



A study on mobile phone usage and problem faced by an adolescent in Coimbatore city

A Giriraja¹, J Swathy²

¹ Graduate Student in Commerce, VLB Janakiammal College of Arts and Sciences, Coimbatore. Tamil Nadu, India

² Assistant Professor, Department of Commerce VLB Janakiammal College of Arts and Science, Coimbatore, Tamil Nadu, India

Abstract

The development and upgrading of technology has so far made people's lives easier and actively contributed to social welfare. Have contributed it also contributed to some of the problems and threats caused by the irresponsible use of mobile phones by adolescent. Crisis and misery rule the skies of our youth. Entire youth and student communities are experiencing turmoil, riots and mental retardation. The study focuses on examining mobile phone using patterns among his young adolescent in Coimbatore city. We will also seek to investigate the extent of addictive behaviors associated with mobile phone use. A questionnaire survey method was used to collect responses. A sample of 120 students was selected using a simple random sampling method, considering high school as the population. Collected data were analyzed using various tools and techniques to draw meaningful conclusions and conclusions.

Keywords: phone, usage, youth

Introduction

The mobile phone is one of his 21st century great technology gifts that is most popular among adolescents. Today's mobile phones have endless resources that offer multiple benefits and applications. Excessive use can affect young people in the form of behavioral changes and reduce academic performance. This study examines the relationship between mobile phone use and behavioral change and educational attainment in adolescents. Mobile phone usage in India largest in the world. Cell phones are available for him over the age of 12. Mobile phone technology has made the world more accessible. has made the world more accessible. It has brought great convenience to people's communicate through calls and SMS. Today, mobile phone offer a verity of functions such as internet access, sending e-mail playing games, accessing social networks such as Facebook, listening to music, radio, books and dictionaries. Mobile phones are also used to overcome feelings of loneliness. The majority of users he is 15-25 years old group. Contacts are created instantly with the help of mobile phones that were previously not possible. However, while mobile phones offer many advantages that also pose some problems. Some people use their mobile phones excessively and take a form of addiction. The use of mobile phones has reduced face to face communication.

Research Objectives

- To study the demographic factors of the respondents.
- Identify the problems young people face when using mobile phones.
- Make suggestions for further improvements.

Scope of Research

The scope of current research is limited to the uses and problems faced by mobile phones in the social and physical lives of adolescents. This research is still limited to a web-based literature survey.

Limitations of the Study

- Researchers conducted their research in and around Coimbatore due to lack of time.
- The number of respondents is limited to his 120 people.
- This survey only
- provides information on mobile
- phone problems faced by teenage students.

Review of Literature

Atul Patel (2011) ^[1] investigated the mobile phone usage habits of a student moving from rural to urban areas and found that the most common function of mobile phone usage was her SMS. did. Are you communicating effectively? The study also showed that male students sent more text her messages than female students.

A study conducted by MACRO (2012) a market analysis and consumer research organization, found that choice between prepaid and postpaid is related to actual consumption (lower or higher). 56% of the 15- to 19-year-old group used prepaid services, while the majority of the 19-20-year olds used postpaid services.

Bianchi and Phillips (2013) ^[3] examined the associations between self- esteem, gender, age, and mobile phone use in a group aged 18-20 and found that extroversion and self-esteem were important factors. I discovered what seems to be the case. Young people in particular are more likely to use mobile phones. They also used SMS and other mobile phone features more frequently. However neuroticism failed to predict high mobile phone use. Male users are attracted to technology applications such as her MP3 player, while females are known to use mobile phones to keep in touch with friends and family. A study of 120 school students under the age of 15 that examined psychological attribute smart phone addiction, personal communication, current absence, and social capital, found that levels of loneliness, shyness, and current absence were associated with excessive I found it to be positive in relation to smart phones. use.

Increased smart phone use was predicted to reduce levels of face-to-face communication.

Kritika M and Dr. S. Vasantha (2014) [4], in a study of mobile phone use in teens and young adults, found that mobile phone use is so embedded in young people’s behavior that they exhibit symptoms of behavioral addiction discovered. In another study on the severity of cell phone and internet use 84.2% of young people aged 19-20 owned a mobile phone. there was no severe or moderate dependence on mobile phones.

Research Methods

Descriptive and analytical research includes surveys and different types of surveys. The main purpose is to describe current state affairs.

Sampling Area

Surveys are conducted in the city of Coimbatore it was done.

