



ORIGINAL RESEARCH PAPER

Commerce

USES OF MOBILE PHONE AMONG COLLEGE YOUTHS OF RURAL AREAS

KEY WORDS: Mobile Phone, Rural area, College going youths,

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ABSTRACT

Mobile phones have great impact on the lives of college going youth. Now it has become a life style for them. Students may be from urban or rural area or high, middle or lower income group they want to use latest mobiles with fastest internet facility. Here the purpose of research is to study the impact of mobile phone on economical, social, psychological status of rural college going youth. This questionnaire based study is inspired by the study of MACRO, Market Analysis and Consumer Research Organization held in April-may 2004 on their research study "A Report on study of mobile phones usage among the teenagers and youth in Mumbai". Findings reveal that the mobility of mobile phones is the greatest attraction among the youth using mobile phones. Flexibility and easy communication with anyone from anywhere is in priority among rural youths using mobile phones. The mobile phones are easy, hassle free and private mode of entertainment which has become the greatest distraction towards studies of today's youth. This finding further enfolds the fact that youths have not much explored the educational uses of mobile phones. Meanwhile it is the easiest way to be connected with friends and family anytime and anywhere.

Introduction:

According to Cambridge dictionary " Mobile phone that is connected to the phone system by radio instead of by a wire and can be used anywhere its signals can be received" But it is not only a device as defined above. This refined device does a lot of things which wasn't even dreamed of by our primitives. Mobile phone is made for talking, messaging, internet browsing, reading and writing, gaming, listening music, watching videos and movies, location exploring through maps and what not. Hence now days it has become a life style. Today mobile phone is a necessary device which is essential for people of all class and categories. For college youth, it becomes a status symbol as well as a fashion statement. They use mobile for entertainment, connectivity, education and most important social networking. Mobile phones have great impact on the lives of college going youth, now it has become an important part of their life. Listening songs, watching movies or cricket match, chatting with friends, are their favorite work. They want latest handsets to carry with them to colleges. In rural areas where college students comes from the lower or medium income group the tendency of using mobile phone is almost same.

About rural area:-

Before talking about the college students of rural area it is necessary to define rural area. In 1960 or 1970 rural area was defined as homogenous type of area with low population density and high ratio of people working in agricultural sector, but after year 2011 this definition of rural area has changed. Now we can define rural area according to these criteria:-

1. Lower population density and lower build up area, more agricultural fields, Individual houses and lack of rental housing public administration by gram panchayat.
2. Social features like conservatism and traditionalism.
3. Sharing common history of participation and cooperation.
4. Dependence on agricultural employment, commuting work, major portion of income comes through agricultural or labor work.
5. Less availability of schools, colleges, means of communication and transportation.

About baloda bazaar district:-

Baloda bazaar district is situated in Chhattisgarh state of India. Its head quarter is at baloda bazaar. It absorbs the south eastern part of the upper Mahanadi basin. Total area of district is 4680 km. District have 5 sub divisions, 6 blocks, 611 gram panchayat, 946 habited villages, 14 inhabited villages with population of 1305343 according to censuses 2011. Literacy rate for urban area of district is 70.63% but in rural areas it is lower. It is also called cement hub of Chhattisgarh. Most of the population is dependent upon agriculture. Most of the people belong to medium and lower

income group in villages. In year 2014-15 1237 primary schools, 653 middle schools 203 high schools, 13 government and private colleges, 5 technical institutions are situated in district. Birth land of sent guru Ghasi das " Giroudhpuri" and Birth land of shahid Veernarayan singh "sonakhan" are situated here. Most of the population follows traditions of satnaam panth and believes in simple living and cooperation.

Respondent of the research comes from the rural area of lawan, kasdol, baloda bazaar, bhatgaon and bailaigarh and they cover almost all types of criteria given above.

Objective Of the study:-

1. To study the attitude of college going rural youth towards mobile phones.
2. To study the relationship between psychological, social, economical status and use of mobile phone by youths.
3. To study their awareness about using mobile phone and perceptions of issues like educational use of mobile, safety and privacy issues etc.

