Chapter I

1.0 Introduction

Today, Mobile phones have become a basic necessity of almost everyone since it is very convenient. The biggest advantage of having a mobile phone is that you can communicate with your family and your friends no matter where you are. For instance, you can contact easily to your friends by calling or sending messages everywhere. This maybe the main reason why almost all people today choose to own a mobile phone. Moreover, you can relax with mobile phone’s applications, for example, play games, listen to music, or chat with your friends. These are the advantages of mobile phone usage and it is a world that can teach and enable one to learn more and more.

On the other hand, there are also disadvantages. According to some researches using mobile phone excessively can harm ones brain, particularly teenagers and children who are under 16 years age. If one uses mobile phone too much, he will get bad effects like becoming dizzy, blood-brain barrier, or hearing problems. In addition, when one uses mobile phones while driving there are possibility of meeting an accident. Moreover, the fact that radiations emitted from the phone are harmful for the eardrum and it has been proven by many scientists. In spite of all the harmful effects the society has not come out with proper education of mobile phones and also its harmful effects on student community.

College students use cell phones in class, despite knowing that it adversely affects their concentration and brings distractions of all kinds. Even though the majority of college students do not own a Smartphone, those who do are much more active using their phones in class and also make others to get one and use them. The peer influence is very high in this regard and parents are not in a position to handle this problem when it comes to the buying of mobile handsets. When we talk about education technology in higher education, we often refer to cell phones, tablets, laptops and other electronic devices that student community uses. Until now, it hasn’t been very easy to visualize exactly how college students actually use these gadgets. It is highly distracting for the teachers and diverts the teachers from teaching and explaining the lessons properly. The college students are not found to be mature enough to use their mobile phones constructively and properly. It has become a menace to young generations. Many students are getting
addicted to the use of mobile phones despite its harmful effects. The students’ study habits are lowering and the grades of marks are decreasing, back papers and failures are on the increase. This is an alarming situation not just for the parents or the teachers but for the nation as a whole.

Another disadvantage of using a mobile phone in college is the possibility of students indulging into malpractices during examinations. Most of the cell phones come with a calculator. The students might use it during the examination. Another way is that using the camera equipped cell phones the student might take a snapshot of the answer paper and send it to their friends. With easy net connectivity on the mobiles, the students are instigated to take online support during examinations. This has led the modern day education system face a realm of new problems. Some students might use cell phones which are costly. There is a chance of getting it stolen. There are instances where poor students who cannot afford to buy costly mobile phones steal from their friends and destroy them. It leads to bad habits and social problems. Some students use costly phones that leads to peer pressure and their friends are influenced to buy similar ones and it leads to unhealthy competitions.

It is a time to retrospect on these issues in depth.

The young people are considered as the future leaders, workers and citizens of this world. Yet, at this point in time, there are a record 75 million unemployed young people, and in developing countries, too many lack access to basic education and employment opportunities. There is an urgent need to find solutions that equip young people with the skills, knowledge and networks they need to achieve their ambitions. Hence this research studies to understand the actual usage of mobile phone and how mobile technology can help young people achieve their future aspirations with a focus on Marathwada region.

1.1 Mobile phones in India

In India, the first set of cellular licenses were awarded to the private sector in 1994, permitting the launching of mobile phones in the metropolitan cities of Delhi, Mumbai, Kolkata and Chennai, The second set of licenses were given out in 1995 to operate in the 19 telecommunication circles. (1)

When mobile services were introduced in the country, the whole country was divided into 23 circles, which were classified in Metros, A, B or C (2)
While Mumbai, which is in the Metro circle, was one of the first cities to have mobile services in the country. The lowering of costs, which encouraged price among the cellular operators, led to a massive boom in the mobile phone subscription levels. Additionally, the availability of cheap handsets and the launch of **Mobile Value-Added Services (MVAS)** have added to heavy adoption and use of mobile phones. In order to make up for low revenues due to the flexible cost-structure, mobile service providers launched a host of (MVAS) such as **Short Messaging Services (SMS)**, ringtones and wallpapers. The MVAS in India has been divided into three different categories – Entertainment **Value Added Services (VAS)**, Info VAS and m-Commerce VAS \(^{(3)}\)

