



Smart Phone Usage among the Rural People in Thiruvarur district, Tamilnadu

KEYWORDS

Smart Phones, Podakkudi People, Thiruvarur District

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ABSTRACT *Smart phone is widely used by all the sections of people irrespective of gender, caste, religion, race and nation. India's telecommunication network is the second largest in the world based on the total number of telephone users (both fixed and mobile phone) [1]. It has one of the lowest call tariffs in the world enabled by the mega telephone networks and hyper-competition among them. It has the world's third-largest Internet user-base. According to the Internet and Mobile Association of India (IAMAI). In India, this mobile telecommunication was introduced in the year 1994 through establishment of the Telecom Regulatory Authority of India (TRAI) by enactment of National Telecom Policy. Before the establishment of TRAI, the central government provided the service to the general public through landline mode and that too owned by government. But after the establishment of TRAI, the central government opened the door to the private network services to provide best services to the general public. It means that due to the competition, the private companies come forward to provide best services at a cheap rate. This enables the general public to purchase mobile phone on their own and communicate easily as well as quickly with others as they wish. Therefore smart phone is the part and parcel of everyone's life and it became an unavoidable instrument for everybody. The present paper is an experiment to study the using of smart phone among the rural people in thiruvarur District of Tamil Nadu.*

Introduction:

Telecommunication technology Introduced in India in 1882, now the total numbers of mobile phone subscribers have reached 875.48 million as of October 2013. The mobile tele-density had increased to 70.96 per cent in October 2013. In the wireless segment, 4.90 million subscribers were added in October 2013. The wire line segment subscriber base stood at 29.08 million. According to ^[2] mobile phones have become a significant communication tool for every person throughout the world. India's rural areas accounted for 191 million mobile subscribers at the end of March in comparison to 393 million subscribers in urban areas, according to TRAI. According to the National Council of Applied Economic Research (NCAER) ^[3], with about 74 per cent of its population living in its villages, India has perhaps the largest potential rural market in the world.

The Indian rural market with its vast size and demand base offers great opportunities to Companies. Two-thirds of Indian consumers live in rural areas and almost half of the national income is generated here. It is only natural that rural markets form an important part of the total market of India ^[4].

India's telecommunication network is the second largest in the world based on the total number of telephone users (both fixed and mobile phone). It has one of the lowest call tariffs in the world enabled by the mega telephone networks and hyper-competition among them. It has the world's third-largest Internet user-base.

Although rural telecom is a very challenging sector but holds enormous business potential for mobile telecom service providers. For economic, social development and generating awareness communication has a great role to play with the rise in income level of rural farmer ^[5]. The paper "Rural India Different Meaning to Different People" authored by ^[6] highlights the gradual development taking place in rural India. The present study has conducted with

the aim of the usages of smart phone among the rural people in Thiruvarur District.

Materials and Methods:

The nature for the present study is the people who are living within the boundary of the podakkudi Village and podakkudi post in thiruvarur district of Tamil Nadu. From the universe the researchers have selected only 100 perceptive for the present study by using meticulous sampling manner. Because, the researchers purposively taken the perceptive who are using the smart phones as their moderate of communication. The researchers have used the structured interview schedule for the present study. The interview schedule contains socio-economic details of the perceptive, details of smart phone that are using by the perceptive and the usage of smart phone.

Results:

I used for this study to age of the perceptive ^[7], 70% of the perceptive are belonging to the age group of below 40 years, 30% of the perceptive, are belonging to the group of 55 year and above. Among the total perceptive, that more than two-thirds of the perceptive (70%) are females and remaining nearly one-third of the respondents (30%) are males. While considering the community of the perceptive, 23.44% of the perceptive is belonging to the women entrepreneurs, 37.66% of the perceptive are belonging to the working peoples and remaining 38.90% of the perceptive are belonging to college business peoples.

As far as the categories of the perceptive is concerned, out of the total respondents 38.90% of the perceptive are business peoples, and 20% of the perceptive are working as real estate's oriented, 15% of the perceptive are housewives, 26.10% of the respondents are self help groups.

While considering the size of the family, 47.55 % of the perceptive are having a family size of up to 5 members, 28.70 % of the perceptive are having a family size of up to

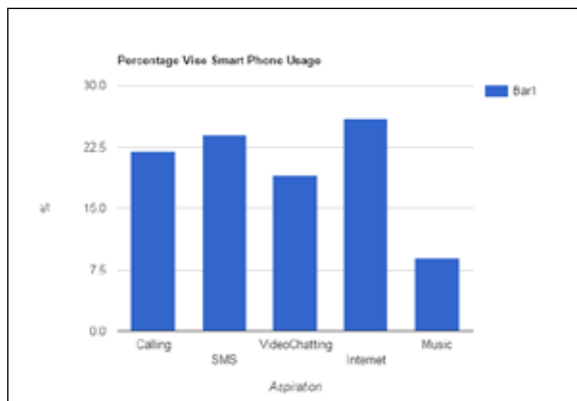
6 members in the family and 24.50% of the perceptive are having a family size of up to more than 6 members in the family. As far as the type of family, 53.60% of the respondents are living in the nuclear family and remaining 46.40% of the respondents are living in the joint family.

With curiosity to using of smart phone, 30% of the perceptive are using smart phone less than 2 years, 60% of the perceptive are using more than 3 years. Among the total perceptive, 31 % of the perceptive using ordinary normal smart phone, 69% of the respondents are using highly technology smart phone. While considering the amount used by the perceptive to recharge or top-up, 74.50% of the respondents are spending less than 250 rupees for their mobile phone recharge monthly and 26.50% of the respondents are spending more than 250 rupees for their mobile phone recharge monthly. As far as the amount of time spend in the smart mobile phone, 30% of the respondents are spending averagely less than one hour per day for mobile phone communication, and remaining 70% of the respondents are spending averagely more than one hour per day for smart mobile phone communication, Purpose of Smart phone usage details (Table No 1 and Figure 1).

Table No. 1: Allocation of the Perceptive based on their Aspiration of Smart Phone usage

Sl. No	Aspiration of the Smartphone	No of Perceptive	Percentage Vise
1	Calling	22	22%
2	SMS	24	24%
3	Video Chatting	19	19%
4	Internet	26	26%
5	Listening Music	9	9%
Total		100	100%

Figure 1 Bar Graph of Percentage Vise Smart Phone Usage



Conclusion:

It is concluded from the above results, the smart phone penetrate in the life of the rural people also. Due to the economic conditions, they are spending more amounts for recharging the mobile phone, data card recharge and also spending more amounts for conversing. Similarly most of the perceptive are using mobile phone for chatting purpose by either calling or texting the message to the respective persons. At the same time some of the women entrepreneurs are also contacting the self help groups and bank sectors for clarifying their doubts. These are the good signs of the Indian economy. Because the mobile phones used in the right perspective, the benefits not only goes to the concerned individual but the benefits will go all the people who directly or indirectly related with the individual.

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