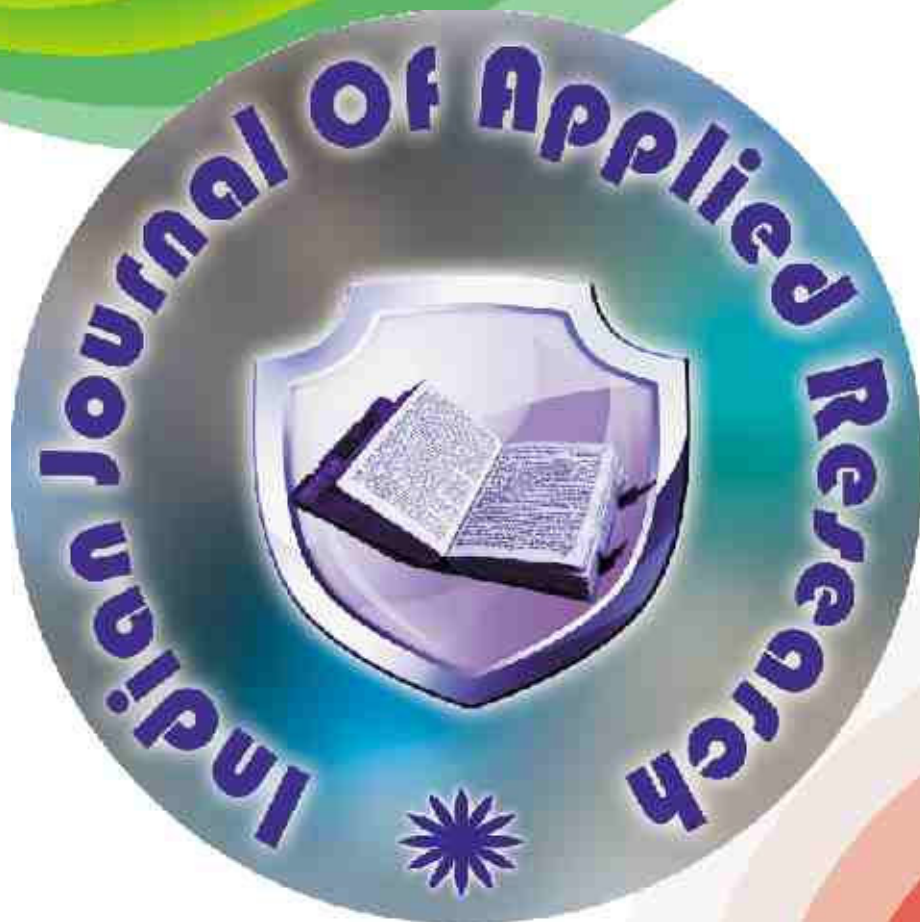


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Comparative Analysis of Cellular Phone Usage Outline of Undergraduate Students.

* Atul Patel

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ABSTRACT

Mobile handset is an indispensable part of human life. The progression of the telecommunication technologies over the short span has made tremendous expansion in the cellular phone users predominantly in the varied group of youngsters. Hence by considering the issues involving to the usage pattern between the varied groups of students, researcher has drawn total 152 students from the preferred undergraduate management and computer stream colleges. Collected data were entered in SPSS 16 and analyzed by employing various statistical tools. The research study explored that both the stream students have shown the strong brand loyalty towards Nokia handset provider and Vodafone & Idea service provider. As well as there is no significant difference in the selection criterion, mean usage of text messaging or SMS service and awareness about the various features available in the handset. However, it is also found that there is a significant difference in the monthly operating cost and level of satisfaction between both the stream students.

Keywords : Cellular Phone, Undergraduate, Service Provider

Introduction:

Mobile handset is an indispensable part of human life. The encroachment of the telecommunication technologies over the last few years has made tremendous growth in the cellular phone users particularly in the youngsters. In India, nearly 60% of the population is below the age of 25 and among them almost maximum number of the students are pulled towards cellular phone. Today cellular phones have moved beyond their primary role of voice communications and have graduated to become an essential entertaining device for mobile users. From the first real 'mobile phone call' placed by Dr Martin Cooper, an employee of Motorola in 1973 using the Motorola DynaTAC prototype communication device the 'cellular phone' phenomenon has taken over the world!

Many research studies have been carried out about the usage pattern, preference, and satisfactions of the mobile handset users but there is no any comparative study regarding the usage pattern between the two groups of college students. This paper describes the survey work which aims to explore and compare usage pattern of cellular phone among both undergraduate management and computer programme students. For this purpose the information were collected by asking the different questions regarding their service provider, and their usage pattern of cellular phone. To undertake this survey work 76 students from management programme and 76 students from computer programme (Total: 152 students) were chosen from the selected colleges.

The next section talks about the background of the cellular phone survey. It describes the survey objective, methodology, and its managerial implication. The following section elaborates on the results of the survey, including the demographics of the respondents, factors considered while purchasing a mobile handset, and the problems encountered by them while handling a mobile handset.

Objectives:

The main aim of this research work is to find "Is there any significance difference in the usage pattern between management and computer programme students?" Moreover, this work also emphasized on to find what about their perception of these two group of students towards the different features of the cellular phone.

