

“Study of behavior of students towards usage of Smartphone in management institutes with reference to Pune city”

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ABSTRACT:

Over past few years ownership of Smartphone has become dominant over feature phones. It has become habitual in the life of college students to spend time on smartphones on day to day basis. Smartphone has become an integral part of student's life. There are varied reasons behind purchase of smartphones. Management students are focusing on different parameters while purchasing the smartphones. Students engage their time and money on various activities on smartphone. An attempt is made in this research to find out various Smartphone activities and the time and money spent by the students on various activities. It has been observed from this research that maximum students are spending their time and money on internet related activities on Smartphone. Varied responses are collected on the various activities on Smartphone.

Keywords: - Smartphone, Smartphone activities, time, money

Introduction-

After only about a decade, Smartphone technology is very successful that everyone have trouble imagining a day without them and college students are no exception for this. Apart from making phone calls, nearly all smartphones today can take pictures, play music and make use of internet based services very effectively.

There are various reasons behind the purchase of smartphones. There are a number of requirements we need to consider, ranging from something as simple as price and budget to whether or not you want a camera or a particular kind of technology, even brand can play a major role in purchase of smartphones.

Management students are using various activities on smartphones. Internet based services in the form of various apps like whatsapp, facebook, linkedin has got a huge popularity among college going students.

Students are spending lot of their time on various activities on smartphones. Most of the time students are spending their time on internet based activities. There are different apps available to the students which help them to gain knowledge on various topics. Many students are using various apps for the educational purpose.

Due to constant upgradation and innovation in smartphone technology, college students have got the tendency of changing smartphone after the period of every 1-2 year. Students are spending considerable amount of money on purchasing smartphones and using internet.

Here in this research an attempt is made to analyse the time spent by the students on various activities, different parameters used by the students at the time of purchasing smartphones etc.

Objectives-

1. To study the various reasons behind the purchase of smartphones among management students.
2. To study different parameters used by the students at the time of purchasing smartphones.
3. To find out the time and money spent by the students on smartphone.

Literature Review-

Actually there are no agreed upon or exact definitions for the term Smartphone. Most would agree however that smartphones do more - much more - than what Alexander Graham Bell first envisioned when he invented the original telephone back in the 1870s (Article Base). The accelerating use of Smartphone's and the emergence of an exciting class of mobile Internet devices like IPHones, Netbooks and so on are creating an explosion of data transfer across wireless networks. Such full-featured devices give the consumer a multimedia viewing and listening experience, higher-resolution photography, and a richer set of applications like web browsing and global positioning system (GPS) navigation (Ashraf Takla, Mixel and Timothy Saxe, 2009). The smartphone is a mobile phone with a mobile operating system (OS) that is combined with a personal digital assistant (PDA) functions. The term "smartphone" did not appear until 1997, when Ericsson described its GS 88 "Penelope" concept as a "Smartphone" (Sager, 2012). "People view their Smartphone as an extension of themselves, taking them everywhere they go -- even the most unorthodox places - - from the shower to their commute, from the dinner table to the bedroom," Marc Barach, Jumio's chief marketing and strategy officer .The 21st century has created smart phones that are incredibly powerful and easy to use. The mobile

phone industry can be easily divided into two separate eras: the pre and post iPhone eras. Before the iPhone, the mobile phone industry was primarily characterized by low-end and mid-end phones, which were mainly used for basic voice and SMS services. However, in 2007, the iPhone launch changed the way users perceived their mobile phones and their expectations of what a handset should do and look like also changed dramatically. Smartphones are becoming more and more noticeable in public; people are using their Smartphones everywhere from buses, planes, bars, shops and high streets. As users can now access the internet from anywhere they can get a signal, users are beginning to rely on their Smartphone more and more now as a personal assistant. According to a new survey announced lately by Ruder Finn, 91% of mobile phone users go online to socialize e.g. social networks sites, email, Instant messages and photos compared to only 79% of traditional desktop users (Ruder Finn 2010).

