Conclusions

1. Students in Marathwada region represent a new pool of consumer, and mobile service providers have to be keen to capture this growing market. This research revealed several observations on college-going students as mobile service users. The students are not that much familiar with the mobile applications available and also are not aware which applications are important to them. Secondly, as they majority of the students are dependent on their parents for financial support, they have limited spending available for some forms of mobile services and tend to be prepaid users. Their emphasis on the mobile applications is mainly for personal communication with the parents, emergencies, and entertainment. **Mobile services providers will have to attract students by offering more attractive prepay packages emphasizing talk time; music/games download and chat functions.** This group of consumers uses mobile phones to relate to friends and for personal enjoyment.

2. It has been observed that though the female category is expected to use mobile phone to a large extent, they are not doing so as compared to male counterpart. Hence more female students should be encouraged to use the mobile phones. This may help to develop their personalities by making them more confident. **It may thus be concluded. Those male students are interested and enthusiastic to use the mobile phones at various levels.**

3. The study also revealed the existence of a large number of respondents from the age group of 14 to 20 years in comparison to others. It is also found that the students in the age between 14 to 20 are more aware about the importance and usage of mobile phone. The students in-between the age of 25 to 30 years are found to be less interested in using mobiles. **This is naturally provides an opportunity to create awareness and interest in usage of mobile phones for their development from various angles of personality.**

4. The study indicates that almost ¾th of the total respondents under study are non-working and hence economically dependent. Only ¼th of the respondents belong to the working category; and they are largely compelled to work due to poor economical family background. **This leads to the conclusion that the behavior of**
college going students is largely influenced by their parents income and occupation.
5. As per the analysis it is noticed that 100% students are aware and using mobile phone which is very positive sign for the region and 3.16% are using more than one hand sets.
6. The study further reflects that the college going students in Marathwada have given preference to Nokia handsets and Samsung handsets over and above other brands This further indicates that the students give due consideration to brand features like quality, durability etc. Furthermore it is also observed that the age of the respondents does not influence upon their consideration for brand, quality, durability etc, It may thus be concluded that the college going respondents, irrespective of their age categories are equally aware and conscious about brand features while purchase of handsets.
7. The data revealed that no specific network was largely preferred by the respondents. Hence it is concluded that the effective and stable, chip strategies should be introduced either by government or private companies.
8. Almost 70% of respondents are found to be using mobiles within price rang of up to 5000; it means that the students being dependent segment have been able to restrict their expenses on purchase of mobiles. It was also found that the mature aged students were more controlled in their behavior than their counterparts.
9. It is observed that through prepaid plan one is able to maintain a limited and proper balance for a particular period of time. The study points that based on their economic condition and necessity to maintain contacts with parents, 94% students preferred using prepaid plan than postpaid plan. It can be thus concluded that prepaid plans are popular with in the college going students.
10. It was also found that 59% students prefer to recharge their phones on monthly basis and 29% maintain their balance through voucher as per there requirement. It is concluded that majority of the college going students tend to limit the use of paid services of the mobiles.
11. It is also found that most of the students i.e. 84.31% were spending less than Rs 500 per month and only 10% students spend in the range of Rs 500-700.
concluded that the students have learnt to keep their necessities, limited because of their economical conditions or dependent nature.

12. More than 95% students keep their monthly charges constant or slightly fluctuating which compliments the earlier conclusion that their mobile using was limited and restricted.

13. It is also observed that majority of the students got their mobile handsets from their parents where as very less percentage shows other options. It means that most of the students are dependent on their parents.

14. It was also observed that more than ½ of the respondents used mobiles as it was convenient and easy to communicate. This indicates that majority of college going students of the region under study are aware of the primary use of mobile but this also points at the fact that they are not that aware about the other equally useful features of mobiles. They still have to become smart users of mobiles.

15. Almost 75% of the respondents were found to be keeping their mobiles always on. This shows that the college going students prefer to be connected throughout with the outside world.

16. It was found that 2/5th of the respondents were selective in responding to mobile calls while a larger proportion 3/5 th reported to all calls. This also confirm the finding that the college going students are either not aware of facilities like block mode etc or do not tend to filter their usage of the mobiles. It may hence be concluded that the college going students need to be sensitized about smart use of mobiles.

17. Majority of respondents use mobile mainly to communicate with their parents and family members. Using mobile for internet surfing or chatting is less popular among the students of Marathwada. It may be stated that in Marathwada students are not interested in exploring their mobile handsets. They still look upon mobile as devices for communication alone.

18. Students have developed good speaking habits and do respect their own privacy along with others. However, they do not treat mobiles as devices for storing private
This indicates that though technology has been successful in reducing size it has failed to develop a feeling of security among its users.

19. In general mobile are looked upon not just device only for calling others but also featured with text messaging, picture messaging, downloading forwarding, STD calling, gaming etc. However, in Marathwada the students were observed to be very shy and hesitant in using their mobile for purposes other than calling. Surprisingly, many were not aware of these options and those aware respondents used it minimal side.

20. It was further observed that with increasing maturity, use of text messaging also increased. Similar trend was observed in case of picture messaging as well. It may be inferred that the mature students are more aware and interested in messaging & picture messaging. Thought overall percentage of students gaming on mobile is not promising, the younger students in the age group of 14-20 years showed higher inclination to gaming than their counterparts. It means that when students are given mobile to use in their teens, gaming is an important benefit that they enjoy from mobile. The use of mobile for news updates is made largely by mature respondents in age group of 25-30.

21. Any call being made within Maharashtra local calls now and beyond that it known as STD. This facility is also available with special recharge or any special pack of balance. It found that very less respondents were required to use this facility or they don’t have knowledge about this.

22. Talking loudly on mobile phone at public place has become a typical feature in India. This behavior is generally expected to bother others. The age group of 25-30 yrs are extremely expected to retain. Thus with age, college going students too look forward for decent & polished behaviors.

23. An interesting feature of mobile is its ability to be switched to silent or vibration mode. It is essential that mobile users should use mobiles on these modes. It is when at public places like classrooms, hospitals, offices etc. Substantial majority of respondents were found using the option of keeping their mobiles on silent/vibrate mode. Surprisingly it was observed that within mature students the tendency is less.
24. The modern generations students are well aware of hazards associate with mobile while driving. However, only 50% of students actually practice the remedy.

25. The study also points that more than $\frac{3}{5}$th of the respondents have knowledge of new mobile models available in the market.

26. Almost $\frac{1}{10}$th of the respondents do not think mobiles as a necessity of life. It can be concluded that there are students.

27. More than half of the respondents treat mobiles as a fashion symbol.

28. In fact, 55% of the respondents were of the opinion that mobiles can be used for lengthy conversation. It can be concluded that there are respondents who don’t know the actual uses.

29. More than 55% of the total respondents were in agreement with the statement that they should not talk on mobiles.

30. Majority of respondents were found to be well aware of the side effects associated with using mobiles, hence through the students under study area are not advanced in usage of mobiles they are aware of the harmful effects of using mobiles.