



A STUDY ON SMART PHONE USAGE AMONG YOUNGSTERS AT AGE GROUP (15 -29)

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ABSTRACT

Background:

Smart phone have now become an essential part of life. It provides many services like internet, whatsapp, etc but sometimes it affect your life when it is used wrongly. The objective of this study was to explore factors which affect most and how smart phone usage differs between genders.

Methods:

A total of 50 respondents were selected to survey regarding the usage of smart phone. A Simple random technique was used. A set of questionnaire was used to collect data. The collected data were analysed with the help of various tools and techniques.

Outcomes:

In the present study, the more number of respondents using their smart phone helps improve the knowledge but it also having some factors which affecting most of youngsters such that using their smart phone frequently, spend too much of money for recharges and having less interact with people due to over usage of smart phone it reflects adverse effect on relationship. Majority of youngsters having health problem because of using their smart phone at middle of night which interrupt their sleep. It also concludes that females are frequently using their smart phone when compared to males.

Key words:

Smart phone usage, frequently usage, gender, factors, time wastage.

INTRODUCTION:

India has become the second biggest Smartphone market in terms of active unique Smartphone users, crossing 220 million users, it surpassing the US market, according to report of counterpoint research. A Smartphone is a mobile phone which combines various features of personal computers with an advanced operating system. In April 2014, Samsung produced the first Smartphone that Samsung Z1 runs Tizen; it was released in India market on January 14, 2015. Smartphone give as ability to connect with our relatives, to news and to websites with just tap a touch screen. Smartphone become crucial part of everyday life. Smartphone provides many benefits for users as well as rapidly provides detriment. The researcher inspires the growth of Smartphone users to investigate the Smartphone over usage among youngsters at age group between 15 to 29.

OBJECTIVES:

The present study attempted to achieve following objectives:

1. To explore the key factors affecting the youngsters for over usage of smart phone
2. To find out how the smart phone usage helps to improve the knowledge.
3. To analyse and compare gender difference between frequent smart Phone usage of male and female respondents.

SCOPE OF THE STUDY:

Smartphone's have made mobile connectivity so accessible that today's young generations are abusing their smart phone .The main objectives of this study are to examine the smart phone over usage among the youngsters at age group (15to 29).The field of study brings some interesting finds such factors that affect smart phone users.

LITERATURE REVIEW:

Muhammad Sarwar and Tariq Rahim (2013) studied the impact of Smartphone's on society. This study is to investigate how Smartphone are impacting the society and also how Smartphone are going to transform the cultural, social life, technology and other diverse. This study also cover positive and negative impacts of Smartphone place where business, education, health, psychology and social life. This paper shows results that understand positive and negative impacts of Smartphone it's important to educate users on how to use Smartphone's smartly.

Munasinge P.G (2016) examined the factors influencing the smart phone addiction among students of north central province in Sri Lanka. These study frame the questionnaire is prepared based on the usefulness, loneliness, family income level, gender and addiction to Smartphone. Further, results also confirmed that highest effects of addiction to the Smartphone are the construct of loneliness. When children are trained to think rationally from their childhood, it would reduce the addiction to Smartphone.

Won-Jun Lee and Seungjae Shin (2016) explored the study about Smartphone addiction driver's effect on work performance in comparative between the U.S and Korea. This study focus on four factors such as ease of use, emotional lift, preference of social interaction and flow, are used for drivers and neglect of work is used as a proxy of addiction result. In this paper the questionnaires are submitted to college students in the U.S and Korea by using internet survey site. The sample size was 543. In the result there is significant relationship between Smartphone use neglect of work in both countries.

Krithika and Vasantha (2013) examined about some problems and threats from irresponsible use of mobile phone among teens and young adults. This study carried the questionnaire survey method. The research conducted on higher secondary students and college students in Chennai. The random sampling was sample size as 201 students. The result of the study identifies the characteristics of those teens and young adult at risk of developing an over involvement with their cell phone.

Joel Billieux, Martial vander linden and Lucien Rochat (2008) studied about the role of impulsivity in actual and problematic use of the mobile phone. To investigated risk arise from the growth of mobile phone use. They use the problematic mobile phone use questionnaire (PMPUQ) and using impulsive behaviour scale (UPPS) i.e., urgency, lack of premeditation, lack of perseverance and sensation seeking). The PMPUQ measured four dimensions of problematic use. These were: prohibited use, dangerous use, dependence, financial problems. The results showed that each kind of impulse played a specific role in mobile use; urgency has to be the strongest predictor of problematic use.

