



COLLEGE STUDENTS AWARENESS TOWARDS MOBILE PHONES

– WITH REFERENCE TO POLLACHI TOWN

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ABSTRACT

Indian telecommunication industry is one of the fastest growing industries in the world. Mobile phones play significant role in Indian telecommunication industry, they are currently emerging as first extensive form of electronic communication system in India. This study examines the college students awareness towards mobile phones in Pollachi town. Sample of the study consists of 391 college students around Pollachi town and the method of sampling is convenience sampling method. Chi-square test and Friedman rank test were used for analysis of the data. Analysis exhibits that there exists significant association between area of residence, educational qualification, family income and awareness towards mobile phones and the analysis further reveals that majority of the students are aware of Bluetooth facility and not aware of Orkut facility.

Key words: Mobile phone, Awareness, College students, Chi-square test, Friedman rank test.

Introduction:

Indian Telecommunication industry is one of the fastest growing industries in the world. Telecommunication services are recognized as one of the driving forces for overall economic development in a nation (www.asa.in) . The Indian telecom sector is expected to create four million direct and indirect jobs over the next 5 years on the back of the government's efforts to improve connectivity. The telecom sector has been growing aggressively at about 35 per cent a year for close to two decades. The industry has attracted FDI worth US\$ 16,994.68 million

during the period April 2000 to January 2015, according to the data released by Department of Industrial Policy and Promotion. India saw the fastest growth in new mobile-phone connections with 18 million net additions in the third quarter of 2014. (www.indianmirror.com). Mobile phones play significant role in Indian telecommunication industry, they are currently emerging as first extensive form of electronic communication system in India.

Review of Literature:

To gain insight into the research area several studies have been reviewed. Notable among them are Eleni Koutras (2006) identified that Nokia was the most cited brand of Mobile Phone and was found to be the first choice of many of the respondents, Samsung was reported as the second most cited brand with Motorola, Siemens and Sony Ericson following further more. Annemartenson (2007) indicate that tweens are far more satisfied with their mobile phones than adults are and the mobile phones fulfill children's expectations to a much higher degree. Atul Patel Dr. Harish Chandra singh rathod (2011) indicated that family's income and gender were not the influential factors in mobile phone usage, an extremely strong brand preference of Nokia existed in this market which could be a learning lesson for the follower brands like Sony Ericson, LG and other Indian brands of mobile handsets . Chew Jing qun , Lee Jia Howe , Lim Chee Thai , Loke Wei Wen , Wong TeikKheng(2012) concluded that social influence, price and compatibility significantly influence the purchase intention of mobile phones Annette Christinal Dand V Vinoutha (2014) concluded that Nokia's customer rate is excellent because of its quality and customer friendliness and suggest that Nokia should be innovative in thinking and introduce many new models to stay in this competitive business world.

Objective of the study:

The objective of the study is to identify the college students awareness towards mobile phones.

Research methodology:

Structured questionnaire is the tool used for the analysis. Data was collected from 391 respondents who are the college students in the pollachi town and the sampling method adopted was convenience sampling method.

Tools used for analysis:

The tools used for the analysis of the data is Chi-square test and Friedman rank test. Chi-square test has been employed to find out the nature of association that exists between select variable and college students awareness towards mobile phones.

Limitations Of The Study:

The following are the limitations of the study

Only 391 college students were considered as the sample for the study.

The study is restricted to Pollachi town only.

The data collected is Primary data, which is based on questionnaire and hence the results would bear all the limitations of Primary data.

Analysis and interpretation:

Table 1 exhibit the results of Chi square test. From the Chi square test analysis, it is inferred that there exists significant association between area of residence, educational qualification, family income and awareness towards mobile usage. Urban students have high level of awareness than rural students. As for as educational qualification is concerned arts students are having high level of awareness and science students are having low level of awareness. When family income is considered the percentage of students with high level of awareness is found high among students whose family income is above 15000. The percentage of students with low level of awareness is found high among students whose family income is up to 7500.

