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A Study On Usage of Smartphones Among College Students

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Abstract

A Smartphone is cellular device that integrate the computer and its features which is not originally associated with telephone operating system such as Internet connection, mobilebrowser, ability to sync more than one email account to a device, Embedded memory, A hardware or software-based QWERTY keyboard, support for third party applications, Touch screen operation, Wi-Fi, A digital camera, Gaming, GPS and Wireless synchronization with other devices, such as laptop or desktop computers etc. Consumer preferences are subject to their individual tastes and preferences by shifting from traditional handsets to new smart phones across multiple brands by the college students.

keywords:Embedded memory, Digital camera, Wireless synchronization, Preferences of smartphones, privacy of data.

Introduction

Consumer preferences are subject to their individual tastes and preferences by shifting from traditional handsets to new smart phones across multiple brands, price, model, application, user handy, smart operating system, social influence, numerous features, durability and processing speed. A Smartphone is cellular device that integrate the computer and its features which is not originally associated with telephone operating system such as Internet connection. Mobile browser, ability to sync more than one email account to a device, Embedded memory, A hardware or software-based QWERTY keyboard, support for third party applications, Touch screen operation, Wi-Fi, A digital camera, Gaming, GPS and Wireless synchronization with other devices, such as laptop or desktop computers etc.,

Objectives of The Study

To find out the relative purpose of smartphone usage among college students. To project the digital support yielded by smartphone during pandemic. Research methodology the process of data collection was based on both primary data and secondary data. The primary data collection contains a questionnaire. The sample size was 235. The collected data was presented in the form of tables and charts. Statistical tools like chi-square and the freedmen test were used to test the hypotheses of the study hypotheses of the study there is no association between the gender and customer preference in regard to the smartphone. There is no significant difference between the mean ranks towards the usage of smart phones among respondents.

Review of Literature

M.raghupathi, g. prabu(2015) have studied the customer satisfaction towards smart phone users among college students for the usage of web page, downloading apps etc., this study focused on features of mobile and its access and restricted to the Salem district and concentrated only on the arts and science college. Vipambansal and bindubansal (2013) have focused on the customer satisfaction of mobile phone service users operating in malwapunjab it traces the reason for purchasing mobile phones and usages of mobile phone applications. This study revealed that sums is the most widely used valued added service. The results revealed that most of the respondents were satisfied with their current service provider showing maximum willingness for shifting to airtel. Dr. T. N. R. Kavitha and Mr. R. Mohanasundaram (2014) entitled a study on customer satisfaction towards samsung mobile phone in erode city. This research paper was carried out with an objective to determine consumer preference and satisfaction and concentrated on one particular mobile phone brand called samsung and its price, quality, colour, and satisfaction level.

Benefits/Preference of Smartphone

Smartphone technology is so successful among students, individuals, businesses and employees; it becomes a sixth finger for regular routine work. It helps natively provide directions through GPS, Usage of applications, play music, take video and pictures which make good use of this technology.

Analysis and Data Interpretation

S.NO	Demographic Factors	Particulars	Frequency	Total
1	Gender	Male	110	235
		Female	125	
2	Age	Less than 20 years	180	235
		Above 20 years	55	
3	Educational Status	UG	215	235
		PG	20	
4	Marital Status	Unmarried	221	235
		Married	14	
5	Preference of Smartphone	Samsung	84	235
		VIVO	45	
		Redmi	66	
		Others	40	
6	Extent of Smartphone usage during Pandemic	100%	91	235
		75%	104	
		50%	36	
		25%	6	

Source: Primary Data

The above table 4.1.1 shows the demographic factors. Demographic factors included gender, age, educational status, marital status and Preference of Smartphone among the respondents.

TABLE 2. Distribution of Level of acceptance of using smart phone among respondents

Particulars	Level of Acceptance					Total
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Privacy of Data	4	7	61	111	52	235
Security in using the Application	3	8	58	104	62	235
Relative ease in executing the task	5	14	60	113	43	235
Convenience in usage	5	6	46	101	77	235

Source: Primary Data

The above table depicts the Level of acceptance of using smart phones among respondents. Most of the respondents disagreed with the privacy of data, Security in using applications because of dissatisfaction in the settings used in smart phones.

Testing of Hypotheses

Customer preference in regard to the smartphone null hypothesis: there is no association between the gender and customer preference in regard to the smartphone.

TABLE 3.Chi- square test for association between Gender and customer preference in regard to the Android Phone.

Gender	Preference of Android Phone				Total	Chi-square value	P value
	Samsung	VIVO	Redmi	Others			
Male	50	20	20	20	110	60.21	0.000**
Female	34	25	46	20	125		
Total	84	45	66	40	235		

Source: Computed Data

NOTE: ** denotes significant at 1 % Level Since p value is less than 0.01, the null hypothesis is rejected at 1% level of significance. Hence it is concluded that there is an association between the gender and customer preference in regard to the smartphone. It is found that samsung is preferred by the majority of the male respondents and Redmi is preferred by the female respondents. On the whole, samsung is much preferred among the respondents ranking towards the usage of android phone among respondents null hypothesis: there is no significant difference between the mean ranks towards the usage of smart phones among respondents.

TABLE 4.Friedmen test of Android phone among respondents

Reasons For The Usage Of Android Phone	Mean Rank	Chi-square Value	P Value
Youtube	8.07	51.34	0.000**
Online Classes	7.89		
What'sApp	7.95		
Instagram	7.86		
Contacts	7.82		
Camera	7.77		
Scanning the Document	7.54		
Other Application	7.51		
Mail	7.44		
Movie	7.4		
Usage of MS- Office	7.28		
SnapChat	7.11		
Games	7.03		
Facebook	6.33		

Source: Computed Data

NOTE: ** denotes significant at 1 % Level Since P value is less than 1% significance level, it is proved that there is an association between the statements in regard to the ranking level among the respondents. Based on mean rank it is inferred that maximum usage was for YouTube and online classes and minimum usage was for games and face book among the respondents. Reasons for usage depended on the demographic factors of the study.

Conclusion of the Study

This study concluded that during the pandemic period more than 75% of the students have used smartphones for online classes rather than laptop. The study results show that samsung is preferred by the majority of the male respondents and Redmi is preferred by the female respondents. On the whole, samsung is much preferred among the respondents but most of the respondents disagreed with the privacy of data, security in using applications because of dissatisfaction in the settings used in

smart phones. Suggestion of the study samsung can reduce the price in order to gain more customers and to beat their competitors they can increase the battery backup and improve the after sale service to retain their customers. Others smart phones can follow the application as like as samsung and Redmi.

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