The Entertainment VAS includes jokes, Bollywood ringtones, games, dating and chatting services. Info VAS includes services that provide useful information, for example, information about movie tickets and news. The mCommerce VAS services involved financial transaction using the mobile phone, for example, mobile payments (buying movie tickets using mobile phones). The (Mobile value added services.) MVAS usually use the short messaging services (SMS) or text messaging platform. The MVAS such as text messages, **Multi-Media Messages (MMS)**, Entertainment VAS and Info VAS are highly popular among young people and present another critical factor in the growth of mobile communications in India (Fraunholz & Unnithan, 2004). \(^{(4)}\)

In India, the mobile service providers mainly offer two types of technology: (1) **Global Satellite Management (GSM)** and (2) **Code Division Multiple Access (CDMA)**.

The companies offering GSM standard include Bharti Airtel and Vodafone, whereas those offering CDMA include BSNL, Tata and Reliance. One of the main differences in the two technologies is that GSM allows calls to be made to and received from anywhere, whereas CDMA allows limited mobility and restricts calls to specified locations. In India, the mobile phone companies provide both the postpaid or prepaid option. In the postpaid option, the consumer has to pay monthly bill of all the mobile services used. In the prepaid option, the consumer can buy services worth a certain amount in advance and can use them during the specified period. The pre-paid option is very common among young people, because it allows them to manage their mobile phone bills within a specified budget set by parents. \(^{(5)}\)
1.2 Marathwada Region

There are significant variations in attitudes and beliefs even among young students from the same background, so it is unsurprising that there is an even greater variety of perspectives and attitudes among young people across the Marathwada region so the region will be selected for the study. This research confirmed that many of the young people who took part in the study shared many key experiences and beliefs, shown through data collection, which suggest the potential mobile phone has to improve their life prospects? Marathwada is the region comprising the eight districts of (divisional Headquarters) Jalna, Aurangabad, Parbhani, Hingoli, Nanded, Latur, Osmanabad and Beed. Marathwada was once part of the erstwhile kingdom of the Nizam of Hyderabad. It accounts for 16.84% of the state's population and is home to nearly 30% of the state's Below Poverty Line families. Its per capita GDP is Rs 10,373 -- a good 40 per cent below the state's per capita GDP of Rs 17,029 -- and contributes just 8% of the state's industrial output. Its literacy rate is the lowest in the state (51.23%, Census 2001). All eight districts figure in the list of the 100 poorest districts in the country. 

1.3 Environment in Marathwada:

Perhaps, the most neglected region of Maharashtra. Lacks natural resources and is prone to drought. Nearly 32% of its 64,818 sq km area comes under the rain shadow region. Annual average rainfall is 750mm and drought is a permanent feature. Irrigation water, in real terms reaches not more than 50,000 acres of cultivable land. Getting supply of drinking water twice a week is a luxury. This year, the picture has been slightly better owing to a good monsoon. About 98% of agriculture is dry land farming and cotton is the major crop. But the inherent susceptibility of cotton crop to pest and the vagaries of nature make its cultivation a risky affair, resulting in many a farmer falling prey to debt. Suicide among farmers is on the rise.

1.4 Main Resources

Cotton farming is carried in the region for about seven months in a year. Thus, projects under the state-run Employment Guarantee Scheme (EGS) overflow with unemployed educated youth as well as school going children for nearly five months of the year when farm work comes to a grinding halt.
1.5 Objectives of the Study

1. To study students attitude towards mobiles usage.
2. To examine the way, young people relate to cellular/mobile phone (functions of mobile phone)
3. To find out the different brands of mobile which influence teenagers to purchase?
4. To investigate students/teenagers awareness towards recent launcher of mobile handset in the market.
5. To study the factors which dominate the purchase of mobile phones?
   To access the level of knowledge of teenagers about the medical side effects and privacy conditions of the mobile phone usage

1.6 Hypothesis:

1. It is believed that use of mobile phones is by the teenagers is not need based but is used as a fashion.
2. It is believed that while purchasing the mobile phones teenagers do not give importance to price, quality, durability, etc.

1.7 Significance of the Study

The popularity of cell phones among young people is not unique to India, even in Maharashtra and Marathwada but it is a worldwide phenomenon. The formation of a global youth culture around mobile phones is an emerging topic of academic interest and research. Several studies have been conducted on the use of mobile phones among young people in different countries across the world such as Japan, Norway, Finland, USA, and Britain. This study adds to the growing body of research by providing empirical information about the use of mobile phones by young people in India.