“Smartphones are changing the game when it comes to mobile communications among college students, who are among the first people to embrace new technologies,” (Michael Hanley 2009). “People can keep up with what their friends are doing as well as exchange messages and find out the latest trends among their age group.” (Michael Hanley 2009). Research reports (3-7) on consumers of Smartphones have revealed that nearly every student at a college level owns a Smartphone. Although most of students own Smartphones not for learning and teaching

Purpose, but indirectly smartphones can be directed to useful and beneficial purposes. Kim and core searchers (3) have conducted a study on adopting Smartphones as learning technology at Seoul National University, Korea. Their study focused on the use of Smartphones applications for learning among Education and Engineering students. Their findings revealed that generally each student had 80 applications on their Smartphone. 16% of the applications were used for some kind of learning. According to Alexa, the Internet site which provides traffic data and global rankings, Facebook ranked 2nd in traffic among all websites while Twitter was ranked 8th. For the older generation, phone was used as the tool for voice communication. With various applications installed for the mobile phone nowadays, phones quickly become the entertainment and social networking tools. The users are allowed to personalize their own phone besides using the phone as voice and/or text communication. Iftikhar, Gangopadhyay, and Shampur [8] stated that “mobile phone use has already developed a discourse that can be seen and analyzed using different methods and across various media. The choices that individuals make about their

mobile phones reflect to themselves (and others) what they enjoy and engage with: the mobile phone is used to construct some aspects of their identity (p. 14).” The phone usage defines the personalization of the object itself which reveals this complex negotiation of self-expression and style. Smartphones have a range of content usage. A report from conScore [4] stated that content usage include: text messaging (68.8%), used the browser (38.4%), used downloaded apps (38.6%), accessed social networking site or blog (26.8%), played games (24.6%) and listened to music (17.5%). According to a report by Pew Internet [15], phone usage varies slightly by gender; women make fewer calls than men. However, a report stated by Nielson, found that women overall talk and text more than men. Our research looks at what type of phone students use, how they use it, the frequency of use and, how much time they spend on various applications and internet

Research Methodology-

Sample for the study-

The survey was conducted and potential respondents were approached from the data collected who has smartphone at one of the management institute in pune.

Structured questionnaire was filled through personal interaction with students.

Total 35 questionnaire were collected.

Data Analysis-

Table-1.1

Occupation

	Occupation	Frequency	Percentage
1	Unskilled workers	0	0.00
2	Skilled workers (Farming)	9	26.47
3	Petty Traders	1	2.94
4	Shop owners	0	0.00
5	Business / Industrialist with any employees	0	0.00
6	Business /Industrialist with 1-9 employees	1	2.94
7	Business /Industrialist with 10+ employees	2	5.88
8	Self- employed professional	9	26.47
9	Clerical / Salesman	1	2.94
10	Supervisory level	2	5.88
11	Junior Officer /Executive	4	11.76

12	Middle Officer / Semi Executive	4	11.76
13	Housewife/ Homemaker	0	0.00
14	Other	1	2.94
	Total	34	100

Interpretation-

In the above study 26.47% respondents parents are skilled workers and self employed professionals and 11.76% respondents are from junior officer and semi executive level.

Table-1.2**Income**

Sr	Income Slab	Frequency	Percentage
1	Upto-5000	4	20.59
2	5001-10000	2	11.76
3	10001-15000	5	5.88
4	15001-20000	4	14.71
5	20001-25000	3	11.76
6	25001-30000	1	8.82
7	30001-35000	2	2.94
8	35001-40000	1	5.88
9	40000 - 45000	1	2.94
10	45001 – 50000	0	2.94
11	50001-55000	1	0.00
12	55001-60000	0	2.94
13	60001-65000	0	0.00
14	65001-70000	0	0.00
15	70001-75000	1	0.00
16	75001-80000	0	2.94
17	80001-85000	2	0.00
18	85001-90000	4	5.88
	Total	34	100

Interpretation-

In this research it is observed that 20.59% of respondents have an income slab upto 5000, 14.71% of respondents have an income slab in between 15001 to 20000.