Methodology of the study:-

This piece of work is the primary study which was done among the college going youths of baloda bazaar district of Chhattisgarh Situated in India. Rural youths of 5 different colleges of baloda bazaar district are involved as respondent in this study. Questionnaire method was adopted for collection of primary data. For the purpose a detailed questionnaire was prepared to Measure the different areas and aspects of using mobile phones by the respondents. This questionnaire is based on or the modified adaptation of the questionnaire used by MACRO, Market Analysis and Consumer Research Organization in April-may 2004 on their research study "A Report on study of mobile phones usage Among the teenagers and youth in Mumbai". In this questionnaire modification was done according to the Demographic situation, social, Economical and psychological background of respondents. 200 respondents incorporate with college going rural youth in age group of 18 to 22 were randomly selected for the response or survey. All comes from lower and medium income group with Agricultural background.

The secondary data was collected from the article published in various journals, Newspapers, Magazines, websites etc.

Limitations of the study:-

1. Complete study is based on the research carried out in five different government colleges of Baloda bazaar district.
2. Selected respondent are college students coming from rural areas to study at colleges. of lawan, kasdol, baloda bazaar, bhatgaon and bailaigarh.

3. Finding may be different according to time leg or sample size as youths keeps changing their opinions with time.

Research findings :-

As we know that mobile phones are not a luxury item today, it has become a part of our life. All over the world people from all income groups are now using mobile as an easy and fast means of communication. In India mobile phones was introduced in year 1995 and within very low period of time it has become necessary for our life. Vodaphone-idea, Airtel, jio, BSNL, Aircel, Reliance, Tata DOCOMO,MTS India and MTNL are 10 mobile service provider companies in India. In year 2016 Ratio of Mobile ownership was more than 1 Billion Approximately. In which 41% is youth ownership with age below 25 years. Youths are the main market of mobile phone. Reliance industries limited introduced reliance Jio 4G services in year 2016 and millions of peoples bought this service for its free data service for a limited time. At Chhattisgarh state also this service attracts the users of internet data but this service is the second option for the people and also for the respondents as they are using another number also by other service provider as same in this research study as they are using before the launching of Jio services. At baloda bazaar district the net connectivity of Jio is poor but users are increasing gradually.

Present study was conducted in five Government colleges of Baloda Bazaar District among college going students.

The questionnaire developed to measure the attitude towards uses of mobile phones covers three areas related to their Economical, social and psychological status.

Total of 200 students were measured out of which 150 were using their own mobile and 50 were not using but had a keen desire to purchase and use mobiles.

Findings of research:

Out of total 200 students 70% are male and 30% female users. Age of the students can be divided into three groups.

Table no. 1 Age Group of Students

Age Group	Percentage	No. of Respondent
18-20	27%	54
20-22	41%	82
22-24	32%	64
Total Students	200	

Economical Status and use of Mobile:

It includes:-

Ownership of mobile Phone:

All students come from low income group where families were dependent on agriculture for their income. They are easily fulfilling their basic livelihood requirements but not spending too much money on luxuries.

Out of 200 students ratio of mobile phone owners and non mobile phone owners is 150:50 i.e. 3:1. Ratio of male and female users is 7:3.

- 53 out of 150 mobile phone users have (India made) phone where as 37 students have china, 35 students have Nokia, 15 students Samsung, and 10 students have soni mobile phones.
- Out of 150, 95 students have Idea as service provider which is an Indian company Aditya birla company. 55 have BSNL , 20 have reliance and 10 have DOCOMO.

Expenditure on mobile Phone:

The expenditure on mobile phone by 150 students are as Follows:

Table 2: Expenditure on Mobile Phones (Per Month)

No. Of Students	Rs. Less than
94	100
26	200
15	300
15	500

It indicates that the students are from low income group. In non mobile users 16 are not purchasing their own mobile as it is costly. 39 students have planned to purchase their own mobile near future.

Social effect and uses of Mobile:

Mobile Phone Users-

Purchase of mobile:

As living in villages and LIG family most of them were using micro max mobile which is India made or china made mobiles. 90 out of 150 students purchased by going to market and choosing it their self.

Father of 35 students purchased mobile for them whereas 25 students purchased mobile with their brothers or friends. It indicates that though they are living in rural area they are taking their own decisions about purchasing mobile phones.

Age of using mobile:

Out of 150, 139 students started using mobile from 18 years and 11 are from 11 years which shows that though they were using it in majority from 18 years but they are aware about it from the as of 11.

