixed blessings like accessibility, monitor the whereabouts of the offspring. It makes them comfortable, easier to control, safer and convenient. It helps to be connected continuously with their child. For teens, it gives space and freedom. Teenagers feel they can reach their parents through cell phone no matter where they are. At first, it was just a non coloured screen which developed in to cellular phones with built-in cameras, music player, internet, games, television, GPS etc. Now we have tremendously increasing features like touch screen. It is useful but, it brought disadvantage among children and adolescence. They might be addicted in gaming and earlier exposure to pornography. It decreases their time in doing their assignments at school and increase sexual interest Large families tend to be flexible and well-suited

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to modern Indian life, especially for the 67 percent of Indians who are farmers or agricultural workers or work in related act.

2.9.2 IMPACT OF THE MOBILE PHONE ON THE FAMILY AND HARMONY

In the Indian household, lines of hierarchy and authority are clearly drawn, shaping structurally and psychologically complex family relationships. Ideals of conduct are aimed at creating and maintaining family harmony. All family members are socialized to accept the authority of those ranked above them in the hierarchy. In general, elders rank above juniors, and among people of similar age, males outrank females.

Daughters of a family command the formal respect of their brothers' wives, and the mother of a household is in charge of her daughters-in law. Among adults in a joint family, a newly arrived daughter-in-law has the least authority. Males learn to command others within the household but expect to accept the direction of senior males. Ideally, even a mature adult man living in his father's household acknowledges his father's authority on both minor and major matters. Women are especially strongly socialized to accept a position subservient to males, to control their sexual impulses, and to subordinate their personal preferences to the needs of the family and kin group. Reciprocally, those in authority accept responsibility for meeting the needs of others in the family group.

There is tremendous emphasis on the unity of the family grouping, especially as differentiated from persons outside the kinship circle. Internally, efforts are made to deemphasize ties between spouses and between parents and their own children in order to enhance a wider sense of harmony within the entire household. Husbands and wives are discouraged from openly displaying affection for one another, and in strictly traditional households, they may not even properly speak to one another in the presence of anyone else, even their own children. Young parents are inhibited by "shame" from ostentatiously dandling their own young children but are encouraged to play with the children of siblings.

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Psychologically, family members feel an intense emotional interdependence with each other and the family as an almost organic unit. Ego boundaries are permeable to others in the family, and any notion of a separate self is often dominated by a sense of what psychoanalyst Alan Roland has termed a more inclusive "familial self."

A) Safety

One of the most cited reasons that parents want their children to have a mobile phone is for safety. The mobile phone is given to the children by parents when they are first venturing outside of the home alone or going to school . The issue of gender and safety does not seem to have been considered in most research, with parents seemingly as concerned with the safety of both male and female children. There appears to be an over reliance however, on the use of the mobile phone as a source of protection for children. In an Australian study, 68% of parents reported that as their child had a mobile phone, they knew where they were at any time. There was one parent however, who acknowledged that this was only a perception. There needs to be trust in the parental child relationship, in that the child will be truthful in reporting their location. This study also found that 77% of parents reported at least one occasion when they needed to urgently contact their child but were unable to do so. Conversely 37% of young people reported that they were unable to contact their parents urgently mainly because they were out of credit .

The safety issue is interesting as part of the double-edged sword that the impact of mobile phones have on the family. While its use enables young people to extend their freedoms in the family in relation to curfews and places where they are permitted to go, its use also extends parents' control and authority over their children. The mobile phone means thus both enabling the child to call parents if they are in trouble but also provides a surveillance capacity of parents phoning young people. This impact on the evolving relationship in the family has been interpreted by some researchers as undermining the authority of parents. Some researchers postulate that the mobile phone has altered the power in parent-child relationships in that peers can contact each other without parental knowledge. Parents may not know who their child's friends are, because of lack of communication with them, therefore, weakening parental control. even goes as far as claiming that the individualised mobile phone has

diluted the collective identity of the family, by becoming "less about 'oneness' and more about 'many-ness'".

However, other researchers have interpreted the use of the mobile phone by parents as an intrusion into young people's lives. Williams and Williams (2005) base their argument of intrusion on claiming that the "relations between children and parents are increasingly characterised by negotiation, replacing more conventional relationships and traditional ideas of parental authority". They argue that parents use the mobile phone to enter into their children's space and are thus able to socially influence their children and exert a certain degree of control over them in a public space. Keeping 'tabs' on their children is seen as parental intrusion both by talking on the mobile phone and using text messages. Parents identify where their children are and often (by texting) maintain an almost constant dialogue, similar to face-to-face conversation. Young people however, have many ways to counteract their parent's surveillance. They program certain numbers to go to the message bank or block numbers, turn their phone off straight away, or answer and pretend there is too much interference to hear.

Conversely, the ability to directly communicate with their children allows parents more freedom. It satisfies the need for some mothers to always be available for their children However; it also allows the parents the freedom to go out whilst still being able to be contacted at a moments notice.

B) Separated families

Just as the fixed telephone is a powerful means of communication between fathers and their children in cases of 'broken' homes, the mobile phone has extended this communication to give even greater access between non-custodial parents and their children, as well as greater privacy. Some argue, the mobile phone can assist the non-custodial parent to contact their child without interference from the other parent if relations are not cordial between the parents. Thus, the mobile phone allows a way in which parent-child relationships can be strengthened even though instability may exist in the parent to parent relationship.

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C) Age for mobile phone

There is controversy however, about the actual age when children first need a mobile phone. Ling and Helmersen (2000) argue that mobile phones fulfil a need when a child transitions from elementary to middle school at about age 12-13 years and enters adolescence. Although younger children have the linguistic competence and social skills to use the telephone many adolescents and parents have reported they have no need for a personal phone as they do not have a wide social network About 12 is the age when the traditional phone was also employed for peer group co-ordination and young people made more social connections with their peers outside of family activities. However, many pre-teens also want a mobile phone as a status symbol of impending adolescence, possibly because it is seen as a symbol of independence from the family. Additionally, parents see the mobile phone as a source of safety for their preteens. In an Australian study, Matthews (2004) found that 57% of young people reported getting a mobile phone when they were 13 or 14-years-old. However, considering the figures of adoption cited at the beginning of this paper, it would seem that this age might be getting younger.

D) Family rules

It is interesting to note that there are few common family rules about young people's use of the mobile phone. In fact, many adolescents (58%) reported that there were no rules set by their parents about their mobile phone use, and only 12% reported that their parents used removal of their mobile phones as punishment. In New Zealand, this increased to 26% of young mobile people reporting being threatened, with the phone being confiscated, as a form of punishment.

It has been found that some young people's sleep is disturbed when friends call them on their mobile phone to talk or when a text message is deposited . In New Zealand 11% of young people reported being woken every night by a text message or voice call. There have also been anecdotal reports of young people texting under bedcovers at night and using their mobile phones as their alarm clock and torch. Probably because of the sleeping issue it has been found that the most common rule set by parents (56%) was that children have to leave their mobile phones out of their rooms at night. Ten percent of young people also reported that their parents frequently had to

ask them to stop using their mobile phone late at night with 12% saying that this was the most common disagreement between them and their parents.

E) Financial issues

In addition, there are issues of financial disputes in families over mobile phone payments. In the New Zealand study 13% of those surveyed reported they had "pinched" money to spend on their phone bill . Forty-one percent of the students had 'no idea' how much they spend on their phone bills per month and 34%, reported that their parents didn't know either. However, Ling (2000b) argues that a young person's ability to earn the money and budget for their mobile phone was seen as "a symbolic confirmation of their adulthood". In contrast, in the Matthews' (2004) study finance disputes between parents and adolescents were small, with 16% of adolescents and 8% of parents reporting conflict. Therefore, within the family, the adoption of the mobile phone has meant changes in power and control in the parent-child relationship because of increased freedoms as well as more micro-coordination of daily life. Thus, overall there seems to be little negative impact of the mobile phone on family relationships.

2.9.3 MOBILE PHONES AND CHILDREN

Giving kids mobile phones not only offers them a more convenient way to call home than finding a germ-ridden payphone, but also helps the parents keep in constant contact with their kids. From changes in after school pick up plans to making it easy for her to let you know she got to where she's going, there's no doubt that the conveniences that come with an adult having a cell phone translates the same when it. comes to cell phones for kids.

Although mobile phones of the past were considered a luxury item, there are tons of phones on the market today that one can get at low or no cost. Prepaid phone plans and the ability to simply add a line to the one's own parent cell phone account make the decision on whether the kids should have cell phones more about the peace of mind knowing that children are a touch tone away and less about the added expense.

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A) Emergency use

One of the most common reasons for children to have a cell phone is for use in emergencies. With the gradual disappearance of pay phones in public places, it's important for children to be able to keep in touch with parents, especially as they get older and start spending more time out of the house, or when they begin driving and become mobile. Cell phones allow for instant communication between parent and children, which can offer a certain amount of comfort to a worried parent. The convenience of a cell phone may also make children more likely to phone ahead if they're running late.