Archana T.Bhise and Archana A.Ghatule(2014) studied mobile addiction among students. This paper also studied relationship of mobile addiction with gender and education. They did survey of 672 students. The data were grouped according to different demographic factors such as education level, age and gender. This paper concluded the percentage of mobile addiction is more than 75% among students. It is independent of gender but dependent of education.

HYPOTHESIS DEVELOPMENT:

H₀:

There is no relationship between smart phone usage and knowledge improvement.

H₁:

There is relationship between smart phone usage and knowledge improvement.

RESEARCH METHODOLOGY:

This research is about usage of smart phone among youngsters and how youth make use of it.

Source of data:

Primary data were collected from the youngsters by used questionnaires.

Secondary data were collected from journals and websites.

Research design:

Descriptive research design has been used for the study.

Sampling techniques:

The simple random techniques were used in selecting the samples.

Sample size and Data collection:

From the total population of age group between 15 to 29, 50 respondents are chosen as sample size for the study and the data is collected through a structured questionnaires.

All the questions relating to the research variables are set in five point Likert scale. And ratings were given to each point such as 5-strongly agree, 4-agree, 3- neutral, 2-dis agree and 1- strongly disagree.

Tools and Techniques:

1. Reliability analysis
2. ANOVA analysis
3. Mean and standard deviation
4. Regression analysis

DATA ANALYSIS

TABLE: 1Demographic details of respondents

variable	Respondents	% of respondents	Total
gender	Male	44	22
	Female	56	28

From the above table.1 shows the demographical details of this study. Out of 50 respondents 44% were male and 56% were female while the majority of respondents were female. As this study aim to explore the factors affecting smart phone usage among youngsters.

Reliability analysis:

The studies related with over usage of smart phone were categorized into four domains: spend more money, time wastage, adverse effect on relationship and health problem. Five questions were made per each domain, totalling 20 questions. The respondents were asked to select items on the 5-point Likert scale. Its validity and reliability verified to be used with age group (15-29).Cronbach's alpha value in this research was 0.8

Mean and standard deviation:

Table: 2 showing descriptive analysis of frequently smart phone usage.

UNIT	MALE	FEMALE	TOTAL
Mean	4.4	5.6	10
Standard deviation	3.91	4.92	8.60

Table 2 revealed that mean score of total number of respondents is 10 with standard deviation of 8.60 where male respondent having mean of 4.4 and standard deviation of 3.91 and female respondents having mean of 5.6 and standard deviation of 4.92. When comparing mean and standard deviation between the male and female respondents. The mean of female respondents was slightly greater than the mean of male respondents.

ANOVA analysis:

Table: 3

Source of variance	Ss	df	MS	F
Between sample	1002.8	4	250.7	4.35
Within sample	921.2	16	57.57	
total	1924	24		

P value =0.01

From the above revealed, 5% level of significance is 4.35 so, the calculated value > table value and calculated value comes in rejection region of H_0 . Thus H_0 is rejected and H_1 is accepted at 5% level of significance. And the P-value has $0.01 < 0.05$, it is highly significant. So, it can be concluded that there is relationship between smart phone usage and knowledge improvement.

Regression analysis:

Regression was used to identify the factors that affecting the over usage of their smart phone. In this the researcher analyse the four factors that affect mostly among youngsters such as spending too much of money for smart phone, adverse effect on relationship, time wastage and having health problem due to over use of smart phone. Dependent variables was considered as smart phone usage and the independent variables are factors which influencing youngsters.

The regression results are shown below Table: 4

variables	coefficient	Std.error	P
Spent money	-0.111	0.135	0.41
Adverse effect on relationship	-0.375	0.136	0.01
Time waste			
Health problem	-0.061	0.127	0.62
	0.286	0.127	0.02

$R^2=0.234$ $F=3.446$ $\text{sig.f}=0.01$ $\text{Constant}=3.877$

The above table 4 shows $R^2=0.23$, significant value of p is 0.015 and it is statistically significant 23.4% this study reveals the time wastes are more regressive from above table: 4

CONCLUSION:

As of today smart phone become necessary for youngsters and it is un avoidable. Initially it was used for fruitful purpose. Later youngsters were addicted. Because of that addiction they waste their time, spending too much money and adverse effect on relationship. Based on my analysis the main problem is wastage of time. Use of smartphone usage improved the knowledge of youngsters. On comparing the gender of both male and female regarding smart phone usage females were the frequent users of smart phone.

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