Table-1.3**Reasons behind purchasing a Smartphone**

Sr.	Parameter	Mean	S.D	Rank
1	Communication	4.24	1.37	1.00
2	Social Networking	3.73	1.44	4.00
3	Knowledge enhancement	4.09	1.14	2.00
4	Supporting system (for using app)	3.81	1.15	3.00
5	Entertainment	3.62	1.18	5.00
6	Status Quotient	3.18	1.07	6.00

Interpretation-

From the above analysis it is found that communication has got a mean value of 4.24 and standard deviation of 1.37 and got first rank which shows that communication is the first reason behind the purchase of smartphone followed that Knowledge enhancement whose mean is 4.09 and standard deviation 1.14 is the secondary reason behind the purchase of smartphone.

Table-1.4**Parameters referred at the time of purchasing**

Sr.	Parameter	Mean	S.D	Rank
1.	Brand name	2.74	0.57	6
2.	Software	2.61	0.61	14
3.	Hardware	2.52	0.62	16
4.	Guaranty/Warranty	2.65	0.60	12
5.	Cost	2.44	0.61	17

6.	Look	2.68	0.59	9
7.	Android version	2.94	0.24	1
8.	Battery	2.76	0.55	5
9.	RAM	2.88	0.33	3
10.	Processor	2.68	0.53	9
11.	Display Glass	2.53	0.56	15
12.	SIM card	2.41	0.66	18
13.	Network (3G/4G)	2.82	0.46	4
14.	Headset	2.24	0.82	20
15.	Camera (Front/Back)	2.74	0.51	6
16.	Flash	2.64	0.60	13
17.	Memory (Internal/Expandable)	2.72	0.52	8
18.	Weight	2.32	0.77	19
19.	Display Size	2.68	0.59	9
20.	Touch	2.88	0.33	2

Interpretation-

Android version having mean value 2.94 and S.D 0.24 is the preferred parameter by the respondents followed by RAM and touch screen having mean value of 2.88 and S.D 0.33 by the respondents. Headset whose mean value 2.24 and S.D 0.82 is the least concerned parameter by the respondents.

Table 1.5

Sr.	Time spent by you on smartphone	In Month (Days)				In week (In Days)				If Everyday then in Min./Hr						Daily Usage	Rank
		1	2	3	4	1	2	3	4	>30 min	30-1hr	1-2	2-4	4-6	6<		
1.	Calling	0	0	0	0	0	0	0	0	23	6	5	0	0	0	34	1
2.	Email checks	0	0	0	0	0	0	0	0	20	14	0	0	0	0	34	1
3.	Messenger	0	0	0	0	0	0	0	0	16	6	12	0	0	0	34	1
4.	Playing games offline	0	0	0	0	0	0	0	0	14	20	0	0	0	0	34	1
5.	Web Browsing	0	0	0	0	0	1	0	0	7	24	1	0	0	0	32	5
6.	Listening music offline	0	0	0	0	0	3	0	0	23	8	0	0	0	0	31	6
7.	Watching videos offline	0	0	0	0	3	0	0	0	23	8	0	0	0	0	31	6
8.	Facebook	0	0	0	0	0	0	0	0	4	4	21	0	0	0	29	8
9.	Text Message	0	0	0	0	1	4	0	0	24	3	0	0	0	0	27	9
10.	LinkedIn	0	4	0	0	0	0	0	1	24	0	0	0	0	0	24	10
11.	Watsapp	0	0	0	0	0	0	0	0	0	1	7	13	0	0	21	11
12.	Camera/video shooting offline	0	0	0	0	0	10	3	0	20	1	0	0	0	0	21	11
13.	Twitter	0	4	0	0	1	12	1	5	11	0	0	0	0	0	11	13
14.	Playing games online	0	4	0	0	12	3	0	0	1	5	1	0	0	0	7	14
15.	Educational Video	0	0	0	0	3	22	1	0	6	0	0	0	0	0	6	15
16.	Video Calling	1	5	12	0	2	8	0	0	2	3	0	0	0	0	5	16
17.	Listening music online	0	0	0	1	0	2	8	4	4	0	1	0	0	0	5	16
18.	Watching videos online	0	0	1	0	5	1	1	1	4	0	1	0	0	0	5	16
19.	Instagram	5	3	0	0	5	2	0	0	3	0	1	0	0	0	4	19