B) Managing social life

While emergency use may have more significance for parents, managing a complicated social life is likely to be the reason many children cite for wanting a cell phone. Staying in touch with friends, storing phone numbers and other contact information and playing games are all uses that fit into this category. Additionally, children may feel as though a cell phone is a status symbol, signifying their parents' trust and technological knowledge. Children may also find a cell phone essential for managing activities, including sports, school clubs, a job or volunteer activities. Besides being able to call for a ride, a teen with a cell phone can look up directions, store and organize a schedule and ask questions to an event organizer or fellow participant.

C) Responsibility

Another reason for a child to have a cell phone is the opportunity it presents to learn about personal responsibility. Besides caring for the phone itself, children might be required to monitor phone use or even pay their own monthly bills. Handling a single monthly bill is a way of slowly building a child up for a future with additional personal financial responsibilities and, eventually, financial independence.

D) Control over phone use

Cell phones also give parents the ability to control a child's phone use. Pre-paid plans require parents to purchase new minutes, which a child will need to budget over the course of a month or more. In addition, giving a child a personal cell phone will free up the home phone line for other important calls. For children owning their own

phone means freedom to communicate with their friends. For parents, it means being able to keep tabs on their children and have peace of mind knowing that they can reach them at any time.

But have the potential to be even more serious than face-to-face bullying. When bullies abuse verbally, the victim may not remember every word, but with texting the targeted student can read the message repeatedly. This could seem more concrete and "real" than spoken words. There is also the 24/7 aspect of the mobile phone which allows cyber bullying to occur at any time, day or night, with no escape.

2.9.4 IMPACT OF THE MOBILE PHONE ON THE INSTITUTION OF THE SCHOOL

The school and the family are the traditional agents of socialisation. However, because of the expansion of the educational system due to the need for highly skilled workers, the school system has taken on an increasingly larger role in socialisation. The impact of the mobile phone on the institution of the school has surprisingly attracted little research attention. This is surprising given the often conflicting priorities of young people, parents and teachers in relation to the device, with teachers concerned about discipline issues in the classroom and parents concerned about being able to contact their children at any time.

The majority of researchers have found that the mobile phone leads to problematic use in schools. As Ling (2000a) states, the mobile phone is "at cross purpose with the mission of the school". Whilst in school grounds students take on their prescribed student roles, free from contact with the outside world. The mobile phone however, allows the blending of roles and interrupts students whilst in their student role. Fixed telephones in schools allowed minimal disruption but with their parent's eagerness to maintain contact, the mobile phone is becoming part of the classroom.

Thus, the mobile phone has the power to undermine the schools' authority and weaken their control over students. The main issue for teachers is the disruption to classroom learning that can occur due to the disruptive nature of mobile phone calls and texting. The functionality of SMS lets students send and receive messages unobtrusively. Combining this with the ease of hiding the device due to its small size,

makes it very difficult for teachers to control. Because of the short time frame in which an answer is expected to a message, the excitement of finding out who has called and what the message is (similar to snail mail letters), young people are reluctant to turn off their mobile phone during class time. In an Italian survey of 9- and 10-year-olds, 86% of students who owned mobile phones kept them on during lessons. The New Zealand survey also found that 66% of students who took a mobile phone to school kept it turned on at school.

One positive exception to these negative effects on learning is the Brisbane "Txt Me" program. Recognising that mobile phone use had become a pervasive communication tool among young people, the project aimed to use this technology to support sustainable learning with disengaged 15 to 19-year-old students. Although SMS messaging was found to be highly motivational and supportive to these young people's learning, the project was delivered outside the traditional schooling structures.

One negative impact of the mobile phone is the anecdotal evidence that students are relying on their parents to solve school problems such as forgetting sports clothes. Students call parents, who ring teachers to persuade them to allow their child to participate without the correct clothing. This supports Plant's (2000) argument that young people might be becoming less self-reliant because of the ease of communication with significant others. They are therefore unlikely to be thrown on their own resources or to encounter adventure or surprise as much as previously.

Students also use this technology, not only to communicate with others during class time, but also to cheat in exams. Students have always cheated via taking notes into class, or writing notes on hands (Ling, 2000a) however, the use of the mobile phone to cheat is much more sophisticated and it is harder to detect. Cyber bullying has also been increasing using mobile phones (Campbell & Gardner, 2005) with 23 percent of mobile phone users aged between 12 and 19-years-old in New Zealand receiving offensive or threatening calls or text messages.

With many mobile phones now incorporating a digital camera or video, there is a danger in schools that inappropriate pictures will be taken because of the portability and discrete nature of the camera. Pictures can be taken quickly without the knowledge of the person being photographed. Instances such as the videoing by a

mobile phone camera of a girl beaten by bullies in a school in Victoria (SBS Insight, 2005) and a similar videotaping of children raping another child in England (Sunday Mail, 2005) show some of the negative uses of the mobile phone camera. These photos or videos can then be posted to a "moblog" on the Internet.One infamous example is a self-made film of a 15-year-old Quebec boy emulating a Star Wars fight which was posted on the Internet by his classmates. Millions of people downloaded the film, with the media dubbing him the Star Wars Kid (Snider & Borel, 2004). In another incident an overweight boy was photographed by a mobile phone camera in the school change room and the picture posted on the Internet (Mitchell, 2004).

Stealing of mobile phones is also an issue which can impact on school staff .Most victims of mobile phone theft are under 18 years of age and the phones are stolen by the same age group as well. This can put additional strain on school administration if the theft occurs at or near school and staff are expected to investigate. One of the few positive uses of the mobile phone in schools is texting parents when students are absent from school.

A) School policies on mobile phone use

Although guidelines have been produced to assist teachers to facilitate responsible use within schools (AMTA, 2003), inappropriate mobile phone use remains problematic. Schools now have to provide convincing reasons why students cannot receive calls in the classroom and have to exercise some authority over their use.

Schools in Queensland have been urged to develop policies based on promulgated guidelines to manage student use of mobile phones. These state that schools can ban anything students can bring to school if it is "likely to cause disruption or harm to the smooth running of the school". The use of mobile phones in class is considered disruptive and should be discouraged. However, the guidelines also acknowledge that mobile phones could be needed in genuine emergencies or could be incorporated into the learning program. It is interesting to note that theft has been considered in these guidelines which state that no liability will be accepted by the school unless it results from the department's negligence. Additionally, disciplinary action is recommended against students who cheat in exams, take inappropriate photographs or who send harassing or threatening messages. However, it is not known if schools have policies related to mobile phones and whether they are being enforced.

Some schools have already issued rules about mobile phone use to counteract these negative impacts. However, only about half of the adolescents said they always obeyed these rules (M. Texting friends during class was reported by 32% of the adolescents in the study, with young people in school years 7 to 9 more likely to do so. It is interesting to note therefore, that compared with the institution of the family where the mobile phone seems to be incorporated in a very positive way for the most part, mobile phones seem to causing disruption in schools.

2.10 POSITIVE AND NEGATIVE EFFECTS

Cell phones have become a very important part of our daily lives. It is very difficult to imagine our live without a cell phone as most of our work is done using cell phones. Everything has its own pros and cons and mobile phone too has its own positives and negatives.

A) Positives of cell phones

Communication: The first positive point of mobile phone is communication. With mobile phones we can communicate with anyone from anywhere at any time. Now days, the smart phones which are coming are small in size and light in weight which makes it very easy to carry them. We don't need to sit beside the receiver as our mobile phone is not attached with anything.

Entertainment: Mobile phones have become a source of unlimited entertainment. The things which we never thought would be present in a mobile phone are now possible. Smartphones have come into existence which not only helps us in making calls but also help us to stay entertained by allowing us to play games, listen to music and do lots of other stuff. Mobile phones even come with special apps for kids to increase their brainstorming which is pretty good.

Beneficial studies: the people using smart phones, they can take advantage of it in their studies or business. The smart phone which come up with Android, Apple ios and Windows phone operating system come with educational apps which can be used in college. If people into business they can install applications like Skype which will helps to communicating with the clients on the go.

B) Negatives of cell phones

Impact on studies: It is true that mobile phones can help students in studies but only if they use them wisely. Most of the students become addictive to mobile phones and are found playing games, chatting with friends and watching movies and other stuff. If students are busy keeping their eyes on their phones at all times they won't get time for studying which would lead to poor grades.

Change man's way to unwanted things: in this current world, mobile phones change man's habit a lot. Through mobile phones people can search lots of good stuff, meanwhile they can search lots of bad stuff as well. Now a day's almost all students addicted to porn videos and some other porn activity websites.