Managerial Significance Of The Study:

The present study helps to the policy makers or marketing managers to formulate the various types of marketing and service related policies to enhance the consumer loyalty, satisfaction and awareness according to the requirement of the varied group of people. .

Hypothesis:

- Proportion of using Nokia mobile handset is equal in both the stream students.
- Computer programme and management programme students monthly operating cost on cellular phone is equal.
- There is no significant difference in the mean usage of text messaging or SMS service between both the stream students.

Research Methodology:

Exploratory research design was used to carry out this research work. To collect the primary data, well structured and tested questionnaire was used. As per the objectives of the survey work, a researcher has used stratified random sampling method to collect the samples. Hence, for this purpose the students were classified in to two groups, where one group of students was pursuing bachelor degree in Business Management and other one was pursuing bachelor degree in Computer Application, then a well defined questionnaire were distributed to the randomly selected students.

In the questionnaire closed- ended questions like Dichotomy, Multiple responses, and Likert scale questions were used to grab necessary information from the respondents. The secondary data was collected from journals, magazines, online reports, research studies, professional publications, and websites.

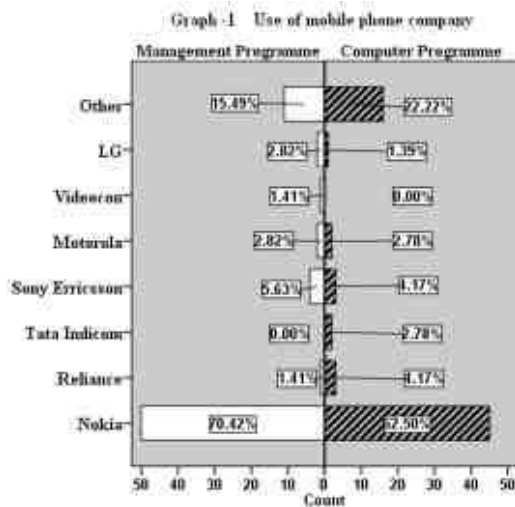
Statistical analysis of the collected primary and secondary data was done by using statistical software SPSS 16. Various statistical tools like Descriptive statistics, Graphs and various tests like two samples t-test, Two-Sample Kolmogorov-Smirnov Test were applied to test the certain hypothesis.

Statistical Analysis:

Table-1 shows that 28.2% & 26.8% of the management programme students use Vodafone & Idea as their service provider, while 30.6% & 29.2% of the computer programme students use Idea and Vodafone as their service provider respectively. It's revealed that Vodafone and Idea have created good prominence among these two categories of students.

Service Provider	BSNL	Vodafone	Idea	Tata	Airtel	Others
Management Programme (%)	15.5	28.2	26.8	4.2	16.9	8.5
Computer Programme (%)	12.5	29.2	30.6	6.9	16.7	4.2

Graph-1 instructs the mobile handset users in management and computer program stream. In management programme 70.42% of the students use Nokia mobile handset while in computer programme stream 62.50% of the students uses Nokia handset as an instrument for communication. This shows that both management and computer programme students have shown strong brand loyalty towards Nokia handset.



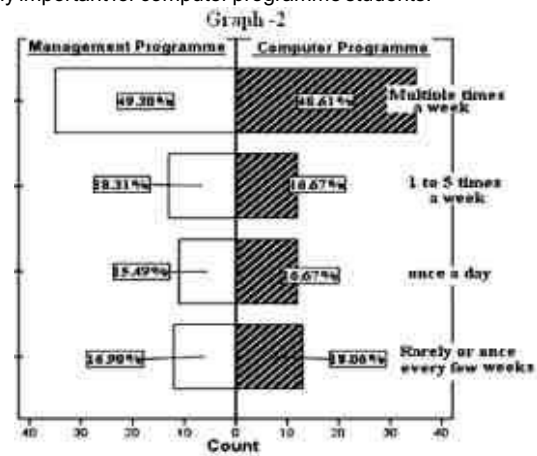
60.6% and 40.4% of the management and computer programme students usually use mobile handset at Evening. And, if we scrutinize about their monthly operating cost, only 15.5 % and 9.7 % of the management and computer programme students' operating cost is more than 200 Rs /month. Hence, the study implies that management programme students' monthly operating cost is higher than computer programme students

Factors	1 = Management Programme, 2 = Computer Programme		Factors	1 = Management Programme, 2 = Computer Programme	
	1	2		1	2
Battery durability	15.5%	14.9%	Service from the company	9.8%	9.1%
Appearance	4.5%	4.6%	Availability of service center	7.2%	4.6%
Price	11.3%	16.2%	Image of company	6.8%	10.0%
Features available	14.7%	15.4%	Easily accessible	7.5%	3.3%
Resale value	3.4%	3.3%	Total	100.0%	100.0%
Quality	19.2%	18.7%			

Table -2 exposed that the management and computer programme students have shown almost equal influence to the factors like Battery durability, Appearance, Features Available, Resale value, Quality, Service from the company. But, study focused that computer programme students more emphasize on the price factors and Image of company than compared to the management programme students.