Table 1

Variables	Calculated chi square value
Age	4.48
Gender	2.896
Area of residence	7.063**
Educational qualification	22.923**

Family income	17.243**
Family expenditure	9.391
Total family members	7.755
Type of family	2.578
Period of using mobile phone	13.936

Table 2

Facility Awareness – Friedman Rank Test

Facilities	HA	A	NA	Total	Mean Rank	Rank
Mobile Banking	159	170	62	391	10.29	15
	(40.66)	(43.48)	(15.86)	(100.00)		
E Bill Payment	127	211	53	391	9.68	18
	(32.48)	(53.96)	(13.55)	(100.00)		
Whatsapp	227	115	49	391	12.29	9
	(58.06)	(29.41)	(12.53)	(100.00)		
Reservation of Tickets	179	166	46	391	11.03	12
	(45.78)	(42.46)	(11.76)	(100.00)		
Mobile Recharge	232	142	17	391	12.89	5
	(59.34)	(36.32)	(4.35)	(100.00)		
Google Map	234	135	22	391	12.86	6
	(59.85)	(34.53)	(5.63)	(100.00)		
Face book	231	132	28	391	12.76	7
	(59.08)	(33.76)	(7.16)	(100.00)		
G Mail	253	119	19	391	13.41	2
	(64.71)	(30.43)	(4.86)	(100.00)		
Yahoo	194	142	55	391	11.34	11
	(49.62)	(36.32)	(14.07)	(100.00)		
Orkut	122	145	124	391	8.46	21
	(31.20)	(37.08)	(31.71)	(100.00)		
Twitter	146	159	86	391	9.65	19
	(37.34)	(40.66)	(21.99)	(100.00)		
Viber	151	160	80	391	9.84	17
	(38.62)	(40.92)	(20.46)	(100.00)		
Games	222	135	34	391	12.39	8
	(56.78)	(34.53)	(8.70)	(100.00)		
Dictionary	248	112	31	391	13.03	4
	(63.43)	(28.64)	(7.93)	(100.00)		

Facilities	HA	A	NA	Total	Mean Rank	Rank
Bluetooth	304	76	11	391	14.73	1
	(77.75)	(19.44)	(2.81)	(100.00)		
Radio	258	107	26	391	13.34	3
	(65.98)	(27.37)	(6.65)	(100.00)		
Hotmail	140	140	111	391	9.07	20
	(35.81)	(35.81)	(28.39)	(100.00)		
Skype	162	145	84	391	10.14	16
	(41.43)	(37.08)	(21.48)	(100.00)		
You tube	202	140	49	391	11.71	10
	(51.66)	(35.81)	(12.53)	(100.00)		
MMS	163	167	61	391	10.45	14
	(41.69)	(42.71)	(15.60)	(100.00)		
Video Call	170	156	65	391	10.60	13
	(43.48)	(39.90)	(16.62)	(100.00)		
Chat with Friends	245	117	29	391	13.03	4
	(62.66)	(29.92)	(7.42)	(100.00)		

From the Friedman rank test it is inferred that out of 391 college students, 304(63.43) are highly aware of blue tooth facility, 76(28.64) are aware of blue tooth facility, remaining 11(7.93) are not aware of blue tooth facility. Thus Bluetooth facility is ranked first among college students. Next to Bluetooth facility, Gmail facility is ranked second, radio facility is ranked third and so on. Orkut facility is ranked last since out of 391 students, 122(31.20) students are highly aware of orkut facility, 145(37.08) are aware and the remaining 124(31.71) students are not aware of orkut facility.

Conclusion:

From the Chi-square test, it is inferred that area of residence, educational qualification and family income are associated with college students awareness towards mobile phones. It further indicates that urban people are more aware of mobile phones, arts students have increased level of awareness than science students and students whose family income above Rs.15,000 are having high level of awareness towards mobile phones than low family income students. Rural people are having less level of awareness and hence the mobile companies may concentrate on rural people as the population of the rural people is high in India, additional and innovative marketing strategies may be applied by mobile companies to increase the level of awareness among rural students . Further mobile companies may also manufacture mobile phone at less

price so that they may also increase the awareness among college students whose family income is less. The results of the Friedman rank test reveals that majority of the students are aware of Bluetooth facility, next to Bluetooth college students are aware of Gmail facility, radio facility and so on. Orkut facility, hotmail facility, twitter facility are ranked as last three facilities as college students are less aware of these facilities when compared with other facilities. Mobile companies may take necessary steps to popularize these facilities which the college students are not aware.

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