CHAPTER III

AN ANALYSIS OF ECONOIMICS OF MOBILE PHONE USAGE AMONG COLLEGE STUDENTS

AN ANALYSIS OF ECONOMICS OF MOBILE PHONE USAGE AMONG COLLEGE STUDENTS

The economics of mobile phone usage among college students are the area of concentration of the study. It includes their expenditure patterns. Students between 18 to 25 ages are covered. The researcher intends to explore the expenditure patterns and purposes of mobile phones of the college students in the Cochin city. The intension is to find out the patterns, purposes, and factors influencing the mobile phone usage.

The expenditure pattern reveals how much they spend for various services provided by the companies. The purpose of the mobile phone usage and also what factors that influences the students to use mobile phones in their daily life are also studied.

The primary data is collected to find out expenditure patterns of the students. The primary data collected by means of interview. Samples include 50 college students of Cochin City. Random sampling method is used to select the samples for the study. The period of data collection is 3 months starting from November 2015 to February 2016.

TABLE 3.1

MOBILE PHONE OWNERSHIP

	Have	Have not
Male	26	0
Female	24	4
Total	50	4
Percentage	92	8

Source: Primary data

FIGURE 3.1

MOBILE PHONE OWNERSHIP
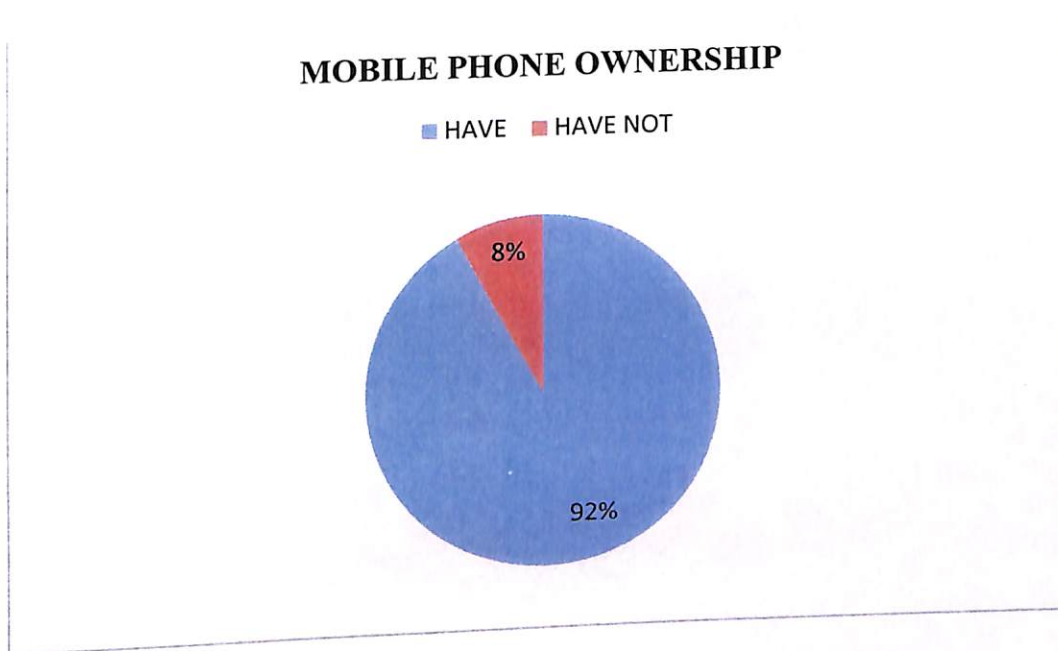
Source: Primary data

The figure 3.1 shows how many students have and do not have mobiles. The analysis of the data reveals that 92 percent of the students having mobile phones. Only 8 percent of students do not have mobiles. Thus it can be understood that majority of the students are having mobile phone.

TABLE 3.2

GENDER BASED OWNERSHIP

	Frequency	Percentage
Male	26	52
Female	20	48
Total	46	100

Source; Primary data

FIGURE 3.2

GENDER BASED OWNERSHIP
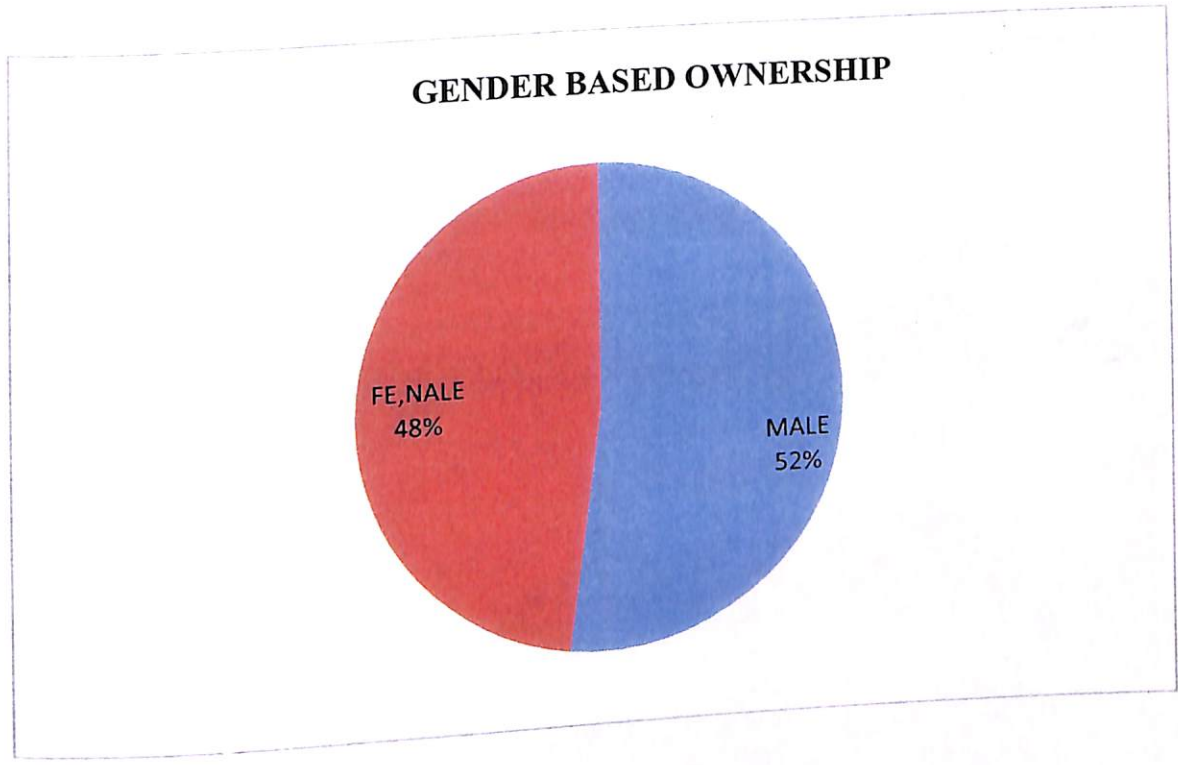
Source; Primary data

The Figure 3.2 shows the gender based ownership of the mobile phones. The study reveals that 48 percentage females and 52 percentage males using mobile phones .It shows that there is no gender wide gap between male and females in the usage of mobile phones.

TABLE 3.3

QUALITY OF THE PHONE

	First hand	Second hand
Male	26	0
Female	18	2
Total	44	2
Percentage	41	59

Source: Primary data

FIGURE 3.3

QUALITY OF THE PHONE

■ FIRST HAND   ■ SECOND HAND

4%

96%
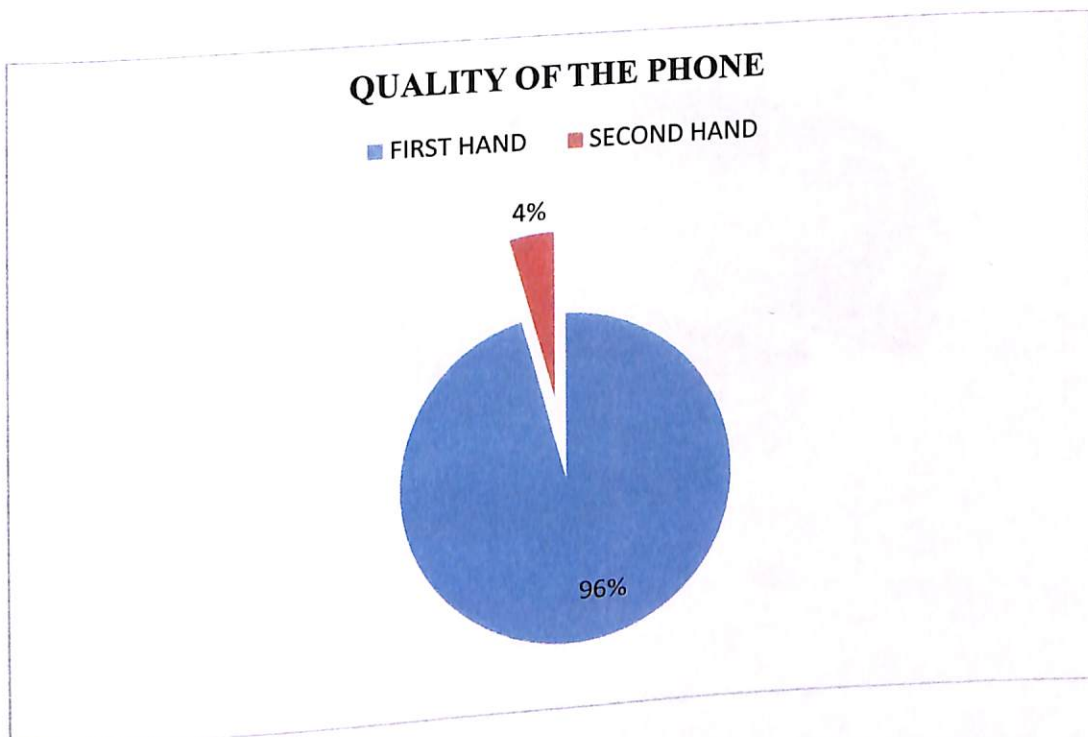
Source: Primary data

The Figure 3.3 shows the quality of the phones. It shows whether students owned a first hand or second hand mobiles. The analysis shows that 96 percent of students are having first hand phones. And only 4 percent is using second hand sets. So students prefer first handsets than the second hand one.