Factors	Management Stream	Computer Stream	Factors	Management Stream	Computer Stream
Battery Durability	Very Important	Very Important	Quality	Very Important	Very Important
Features Available	Very Important	Important	Price	Very Important	Very Important
Service from the company	Very Important	Important	Appearance	Important	Important
Availability of service center	Important	Important	Resale value	Important	Important
Image of company	Very Important	Important	Easily Accessible	Important	Very Important

Above table -3 discovered that the factors like Battery Durability, Quality, and Price of the handset are very important for both stream of the students. While they have opined that the factors like Availability of service center, Appearance and Resale value of the handset is only important. Besides, the analysis also point out that the factors like Features available, Service from the company and Image of company are very important for management programme students while they are only important for computer programme students.



Graph- 2 shows that 48.61% and 49.30% of the management and computer programme students send text messaging or SMS multiple times a week. That is management programme and computer programme students send text messaging or SMS in equal proportion.

Awareness About The Features:

Opinion	Management Programme	Computer Programme
Yes	97.2%	94.4%
No	2.8%	5.6%

Table-4 revealed that almost 97.2% and 94.4% of the management and computer programme students respectively are very well aware about the various features available in the mobile.

Satisfaction:

Satisfied with	Satisfied with			
	Mobile handset		Service provider	
	Management programme	Computer programme	Management programme	Computer programme
Yes	94.4%	84.7%	97.2%	77.8%
No	5.6%	15.3%	2.8%	22.2%

Table - 5 discovered that very less percent of the management students are not satisfied with mobile handset and their service provider. While 15.3% and 22.2% of the computer programme students are not satisfied with mobile handset and their service provider respectively. Thus, we can say that computer programme students are still not satisfied with mobile handset and their service provider.

Problems Encountered During Use Of Cellular Phone:

Table -6 focuses on the problems encountered during use of cellular phone. The maximum problems encountered by both the stream students are frequent network/call failure, High cost of recharge voucher and Limited area of coverage.

	Management	Computer
Frequent network/call failure	24.6%	20.7%
High cost of recharge voucher	19.3%	18.20%
Limited area of coverage	20.9%	23.8%
Interconnectivity problems	15.0%	16.1%
Delay in delivery of text messages	10.2%	11.4%
scarcity of recharge voucher	10%	9.8%

Testing Of Hypothesis:

Ho: Both group of students use Nokia Mobile handset in equal proportion as their communication tool.

To test the above hypothesis, researcher has employed two independent sample t- Test.

Use of Nokia mobile handset.	Management stream	Computer stream	Difference	S.E	t-test value
	70.4%	62.5%	7.9	0.079	100

Above table-7 revealed that the t-test significant value is found to be very high than the standardize value. Hence, we can conclude that there is significant difference in the proportion of having Nokia mobile handset between management and computer stream students. But, if we look at observed proportion it tells us that the ratio of using Nokia Mobile handset in management stream is higher than the computer stream.

H01: Computer programme and management programme students' average monthly operating cost on cellular phone is equal.

Here, Table-8 indicates Levene's Test for Equality of Variances and two independent samples t- test. Levene's Test for Equality of Variances test sig. value is 0.25 > 0.05. So we can say that the variance of two samples is significantly equal. Thus, t- test for equality of means for equal variance assumed sig. value is 0.82 indicate that the average operating cost of both the stream students is significantly equal.

	Levene's Test		t-test for Equality of Means						
	F	Sig.	t	d.f.	Sig. (2-tailed)	Mean Diff.	S.E. Diff.	95% C. I.	
								Lower	Upper
Equal variances assumed	1.29	.25	.22	141	.82	.056	.246	-.431	.543

Ho2: There is no significant difference in the mean usage of text messaging or SMS service between both the stream students.

Use text messaging or SMS service		
Most Extreme Differences	Absolute	.023
	Positive	.023
	Negative	.000
Kolmogorov-Smirnov Z		.139
Asymp. Sig. (2-tailed)		1.000

From table -9, we can say that for most extreme difference between the two groups is equal and asymptotic two tailed significant value is 1.00 which indicates that the mean usage of text messaging or SMS service between these two groups is completely equal.

Conclusion

In India, so many varied groups of people are breathing, with their diverse perception and attitudes towards the usage pattern of the cellular phone in their routine life. The research findings of the study says that in Indian telecommunication sector Vodafone and Idea service provider have fashioned strong image by sponsoring quality services to the both the groups of students. It is also emphasized that the management students are more loyal with the government service provider (BSNL) than compared to the computer programme students.

But, BSNL still today could not secured strong position in the many varied groups in the Indian market due to lower quality of services. Hence, by improving in the services and offering various promotional schemes a BSNL can create a center of attention of the youth consumers. Moreover, both the groups of students have shown strong brand loyalty towards Nokia handset, it may be coaching desk for all the new comers in the telecommunication sector.

The analysis also reflect that maximum number of management students use their cellular phone for study purpose than compared to the computer programme students. Here, the computer programme students are less satisfied with mobile handset and their service provider than the management programme students. And there is no any significant difference in the attitude towards the problems encountered by both the stream students.

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