Academic research on mobile phone usage among young people in different countries has looked at various issues such as their use as fashion items, for communication with friends and family, to access news and their use for personal entertainment. However, in India the studies have only looked at few of these issues such as their use for supporting romantic relationships.\(^{(8)}\)

This study provides information about the variety of mobile phone uses by young people in Marathwada region (India) such as their use for communication, personal entertainment and news. In addition, it also informs about their use for age-related needs.
such as expressing individuality, negotiating independence from parents and maintaining friendships. From the theoretical point of view, this study contributes to the academic literature by providing evidence for the theories used in this study. By applying the uses and gratifications perspective, this study shows that college going students use cell phones for personal communication, information and entertainment needs and age-related needs such as maintaining privacy, expressing individuality, negotiating independence from parents and maintaining friendships. Through the application of social-cognitive domain theory, this study provides evidence that young adults use all three forms of personal, social and moral reasoning in their use of mobile phones.\(^{(9)}\)

1.8 **Research Methodology and Data Analysis**

The study uses both primary and secondary data sources.

The primary data was collected from a sample comprising of 1000 students studying in various colleges and universities across the eight districts of Marathwada. A structured questionnaire was designed and administered to college-going young adults in the age range of 14 to 30 years. They are from arts commerce & science faculties, ITI and Management courses also of the total 1000 sample respondents to whom the questionnaire was administered, 82 were rejected for incomplete responses. The sample includes 650 males and 268 females.

The data collected was fed to the computer using the excel software. The analysis was done as under:-

1) Single Factor Analysis
2) Cross Factor Analysis
3) Hypothesis Testing using chi-square test

Secondary data was collected from books, journals, magazines, newspapers and authentic websites.

1.9 **Sample Selection.**

The participants were selected using multi stage simple random sampling method. The whole Marathwada region was classified into eight districts. Then the list of colleges and professional institutes in these eight districts was referred to. The colleges were selected on the basis of availability of access therein. With the general permission of the college administration the survey was conducted. An announcement was made in the classrooms.
about the study directing those students in the age range of 14 – 30 years who were interested in the survey to gather in the auditorium during lunch hour. The survey was conducted during lunch hours and off lectures so that participants’ regular schedule was not disturbed.

Once the students assembled in the campus at their offs and intervals they were briefed about the survey. Before filling out the surveys, the participants were asked to fill the printed questionnaire form. It took approximately 10 – 15 minutes for the participants to fill out the survey forms. The same procedure was used in all the educational institutions. Along with the questionnaires, relevant information was also collected at the time of open conversations and interviews about the usages.

1.10 Questionnaire

The questionnaire designed for the survey had a total of 42 questions. The questions were a blend of both closed and open ended questions. It collected demographic information like age, gender and education level. Then the survey moved on to collect usage and behavioral characteristics such as, individual use or shared use phone, and time of use. Respondents were also asked to rank their predominant usage of the phone. Information related with etiquette issues and the perception of talking on the phone in public places was also collected. The study did not incorporate any follow-up procedure after administering the questionnaire. Estimated time required to fill out the study questionnaire was around 10-15 minutes.

1.11 Scope & Limitations of the Study

The results of this study can be compared with similar analyses conducted in other regions to show similarities and differences in the use of mobile phones by young people, this study does not provide any cross-country comparisons.

Similarly, the results of this study do not provide an account of mobile phone usage by young people across India. But in Marathwada region only which are under developed area. There are many cultural variations that exist within even in Marathwada and therefore, there may be regional variations in the cell phone usage by young people. Additionally, the results of this study may also not be applicable five years from now because advancement of technology, changes in government policy, and industry practices regarding mobile phones such as promotion and advertising of mobile phones,
provision and cost of mobile services may change which may have an impact on the use of mobile phones by young people. Further, since this study examines the use of mobile phones among 14-30 years, the results of this study may not be applicable to other age-groups.

1.12 Chapter Scheme

1. Introduction
2. Literature Review
3. The growth of mobile phone in India
4. The uses of mobile phones by college going students.
5. The data classification and analysis
6. Conclusions/Results/Findings.
7. Recommendations and Suggestions.
8. References & Bibliography
Reference

1. **GSMA mLearning** Shaping the Future – Realising the potential of informal learning Through mobile.