TABLE 3.4.

MONTHLY INCOME OF THE FAMILY (in Rupees)

	Between 1000 –10000	Between 10000 –25000	25000 and above
Male	10	10	4
Female	6	12	4
Total	16	22	8
Percentage	35	48	17

Source: primary data

FIGURE 3.4

MONTHLY INCOME OF THE FAMILY
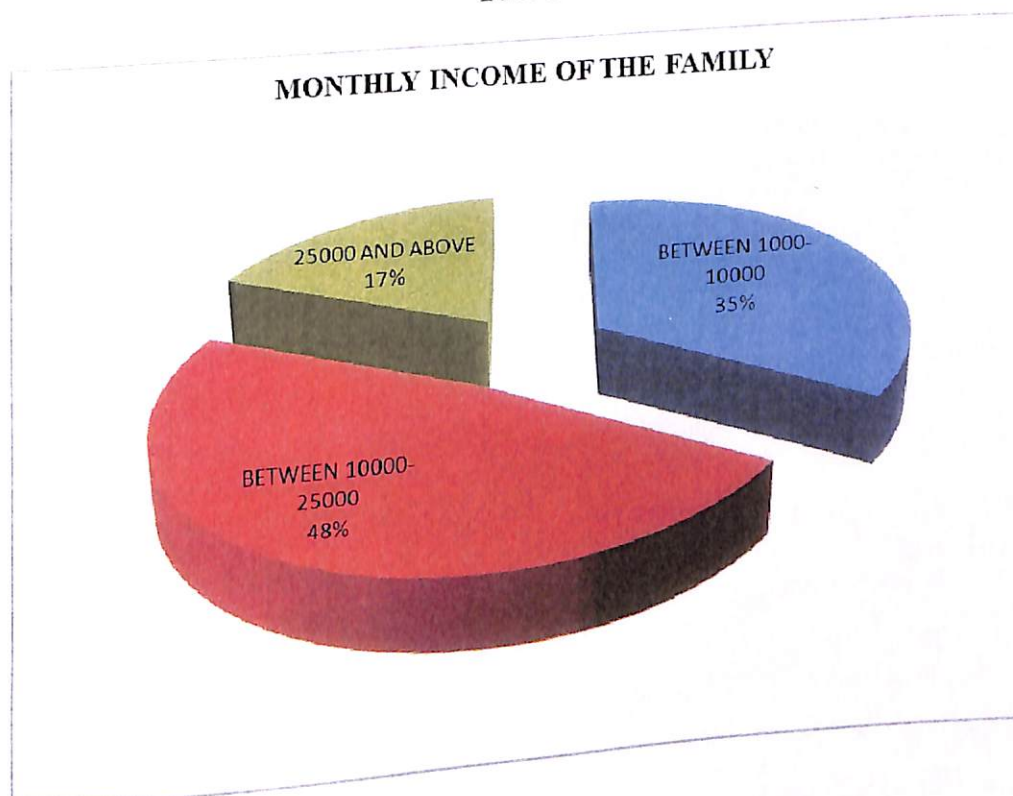
Source: Primary data

The Figure 3.4 shows monthly family income of the students. 48 percent of the student monthly family income lies between Rs.10000 and Rs.25000. And 35 percent of students family income lies between Rs.1000 and Rs.10000. Only a small percent that is 17 per cent of student's family income lies between Rs.25000 and above.

TABLE 3.5

COST OF THE PHONE

	Rs.1000-Rs.10000	Rs.10000-Rs.25000	Rs,25000 and above
Male	4	16	6
Female	6	12	2
Total	10	28	8
Percentage	22	61	17

Source: primary data

FIGURE 3.5

COST OF THE PHONE

- 1000-10000 - 10000-25000 - 25000 AND ABOVE

17%   22%

61%
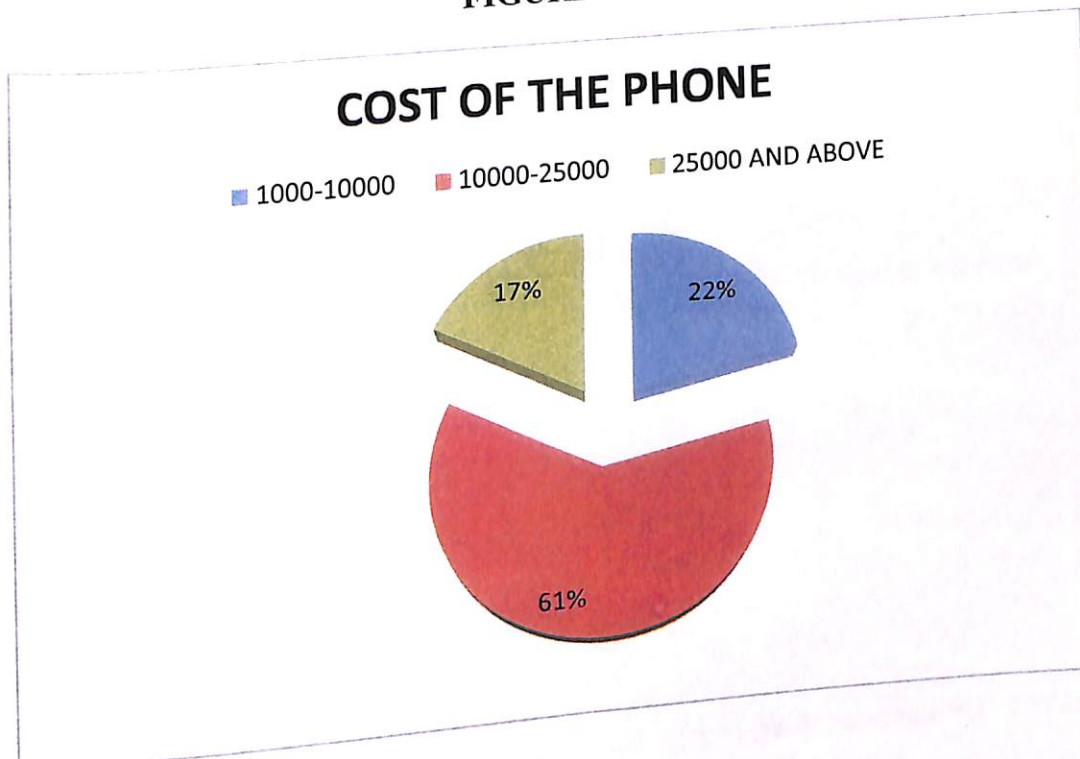
Source: primary data

The figure 3.5 shows the cost of the phones owned by the students .From this analysis we can see that 61 percent of students' hand set cost is between Rs.10000 and Rs.25000. And 22 percent of students' hand set cost is between Rs.1000 and Rs.10000. Only 17 percent of students' hand set cost is Rs.25000 and above. Analyzing the Figure 3.4 and 3.5 together, we can see that students having mobile phones which cost is more than their monthly family income.