20.	Different applications	13	1	0	0	7	7	0	0	4	0	0	0	0	0	4	19
21.	IMO	3	1	0	0	5	5	1	0	1	0	0	0	0	0	1	21

Interpretation-

From the above it is found that students are spending maximum time on daily basis on the calling, Email checks, messenger ,playing games offline and web browsing. Students are using various applications like facebook, whatsapp, LinkedIn on day to day basis whereas students are spending time on educational videos on weekly basis.

Table-1.6

How many times you changed handset (Specify)						Current Handset		
Sr.no	Brand of Smartphone	1	2	3	4	1	2	3
01	Samsung	13	5	2	1	15	1	0
02	Nokia	7	5	5	2	2	1	0
03	Sony Ericsson	3	0	0	1	2	0	0
04	Motorola	2	1	1	0	1	0	1
05	Micromax	0	3	1	0	4	1	0
06	Carbon	0	2	0	0	1	0	0
07	Blackberry	1	0	0	1	0	0	0
08	I-phone	0	0	1	0	2	0	0
09	Asus	0	0	0	0	0	0	0
10	Lenovo	0	0	1	0	4	0	0
11	Yureka	0	0	0	0	1	0	0
12	Xolo	0	0	0	0	0	1	0

Interpretation-

13 respondents have changed their Samsung handsets to take over new smartphone whereas 15 respondents currently using Samsung handset. It is found that from the above study Samsung, Lenovo and Micromax smartphones are the current choice of respondents. Only 1 respondent is currently using xolo smartphone.

Table-1.7

Amount spent on purchasing smartphone						Current Handset		
Sr.no		1	2	3	4	1	2	3
1	Upto 5000	5	4	0	0	1	1	0
2	5000-10000	10	6	6	3	16	2	1
3	10000-15000	7	2	1	3	7	2	0
4	15000-20000	2	1	1	0	3	0	0
5	20000-25000	2	1	1	0	2	0	0
6	25000 and above	0	2	1	0	2	0	0

Interpretation-

From the above study it can be interpreted that 16 respondents are spending money on the purchasing of smartphones in between the range of 5000-10000, followed by 7 respondents are purchasing smartphones in the range of 10000-15000.

Table-1.8

Source of Purchase						Current Mobile		
		1	2	3	4	1	2	3
1	Shop	22	11	7	4	22	4	1
2	Dealer	1	1	1	1	1	0	0
3	Online	2	2	1	0	10	1	0

Interpretatio

n- 22 respondents are purchasing smartphones from shop whereas only 10 respondents are showing interest to purchase smartphones by using online channel. While changing handset also maximum respondents have shown the tendency to purchase smartphones from shop.

Table-1.9

Money spent on smartphone on monthly basis					
Sr.No	Range	1	2	3	4
1	Upto 100	4	12	31	34
2	100-200	9	14	3	0
3	200-300	5	2	1	0
4	300-400	7	6	0	0
5	400 and above	11	0	0	0

Interpretation-

11 respondents are spending money on talktime in the range of 400 and above while 31 respondents are spending money on hardware in the range of upto 100. Maximum respondents are spending more money on talktime followed by internet and then hardware.

Conclusion-

- It is found that communication and knowledge enhancement are the main reasons behind the purchase of smartphones. Status quotient is the least preferred reason behind the purchase of smartphones.
- Android version, RAM and touch screen are highly preferred parameters whereas headset is the least preferred parameter respondents use at the time of purchasing smartphones.
- Students are spending their maximum time on calling, e-mail checks, web browsing followed by various applications like Facebook, WhatsApp etc.
- Maximum respondents are spending money in the range of 5000-10000 while purchasing mobile, students prefer to purchase smartphones from shop.
- Students spend maximum amount of money on talktime followed by internet. Very less students are spending money on hardware on a monthly basis.

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