Importance of use of mobile:

134 out of 150 mostly using mobile to call at or to inform at home when they are away. 16 were using to call their friends and others.

103 out of 150 users receive more than 50% of their calls from their home.

99% of the students were using mobile for massing through whatsapp, downloading songs, pictures and ringtones, music and playing Games but they are least aware about the use of mobile to know about current news or education. This shows the conservative and traditional views of society where parents are giving mobile to their children but the use of mobile is limited to the calls at home and friends only whereas students were using it for social networking and entertainment.

For Non users of mobile:

44 out of 50 students do not use mobile but wants to buy and use it. These students are not aware of new and latest handset of mobile available in the market. They all believe that to have mobile phone is a matter of prestige in society. They wants to use mobile not only to call, massaging, downloading but also to increase their social identity and network.

Psychological Effect of Mobile phone:

Mobile phone have great impact on youth specially college going students. They want to buy mobile and continuously upgrade and change their mobiles according to mobile market.

From our respondent

- 65 out of 150 buy mobile so that others can be in touch with them any time anywhere. 49 buy mobile to keep in touch with their friends as it is easy then using landline.26 who buy mobile did not have basic landline facility at their home and they prefer mobile.
- 137 out of 150 students never switched off their mobile even at night
- 93 out of 150 always receives theirs calls.
- 134 out of 150 students use their mobile mainly to call at or inform at home when they are away from home. Friends are second priority for them.
- 112 out of 150 students use their mobile when they are out of their home.
- 118 students used to talk in mobile in moving action.
- 116 students believe that information stored in mobile phone are unsafe and may be misused by other persons.
- 90 students accept that sometimes it bothers when simultaneously mobile phone also used by another person also. 50 students do not bother while 10 feel it always bothers.
- 133 accept that they used to talk in mobile phone while driving vehicles though users and non users both accept that it is wrong practice.

10. 113 told that they cannot live without their mobile phone even for a single day.
11. 199 feels that use of mobiles affect their studies. Non users also feel that their studies definitely effect after purchasing mobile.
12. Every student feels that biggest advantages to have mobile phone are that you can be in contact with others easily. Another most important thing is that they feel safe while they are out of home.

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Result and Discussions:

The findings reveal that the mobility of mobile phones is the greatest attraction among the youth using mobile phones. Flexibility and easy communication with anyone from anywhere is in priority among rural youths using mobile phones .65 rural youths have confirmed this. 49 rural youths believed that mobile phones are the best medium to be connected with friends anytime, so time flexibility has also popularized mobile phones among youths. 26 peered mobile phones compared to Landline phones. The main function of mobile phones is the connectivity ,So as the finding says 134 rural youths use mobile to inform their whereabouts at homes and family than

Friends. 112 students use their mobile phones when they are out of home because mobile is the only easiest and fastest way to reach out with family in time of crises .This indicates that youths feel secure having mobile phones in their hands. Findings confirm that 137 students never switched off their mobile phones even at night. 137 students reported that they never switched off their mobile phones no matter what the situation might be. 93 students said that they always receive the calls. 113 students believed that they cannot live without their mobile phones even for a single day. These figures reveal that mobile phones have become the integral part of our youth's life and personality. A peculiar behavior is observed among the youth while talking in mobile phones is that the youths keep on moving .this been reported by 118 students. 90 students feel annoyed when someone else is using mobile phones simultaneously at times but 50 respondents feels that they always get annoyed while someone else uses mobile simultaneously .

Adverse effects of using mobile phones

The mobile phones are easy, hassle free and private mode of entertainment which has become the greatest distraction towards studies of today's youth. This finding further enfolds the fact that youths have not much explored the educational uses of mobile phones.

199 out of 200 students' users and non users of mobile phones both confirmed that mobile phones are the greatest distraction towards their studies. 133 students believed that it's very dangerous to use mobile phones while driving. This finding reveals that youths approach towards risk and danger is very casual. Despite of this every students user or non user of mobile phones believe that it's very important to have mobile phone while they are away from their home. It is a safety device for youths to contact help in times of crises. It is the easiest way to be connected with friends and family anytime but at the same time they feel that mobile phones are the most unsafe place to store personal information .this fact is confirmed by 118 students.

We can say that Mobile phone has great impact on Economic, social and psychological status of college going students not only in urban area but also in rural areas.

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