TABLE 3.6

PRE-PAID / POST-PAID USERS

	Pre-paid	Post-paid
Male	24	0
Female	22	0
Total	46	0
Percentage	100	0

Source: Primary data

FIGURE 3.6

PRE-PAID / POST-PAID USERS
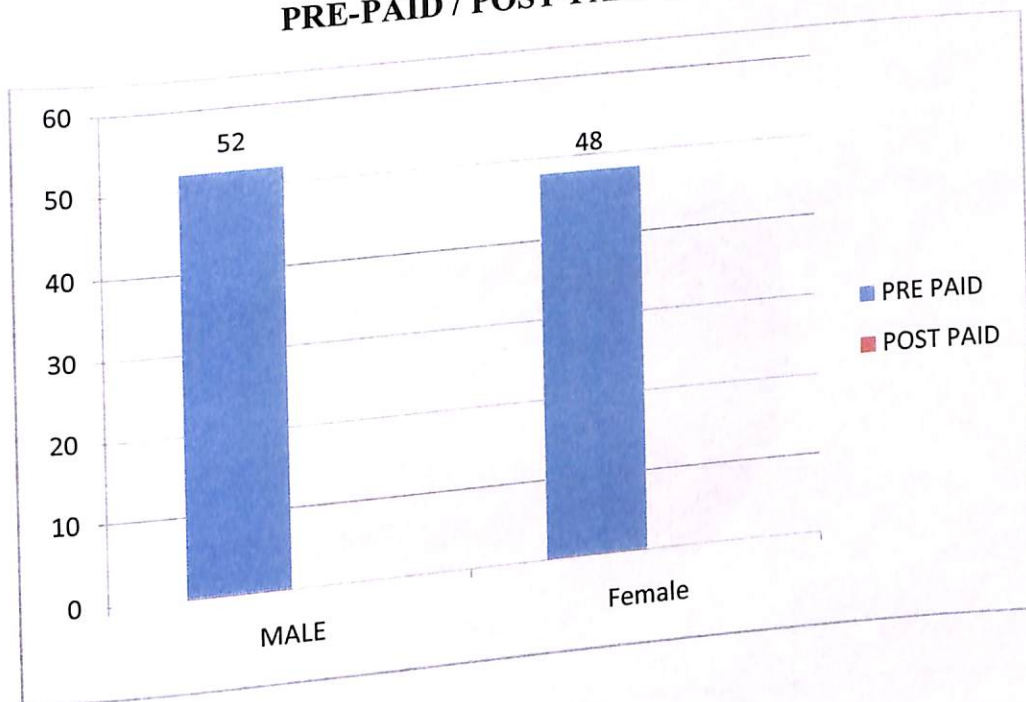
Source: Primary data

Figure 3.6 shows that the whole students using pre-paid connections. Nobody is having post-paid connections. It reveals that most of the students preferred to have pre-paid connections for their hand sets.

TABLE 3.7

WEEKLY REFILL AMOUNT

	Rs.10-Rs.100	Rs.100-Rs.250	Rs.250 and above
Male	4	14	8
Female	12	5	3
Total	16	19	11
Percentage	35	41	24

Source: Primary data

FIGURE 3.7

WEEKLY REFILL AMOUNT
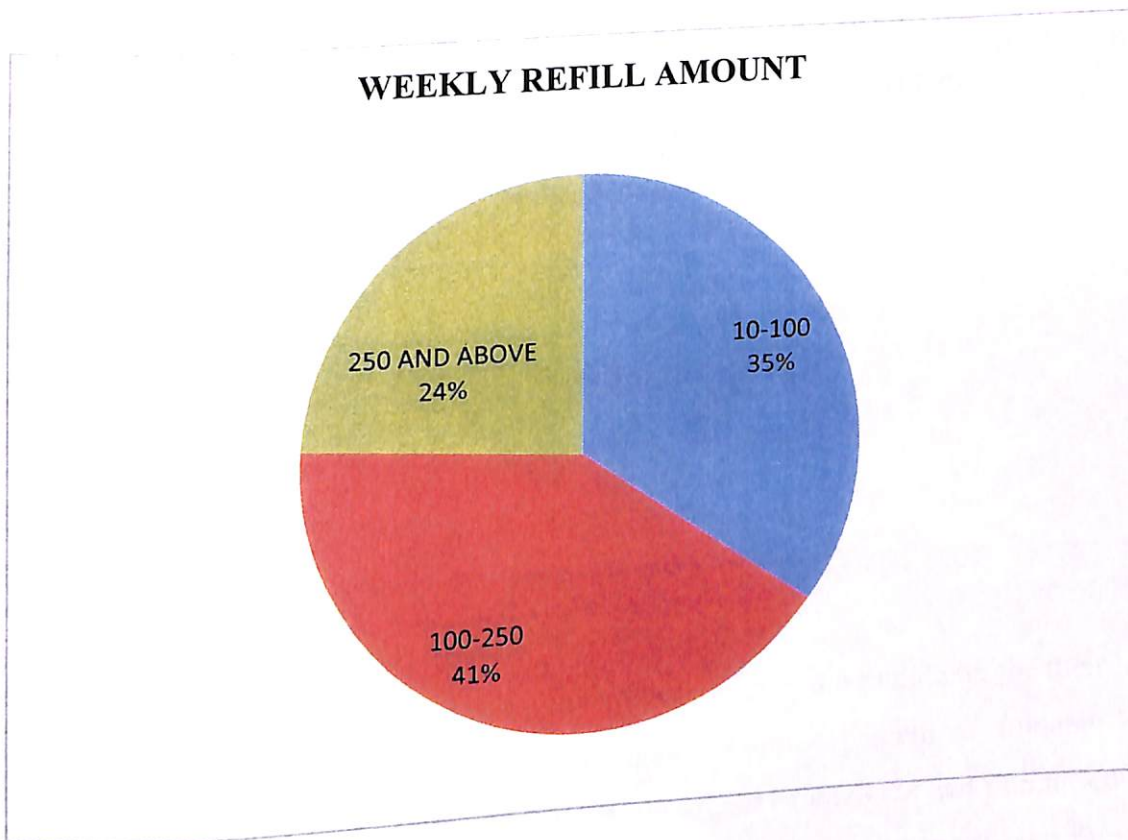
Source: Primary data

The Figure 3.7 shows the weekly refill amount of the students. The analysis shows that 41 percent of students are spending an amount between Rs.100 and Rs.250 for recharging. And 35 percent of students refill their phone with an amount between Rs.10 and Rs.100. Remaining 24 percent of students refill their phone an amount between Rs.250 and above.

TABLE 3.8
ACCESSORIES PURCHASED FOR THE MOBILE

	Only a plastic cover	Only a plastic pouch	Only a string	Two of these items	All of these items
Male	6	0	0	1	12
Female	12	2	0	3	10
Total	18	2	0	4	22
Percentage	39	4	0	9	48

Source: Primary data

FIGURE 3.8

ACCESSORIES PURCHASED FOR THE MOBILE

ONLY A PLASTIC COVER ■ ONLY A PLASTIC POUCH ■ ONLY A STRING
TWO OF THESE ITEMS ■ ALL OF THESE ITEMS
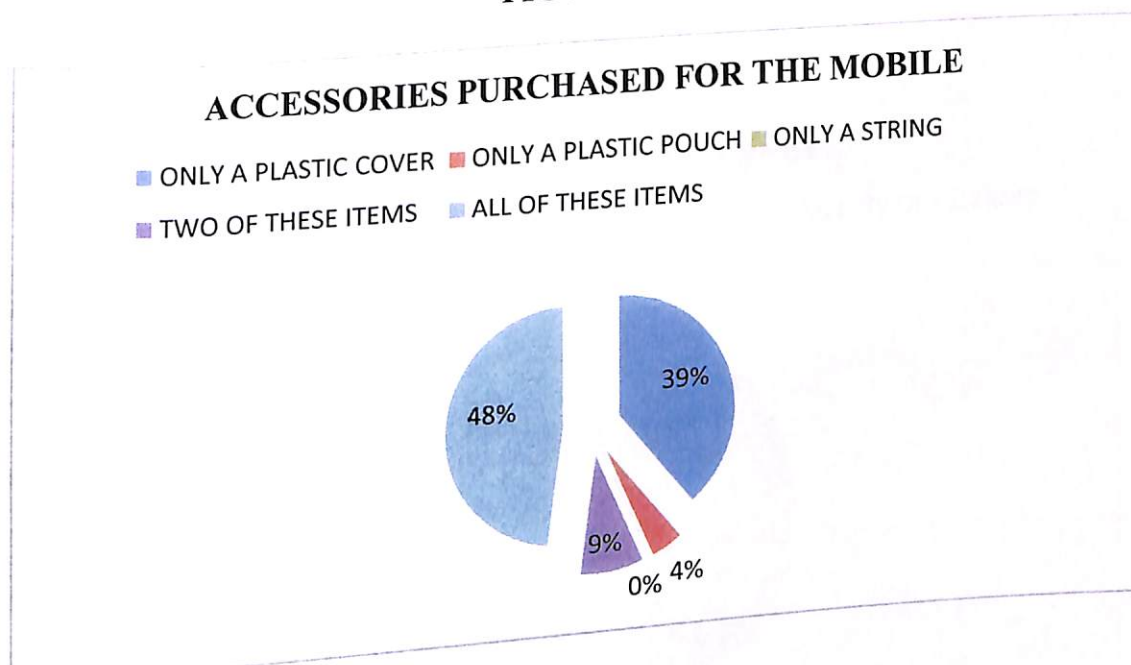
Source: Primary data

