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RESEARCH ARTICLE

MOBILE PHONE USAGE PATTERN AMONG YOUTH IN THE URBAN AND RURAL AREA

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Key words:-

Mobile Phone Overuse, Internet, Gross Domestic Product And Buying Behaviour

Abstract

In the current scenario, the mobile phones have become an integral part of our life and its usage increased rapidly, many of the peoples overusing it without clear understanding of their usage time. India is the 2nd largest country according to internet use; Mobile phones is also important from economic perspective to a country as it's sale contributes significantly to Gross Domestic Product globally 4.4% and domestically 6.5%. The study aims to investigate the usage pattern of the mobile phone especially among youth and factors affecting their buying behaviour toward mobile phones. Primary Data has been collected from 106 respondents from the Bareilly and Kasganj districts in Uttar Pradesh, India by using both the online method and field survey. Qualitative data has also been collected from the different mobile phone sellers. The results indicated that most people use their phone for entertainment purpose the most (39.6%) while least for social media (9.4%) and the factors that affect buying the most internet(40.6%) while least valuable factor is the convenience of calling(8.5%).

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Introduction:-

A mobile phone in today's life is not merely restricted to just calling and messaging, penetration of this device is more than the normal required level, it is becoming more than from just a device. As the mobile phone has become an integral part of our daily life. Deloitte report (2017) - global mobile consumer survey states that more than half of the people check their phone within 5 minutes just after waking up, and most of the people use their phone too much (4 hours or more most of the people accepted that they are overusing it. Country's overall smartphone market showed a 14 per cent annual growth with a total shipment of 124 million smartphone units concluded by International Data Corporation's (IDC) Quarterly Mobile Phone Tracker says. According to Deloitte global mobile consumer survey report, social networking is mostly used activity in a mobile phone (2017). According to the Indian express-news article (2017), there is a smaller gap for basic activities, like phone access, sending and receiving calls but there is a greater gap in Smartphone ownership in females than males i.e. 67%. According to TOI despite the growing use of mobile, they are this still low ownership of mobile among rural women than the women of the urban area. Internet and mobile association of India (IAMAI) data show that in rural India the internet usage ratio is far more i.e. 88:12 as compared to 62:38 in the urban area according to IMAI, internet penetration in rural females has grown from 61% to 79% and in India, women's are less likely to own a Smartphone i.e. 36% less.

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Review Literature:-

Ashraf, thongpapani, menguc and northey (2017)- The results of this study indicated that there is a relation between mobile commerce and readiness of consumer to accept mobile marketing.

Demirchi, akgonul and akpinar (2015)- The results have showed that smartphone overuse may be directly linked with depression, anxiety, sleep quality and the smartphone overuse may lead to depression, anxiety which will lead to sleep disorders.

Ley-yee, siew, yin-fah (2013)-The results indicate that the attitude of the consumer is more positive towards QR code marketing then SMS Marketing, they feel more in control they use QR codes mostly for searching games and discount vouchers.

Persaud and Azhar (June 2012)- The findings of this study indicate that consumers' shopping style, brand trust, and value are the key motivating factors for engaging in mobile marketing through their Smartphones.

Oulasvirta, rattenbury, ma and raita (2012)- The results indicated that mobile phone use is shorter than that of laptops and the habits of checking are characteristic of the use of the mobile phone.

Research Objectives:-

- 1) - To study the mobile phone usage pattern among youth in a rural and urban area.
- 2) - To study the buying pattern towards the mobile phone on the basis of :
 - Gender
 - Age group
 - Area of living.

Hypothesis:-

Null hypothesis (H0)- There is no association between gender and time of using the phone.

Null hypothesis (H0) -There is no association between gender and used feature of the mobile phone.

Research Methodology:-

This study has taken the Sample size of a total of 106 respondents (47 female and 59 male) from both urban and rural area. the Sample unit of the study was individual using a mobile phone. This Sample area for data collection was- Kasganj(rural) and urban(Bareilly) in Uttar pradesh state of India, this research adopted a Sampling technique of convenience sampling. All data has been collected through primary Data collection technique through an online survey using Google form and offline interviews. This research is based on Descriptive research design and data has been analyzed through cross-sectional study and Analyzing plan followed was Cross tabulation and pie chart.

Research Findings:-

Usage Pattern:

In this study, we have measured the findings by different parameters-

1. checks/glance at the phone in a day.
2. Usage in a particular section(entertainment, education, news and social media).
3. Overuse of mobile phone.
4. Contact with the phone in the morning just after waking up or before going to sleep.
5. Most of the females accept they use their phone too much(63.6%) and males too (81%) in a rural area while in the urban area only 56% female think they use their phone too much and 47.4% males accept they use their phone too much.
6. A total of 55.7% of people get in contact with their phone within 5 minutes just after waking up, while 56.6 % of respondents get in contact with their phone before going to sleep.
7. BUYING PATTERN- in this we measured mode for buying the phone(online/offline)- (50%) most of the respondents use the online channel for buying the phone but in a rural area, females use offline and online channel equally(40.9%) while male use offline channel the most (61.9%) but if we compare both genders then offline market preferred the most(51.2%).while in an urban area the finding is same for the male is 50% and for females 48%.
8. Other measure factors affecting the buying of phone.-It is measured by the features of the mobile phone which affects your buying decision is the convenience of calling, internet, messaging, social networking.

Hypothesis Testing:

NULL HYPOTHESIS (H0)-Since the p-value (.013) is less than the significance level (0.05), We cannot accept the null hypothesis. Thus we conclude that there is a relationship between gender and mobile phone usage.

NULL HYPOTHESIS (H1)-since the p-value (.005) is less than the significant level (0.05), We cannot accept the null hypothesis. Thus we conclude that there is a relationship between gender and used feature of a mobile phone.

Offline survey of sellers-(findings of interview):

5 sellers were interviewed. An offline survey of sellers to know "what consumer want" The findings of the study are, a most wanted feature of the phone is Camera and Ram. the most preferred brand is Samsung.

Half of the consumer go with sellers suggestions.

Half of the sellers accepted that Online selling is affecting their business.

Conclusions:-

The mobile phone is becoming an integral part of our life as many of us overusing it, without knowing. Mostly youngsters and teenagers are not only using their phone but also overusing it, but this can be eliminated by distributing the right time for a particular activity. During our research it was found that many of the youngsters use their phone for entertainment and most of the people get in contact with their phone in the morning just after waking up within 5 minutes, the results are also same in case of the (night) before sleep just within 5 minutes. So it can easily be seen that the mobile is just started from a need and then transformed into an addiction and the results are the same in case of both rural and urban area.

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