Sample Size The sample size considered in the survey is 120 customers

Data Collection Collection Methods

Survey data sources are both primary and secondary data.

Primary Data

The Structure survey questionnaire is given for data collection.

Secondary Data

Secondary Data is collected from company documents, magazines, business journals, the Internet and textbooks.

Analysis Tools

Analyze collected data using percentage analysis and chi-square test.

Analysis and Interpretation

Demographic profile of the respondents

H0: There is no significant relationship between the opinions of the respondents towards Age Vs which mobile phone using

H1: There is a significant relationship between the opinions of the respondents towards Age Vs which mobile phone using.

Table 1

Age Group/ mobile using	Oppo	Vivo	Samsung	Others	Total
Below 11 Years	5	7	14	2	28
12-19	0	53	9	0	62
19-20	0	6	24	0	30
Above 20 Years	0	0	0	0	0
Total	5	66	47	2	120

Calculation

Table 2

O	E	(O-E)	(O-E) 2	(O-E) 2/E
5	1.17	3.83	14.67	12.54
7	15.4	-8.4	70.56	4.58
14	10.97	3.03	9.18	0.84
2	0.47	1.53	2.34	4.98
0	2.58	-2.58	6.66	2.58
53	34.1	18.9	357.2	10.47
9	24.28	-15.28	233.48	9.62
0	1.03	-1.03	1.06	1.03
0	1.25	-1.25	1.56	1.25
6	16.5	-10.5	110.25	6.69
24	11.75	12.25	150.1	12.77
0	0.5	-0.5	0.25	0.5
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
			TOTAL	67.85

At 1% significant level the degree of freedom is given by

Formula $\chi^2 = \sum (O_i - E_i)^2 / E_i$.

O = Observed Frequency

E = Expected Frequency V = Degrees of freedom R = Row

C = Column

Degree of freedom = (r-1). (c-1)
 = (4-1). (4-1)
 = 3*3
 = 9

The table value is 16.9

Calculated value is 67.85

Result

As the calculated value is more than the table value. So, H0 is rejected and H1 is accepted hence it is concluded that there is significant association between the opinions of the respondents towards Age Vs which mobile phone using.

Result and Discussion

- Most of the respondents 36% of respondents belong to the age group of 12-19 years.
- Most of the respondents of 72% respondents are female.
- Most of the respondents 45% belongs to the respondents from Urban area.
- Most of the respondents 55% of the respondents are said yes frequently used the mobile.

- Majority 38% of the respondents are using Android mobile.
- Majority of 63% of the respondents are aware about privacy.
- Majority of 53% of the respondents are using Vivo.
- Majority of 31% of the respondent is said effective with student studies.
- Majority 63% of the respondents said no about ratings & reviews given for security.
- The majority 31% of the respondents are said dissatisfied with eye product.
- There is significant association between the opinions of the respondents towards Age Vs which mobile phone using.

Suggestions

- Mobile phones can be a learning tool for adolescents student as they can learn a new form of technology as well as explore the Internet connection if the phone has the capability to do so they can move toward a common goal again in a format they are comfortable using for studies.
- We believe that there should be a certain limit for usage of mobile phones Because over usage of mobile phone could also leads to certain health issue like eye sight problem, headache issue and other problem as well as.
- We recommend teachers to set ground rules for smart phones in classroom, along with clear expectations of what happens if they're used inappropriately.

Conclusion

From the results obtained, it can be said that the majority of adolescents students use smart phones, and there is no gender difference in the use of mobile phones. No gender differences were found for internet browsing, web surfing, phone calls, text messaging, and mobile phone use in all three. Overall, we found that the desire to connect is a very important factor in mobile phone usage.

This is reflected in your social network preferences. Mobile phones are used more in the evening than in the morning. It is also pointed out that adolescents students prefer 4G mobile phones. There was no gender difference in mobile phone use or data usage. The android operating system is the most popular among adolescents students.

Reference

1. Loudon and Bitta Research Methodology, Methods and techniques Atul Patel,2011.
2. Edition. Bianchi and Phillips. Marketing Research, an Applied Approach Third Edition MC Graw- Hill International, 2012.
3. Bianchi, Phillips. The New Encyclopedia Britannica 15th Edition Micropedia, Ready Reference,2013:6:521.
4. Krithika M, Dr. S Vasantha. Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process, 2014.