The Figure 3.8 shows the accessories have been purchased by students for their hand set. No one purchased a string for their phones. Only 4 percent of students have purchased a plastic pouch for their hand set. 9 percent of students had purchased two of these accessories for their hand set. And 39 of students had purchased three of these accessories and 48 per cent of students had purchased all of these accessories for their hand set

<center>**TABLE 3.9**</center>

<center>**ACCESSIBILITY OF INTERNET**</center>

	Have accessibility of internet	Does not have accessibility of internet
Male	26	0
Female	20	0
Total	46	0
Percentage	100	0

Source: Primary data

<center>**FIGURE 3.9**</center>

<center>**ACCESSIBILITY OF INTERNET**</center>

■ ACCESSIBILITY OF INTERNET   ■ DOES NOT HAVE ACCESSIBILITY OF INTERNET
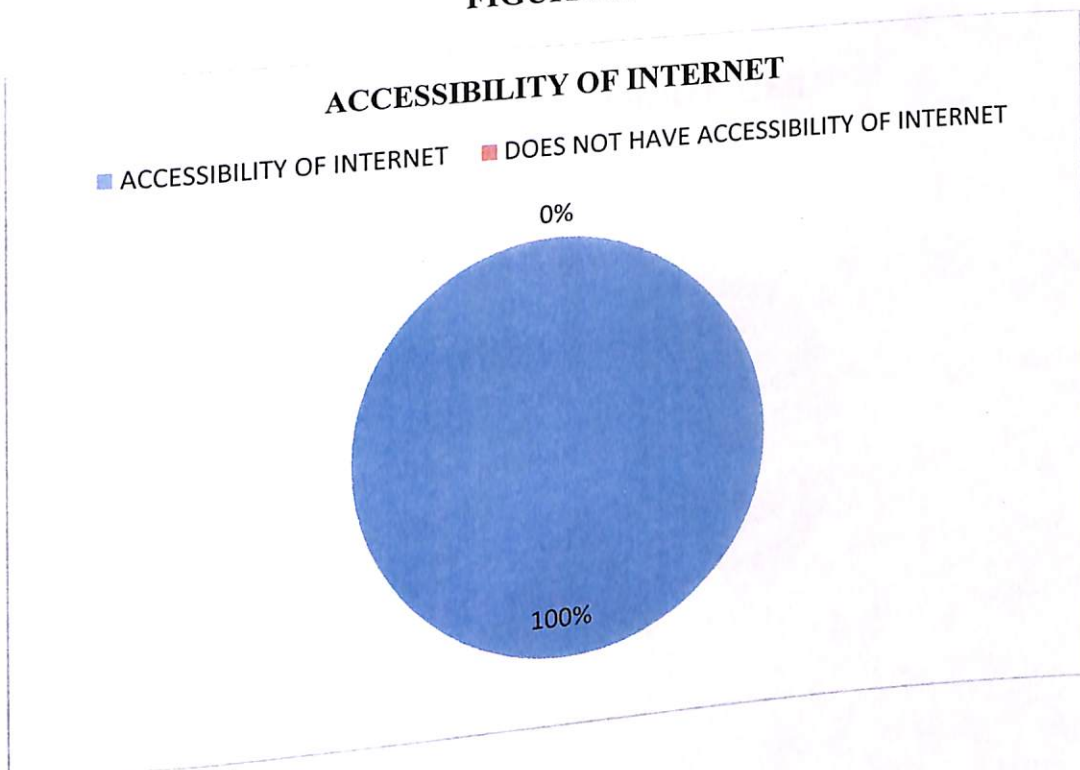
Source: Primary data

The figure 3.9 shows the accessibility of internet of students. The analysis of data reveals that whole sample of students having accessibility of internet connections in their phone. None of the students are without internet connections in their phone.

Table 3.10

REASON FOR PURCHASING MOBILE

	Convenience of calling	Makes easily available	Easy to contact with friends	Other
Male	10	4	10	0
Female	9	5	7	1
Total	19	9	17	1
Percentage	41	20	37	2

Source: Primary data

Figure 3.10

REASON FOR PURCHASING MOBILE
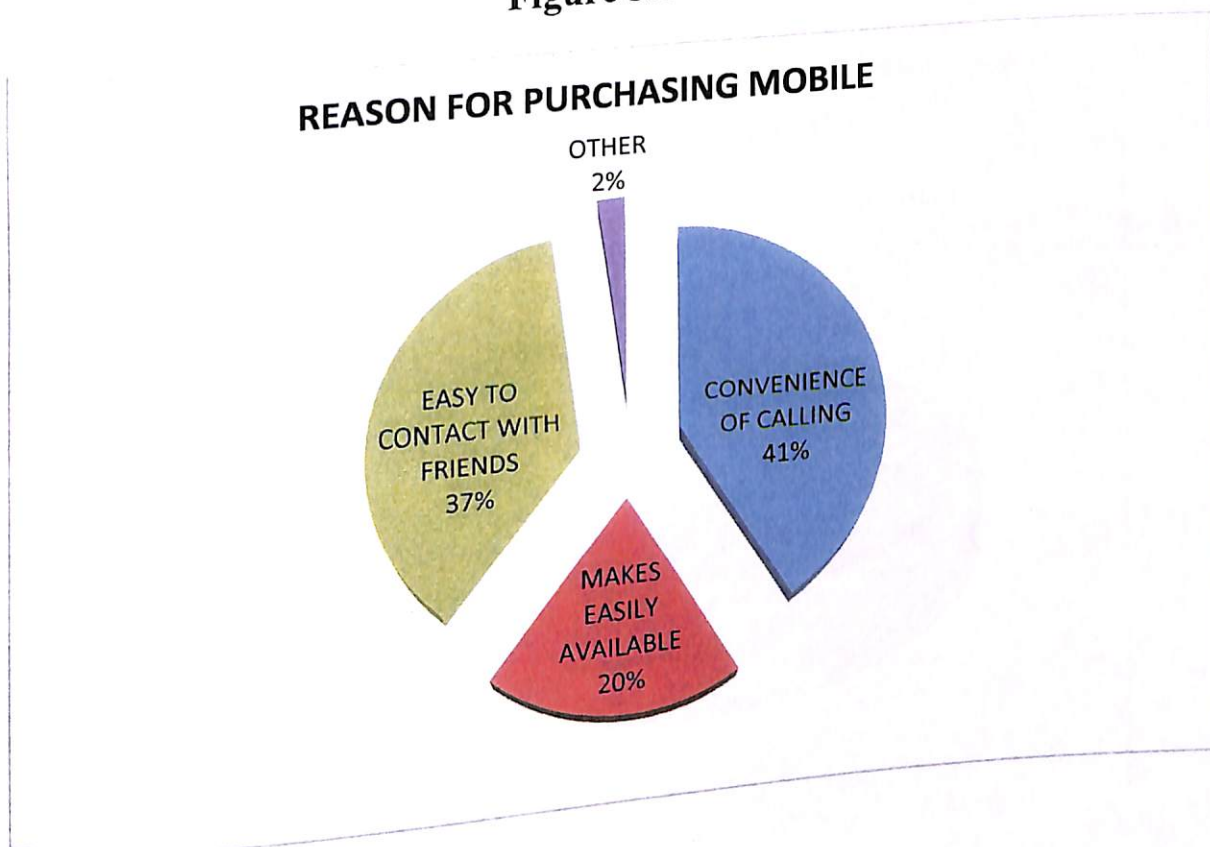
Source: Primary data

The figure 3.10 shows the most important reason for purchasing mobiles. The analysis shows that, 41 percent of students purchased mobile phone because, it provides convenience of calling anytime. 37 percent of students purchased a mobile because it is easy to contact with friends. 20 percent of them took a phone because it makes them easily available. A few students took a mobile for other reasons it includes only 2 percent

40

<div align="center">

TABLE 3.11

GENERAL USE OF MOBILE

</div>

	Calling	Messaging	Internet using	Other
Male	18	0	9	0
Female	10	2	7	0
Total	28	2	16	0
Percentage	61	4	35	0

Source: Primary data

<div align="center">

Figure 3.11

</div>
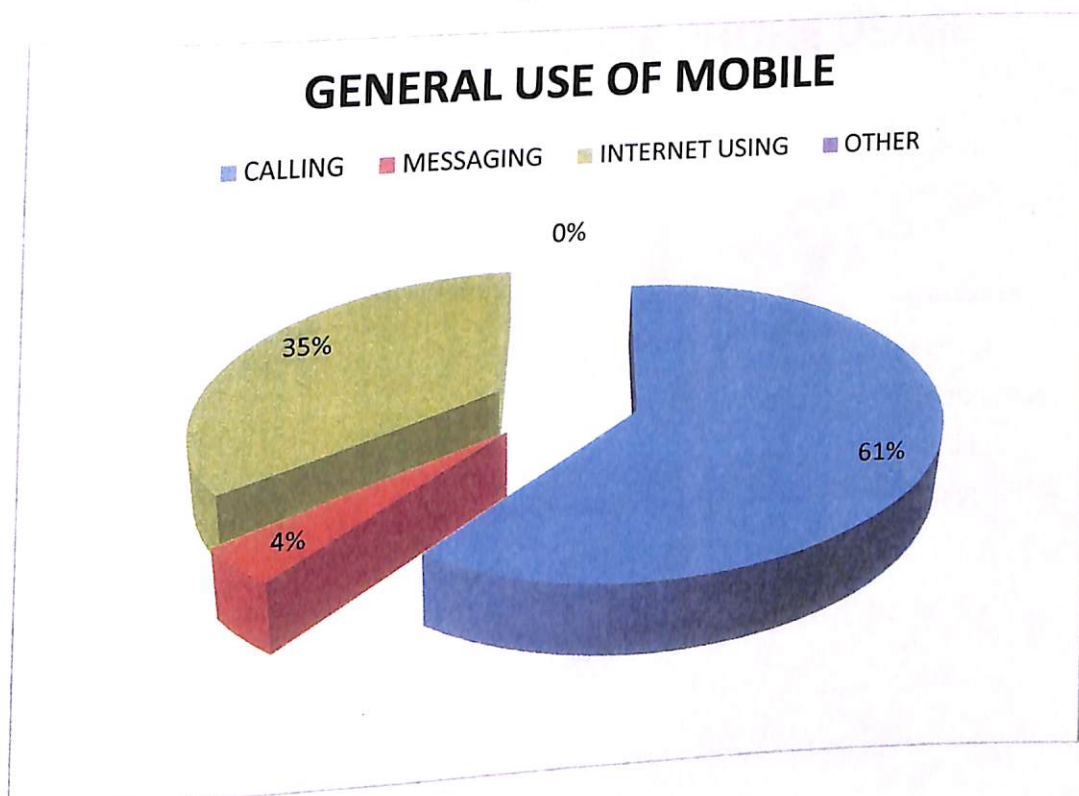
Source: Primary data

The figure 3.11 shows the general use of phones. Most of the students generally using their phones for calling. That is 61 percent of students using phones generally for calling. 35 percent of students using their hand set mostly for internet browsing. Only a 4 percent is using phones for messaging.

TABLE 3.12

FREQUENCY OF MOBILE PHONE USAGE

| Function	Always	Often	Sometimes	Rarely	Never
Calling	28	3	14	1	0
Sending text message	13	8	14	8	3
Sending picture message	13	7	14	8	3
Internet chats	20	7	15	0	6
Downloads	15	10	14	0	7
Playing games	24	4	4	7	7
Getting news and updates	4	2	11	13	16

Source Primary data

FIGURE 3.12

FREQUENCY OF MOBILE PHONE USAGE
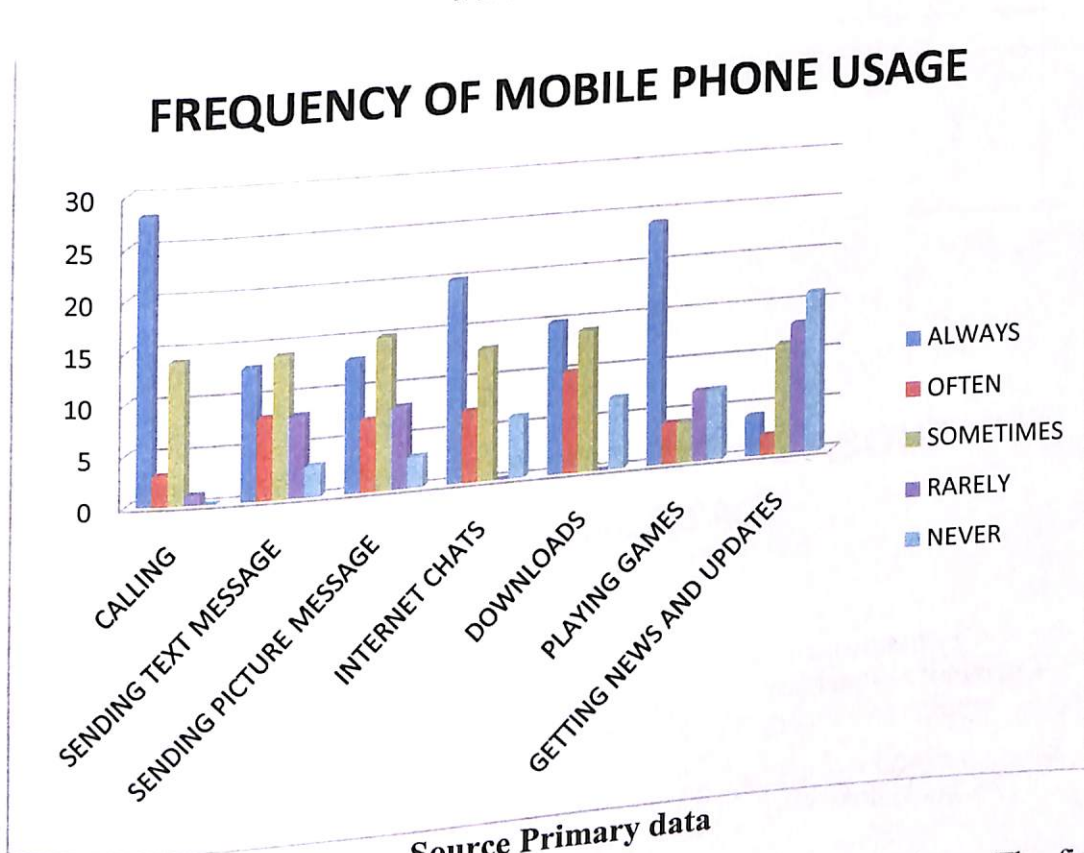
Source Primary data

The analysis shows the frequency of mobile phone usage of the students. The figure 3.12 shows most of the students always make calls which are followed by playing games, internet chats and downloads. Low frequencies were shown for sending text messages and sending picture messages. In the case of news and updates, students are not using their mobile phones. So, we can say that students generally using their hand set for entertainment purposes rather than getting news and updates.

TABLE 3.13

PERCEPTION OF RESPONDENTS ABOUT MOBILE PHONE USAGE

Statement	Totally agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Totally disagree
The phone became a necessary today	40	5	1	0	0
The model you buy show how fashionable you are	29	7	6	1	3
Lengthy conversations on a mobile are ok	1	10	17	9	9
Phone numbers/messages stored in a mobile are private	16	12	16	2	0

Source: Primary Data

FIGURE 3.13

PERCEPTION OF RESPONDENTS ABOUT MOBILE PHONE USAGE
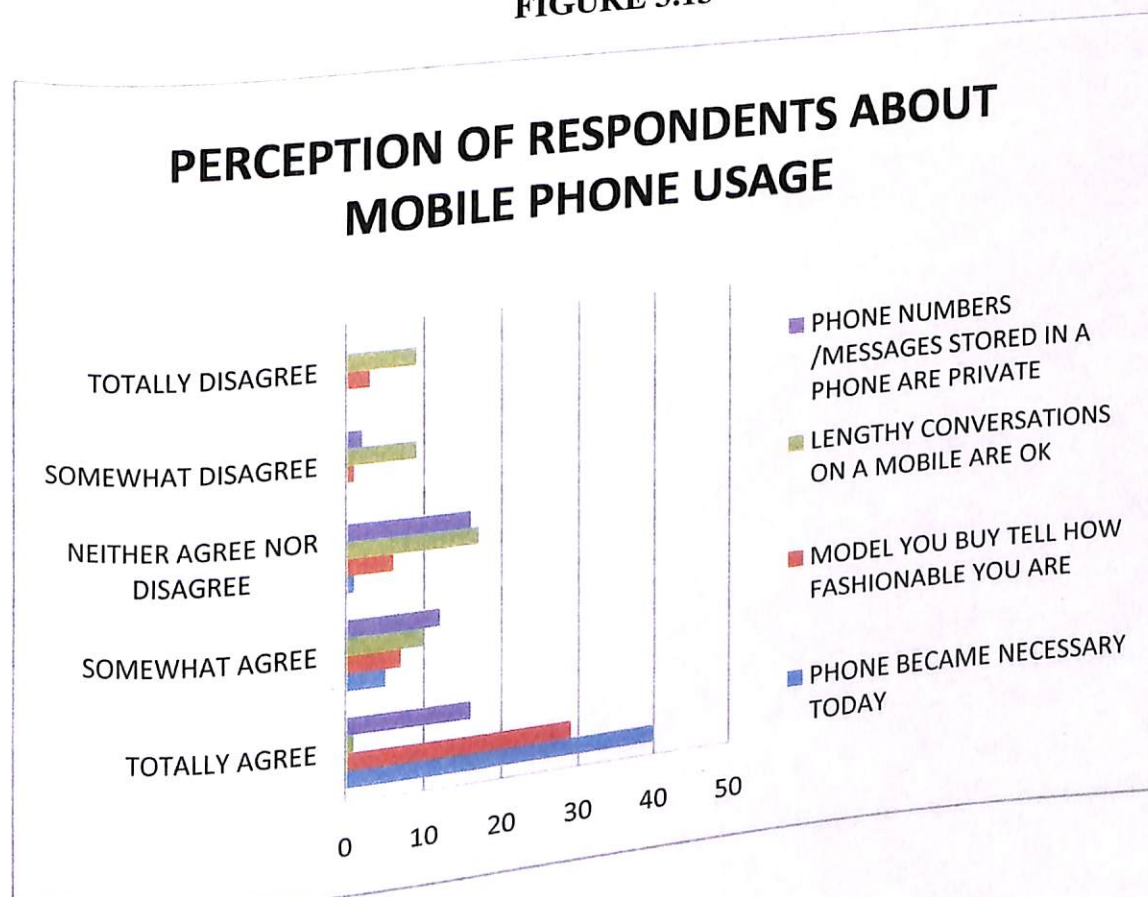
Source: Primary Data

The figure 3.13 shows the agreement and disagreement towards statements. Analysis shows that students totally agree with the statement that is the phone became a necessary today. And most of them also totally agree with the statement, that the models you buy show how fashionable you are. Some of them also totally agree that, phone numbers or messages stored in a mobile are private.

Few of the students are somewhat agree with all of these statements. Some of the students are neither agree nor disagree with two statements, phone numbers or messages stored in a phone are private and lengthy conversations on a mobile are safe and convenient. Some of them somewhat disagree with the statement, lengthy conversations on a mobile are ok. Comparatively a higher per cent of students totally disagree with the statement, lengthy conversations on a mobile are ok. And secondly disagree with the statement, the model you buy tell how fashionable you are.

CHAPTER IV
FINDINGS, RECOMMENDATIONS AND CONLUSION

FINDINGS

After analyzing the data, the findings arrived at were as follows

1. 92 percent of the samples have mobile phones.

2. The samples does not have mobiles are 8 per cent, they are female students.

3. The female students who do not have mobiles because they are not allow using it.

4. 35 percent of samples monthly family income lies between Rs.10000 and Rs.25000.

5. The mobiles that they are using is costlier than their monthly family income.

6. Majority of the samples getting their pocket money from parents.

7. 96 percent of students having first hand mobiles and only 4 percent is having second hand mobiles.

8. All of the samples are pre –paid customers.

9. 41 percent of samples refill their cards weekly amount between 100 and 250. And 35 percent refill between amount 10 and 100. 24 percent samples refill 250 and above.

10. Majority of samples mobiles are gifted by their parents.

11. 48 percent of students purchased most of the accessories for their mobile.

12. Most of the samples took a mobile because everybody around them already had one with them.

13. 100 percent of samples have the accessibility of internet in their mobiles.

14. Majority of the students started using phones between 15 to 18 ages.

15. 41 percent of the samples opinions that convenience of calling any time is the most important reason for purchasing a mobile.

16. Samples generally using their phones for calling.

17. A high frequency of mobile usage has shown for playing games, internet chats and downloads.

18. A lower frequency has shown for getting news and updates.

45

19. Majority of the samples preferred to use the same phone more than one year.

20. Most of the samples are aware of the latest model of the mobiles available in the market.

21. Majority of the samples believe that the best part of having mobile is stylish.

22. Most of the samples agree with the statement that mobile phones become a necessary today.

23. Majority of the samples opinions that the model you buy tell how fashionable you are.

24. Most of the samples do not think the lengthy conversations and phone numbers and messages stored in a mobile are private.

25. Almost samples opinioned that they can't imagine a day without mobile.

26. Most of the samples are aware of the negative side effects of mobile phones.

27. The samples do not have mobile desire to buy one for them in future. And they plan to buy costlier phones.

RECOMMENDATIONS

1. Using smart phones the respondents can take advantage of it in their studies. They can get any information in a finger touch.so they can use their phones in a better manner.

2. The respondents should use their time in their studies rather than in phones.

3. They should be aware of the negative side effects of mobile phones and should not be addicted to it.

4. The respondents should use their phones economically as long as it gets completely complained.

5. They should value the money the getting from parents. And should utilize the money in an efficient manner.

CONCLUSION

The conclusion arrived at after the research is that majority of the college students have owned mobile phones. The expenditure patterns of the students are high. Students using their phones generally for calling, playing games, internet chats and downloads. The social media and society is very much influencing the mobile phone usage among the students. The cost and quality of the phone is considered as very important things rather than a safer component. They believe that having a mobile is more stylish than convenient and safer.

Today's generation is considered mobile as a big pride. They use mobile phones for mostly entertainment purpose. The mobile phone also provides various features, through these facilities they can also improve their knowledge and updated with whatever happening in this world. So people should also make efforts to update with the information and technology along with entertainments.

APPENDIX

END NOTES

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QUESTIONNAIRE

1. Name   :
2. Age   :
3. Gender   : Male ☐   Female ☐
4. Course   :
5. College   :
6. Name of the parent   :
7. Occupation   :
8. Monthly income   :
9. Number of member in the family   :

10. Number of working members in the family :

11. Are you doing any part time job? : YES ☐   NO ☐

      If yes, specify the income level: ....

12. If no, mention your source of pocket money

      (a) From parents   ☐

      (b) From siblings   ☐

      (c) From others   ☐

13. Do you own a mobile?   : YES ☐   NO ☐

 (If no, go to question number 35)

14. If yes, specify the cost of the phone:

15. Whether your phone is first hand or second hand?

      FIRST ☐   SECOND ☐

16. You are into   : POSTPAID ☐   PREPAID ☐

17. If you are a prepaid user

      1. Do you fill the card?

         (a) Weekly   ☐

         (b) Monthly   ☐

         (c) Every 2 month   ☐

         (d) Every 3 month   ☐

      2. Refill amount rupees: ....

3. Do you typically use up all your talk time? YES ☐   NO ☐

18. If you are a post-paid user

1. What is your average billing per month?

(a) Below 500 ☐

(b) Between 500 & 1000 ☐

(c) Between 1000 & 1500 ☐

(d) Above 1500 ☐

19. Who bought mobile for you?

(a) Parent ☐

(b) Sibling ☐

(c) Relative ☐

(d) Self ☐

20. What accessories you have bought with your mobile?

(a) Only as plastic cover ☐

(b) Only a waist pouch ☐

(c) Only a cord/string ☐

(d) Two of these items ☐

(e) All of the three items mentioned above ☐

21. You took a mobile because

(a) Everybody around you already had one with them ☐

(b) Friends asked you to get one for yourself ☐

(c) Any other: ....

22. Is your phone has the accessibility of internet?

YES ☐   NO ☐

23. What age did you start using mobile phone? .... years

24. What is the most important reason for purchasing the mobile?

(a) Gives you the convenience of calling any time ☐

(b) It makes you easily accessible ☐

(c) It is easy to contact with friends ☐

(d) Any other : ....

25. Generally you use mobile for?

(a) Calling ☐

(b) Messaging ☐

(c) Internet using ☐

(d) Others ☐

26. How frequently you use your phone?

FUNCTION	ALWAYS	OFTEN	SOMETIMES	RARELY	NEVER
Calling					
Sending text messages					
Sending picture messages					
Internet chats					
Downloads					
Playing games					
Getting news & updates					

27. How many years / months you preferred to use the same phone?

(a) 6 months ☐

(b) 6 months to 1 year ☐

(c) More than 1 year ☐

(d) As long as get complained ☐

28. Are you aware of the latest models available in the mobile market? YES ☐ NO ☐

29. If yes, kindly name at least three models that you know

1. ....

2. ....

3. ....

30. According to you the best part of having a mobile is?

(a) It is stylish ☐

(b) It is convenient ☐

(c) You feel safer ☐

(d) Any other: ....

31. Kindly read the statements and mark how strongly you agree and disagree with each one of the statements

STATEMENT	TOTALLY AGREE	SOME WHAT AGREE	NEITHER AGREE NOR DISAGREE	SOME WHAT DISAGREE	TOTALLY DISAGREE
The phone become a necessary today					
The model you buy tell how fashionable you are					
Lengthy conversations on a mobile are ok					
Phone numbers/messages stored in a mobile are private					

32. Can you imagine a day without mobile?

....

33. Do you think there are any negative side effects using a mobile? YES ☐ NO ☐

34. If yes, what can be the possible effects ? ....

....

(Ask if the respondent is not a mobile phone user)

35. You do not have a mobile, why?

(a) It is not allowed ☐

(b) You do not require it ☐

(c) It is costly ☐

(d) Any other ☐

36. Are you planning to buy a mobile near future?   YES ☐   NO ☐

37. If yes, when?

    (a) Within next month   ☐

    (b) Sometime in the next 3-6 months   ☐

    (c) May be when I start working   ☐

38. Which model are you planning to buy? ....

THANK YOU