A Study on Emerging Mobile Phone Usage Among Youngsters

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Abstract - In world mobile is unavoidable one gadgets. In the aim of the paper is anxiety and addiction of mobile phone, youngsters are mostly engaging with mobile phone. In the detail of study most probably low income people only shows the high level of usage of mobile. Respondents says mobile phone usages only for safety and sharing information with others. Development of mobile phone is major role playing among the youngsters. Interference of mobile phone in person life is major cause of the damage in youngster's life. It occupies plenty of times for chatting and spending with mobile phone. This study is based on mobile phone addiction and anxiety among the youngsters.

Keywords: Mobile Phone, anxiety, addiction, youngster's, Physiological needs, basic needs.

I.   INTRODUCTION

Mobile Phone usage is indispensable in today world. Especially youngsters has addicted towards the usage of mobile phones. On the other hand another potential obstacles to smart phone adoption is perceived utility. Others studies shows that youngsters are using mobile phone purpose is very limited, such as attending or making calls, texting messages and social media. Mobile phone is playing a vital role in the world. Most of the respondents using mobile phone for personal information management, idea sharing and online usages only. The factors like usages of phone sharing information and booking online tickets. The present study intended for enhancing phone dominating the world.

The methodology followed for conducting the study includes the specification of research design, sample design, questionnaire design, data collection and statistical tools used for analyzing the collected data.

Scope of the Study:

This study is aim to address establish of mobile phone anxiety and dependence. Communication organisation, credibility of competition of mobile communication industry analysis how to retain the valuable customers even in a critical factor for communication business owners. This is how mobile phone anxiety could help the business owner to keep or increase customer.

Objectives of the Study:

1. To study the youngsters addiction toward usage of mobile phone.
2. To examine the essential factors affecting using mobile phones.
3. To know the higher usage of mobile phone is lead to anxiety.

II.   RESEARCH METHODOLOGY

The research design used for this study is of the descriptive type. Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual or a group. The sample size consisting of 75 respondents from business school were selected for the study. The respondents have been selected from various business schools at Tiruchirappalli. Since it is difficult to contact the entire population, sampling technique was adopted. The researchers were interviewed using stratified simple random techniques. Questionnaire was designed in consultation with the business school students in such a manner that it would facilitate the respondents to reveal maximum information. The primary data was collected by using questionnaires. The questionnaire including gender, age, under graduation, monthly income and area. A five point scale was used such as highly dissatisfied, dissatisfied, neutral, satisfied and highly satisfied. The collected data were analyzed by using following techniques: Percentage analysis, Frequency table.

III.   REVIEW OF LITERATURE

Mobile phone use linked to anxiety

Addicted to the mobile phones are lead to suffering self-esteem and anxiety problems connected to mind oriented decease, substance abuse of mobile phone usage gradually increased among Australians, a research says.

Brisbane-based consumer behaviour researcher Diana James said with Australia owning a collective 19 million mobiles, they had become a "huge part" of people's social lives.

So much so, excessive mobile users were experiencing personal problems ranging from agitation if forced to turn them off, to low self-esteem if they didn't receive calls or texts, she said.

"High level of usage of mobile phones will lead to many problems, it is also called substance abuse," said Ms James, from the Queensland University of Technology's School of Advertising, Marketing and Public Relations.

Because of this they can provide immediate pleasure. "People will get addiction in mobile phones like alcohol, smoking or junk food, if people use mobile phones frequently"

"Without their phone, people feel like they are outdated or out of the world."

Preliminary research among 80 Queensland residents from different backgrounds aged between 17 and 52 had found some were obsessed with their phones, becoming on edge if parted from them, she said.

"Some people are getting anxiety and feel dignity problems, when they didn't get any calls or text messages, this may be a symptoms of suffered." Ms James said.

"In recent studies many people using mobile phone and night chat and go to bed very late, it leads to sleep deprivation and some serious strain injury, they feels restless next day at workplace."

She said while she conducted focus groups comprising university students, some "panicked" when asked to turn their phone off during discussion.

"They were afraid - they were quite agitated and were relieved when the session was over and they could turn their phone back on and check for messages," Ms James said.

"This isn't something just experienced by these students because I've looked at other pieces of research, international and national, that are evidence this is an extensive and growing area for investigation."

They feel not satisfied when mobile phone is away from them, it caution of addiction included irrational, Ms James said[i]

Factors Affecting College Student's Mobile Phone Dependence and Anxiety

The present focus of this study is to scrutiny the factors affecting the smart phone addiction. We have scrutinized the significant factors among usage percentage of mobile phone, habit and addiction on the mobile phone communication. The practical experience of findings suggest that usage of mobile phone habit, anxiety and communication have a causal relationship among them. Notably, the higher the usage rate is, the more the habit becomes. Mobile phone using percentage and habit have a valuable impact on addiction, respectively.

Students having mobile phone problems in education platform especially school days. For example, usage rate, psychological factors are all the favorable factors affecting student's mobile communication anxiety. Thus, the psychological counselor can take good awareness of usage of mobile phones and precautions program to reduce student's communication anxiety and suggestion and lead the students correctly when using the mobile phone. The strategies are family, school and society creating better scenario to aid's student's better environment and control mobile phone usage attitude. For academic research, small deviation applied dependence and habit in mobile phone communication anxiety. This study have implement these factors to expand the research scope[ii].

Cultural Factors in a Mobile Phone Adoption and Usage Model

The influence of mobile phone is adoption and new technical advancement of gadgets. This paper is a model that clearly added social influence in representing the factors that influence mobile phone adoption and usage. This model bind the influence of mediating factors (personal, demographic details and socio-economic status) and determining factors on behavioral intention and actual mobile phone usage. The findings suggest that mobile phone use have a unique set of cultural dimensions not require corresponding to those global variables proposed by other researchers[iii].

The Impact of the Mobile Phone on Young People's Social Life

Youngsters are affected by using mobile phone in social life is truly networked. It also affected the evolving the relationship within their personal life, especially by the emerging power of mobile phone gives to teenagers in regard to curfews and safety issues. Schools and educations reports that school / college students' usage of mobile phone distracting the teaching and deviating the attention in the class, notably resulting is not positive outcomes. However, the impact of the mobile phone is reason for many problems in the future to the school and college students[iv].

IV.   DATA ANALYSIS AND INTERPREDATION (OR) INFRENCE

TABLE – 4.1 GENDER WISE CLASSIFICATION OF RESPONDENTS

	Frequency	Percent
Male	29	38.7
Female	46	61.3
Total	75	100.0

Source: Field Data

It is understood from the TABLE – 4.1 that, 38.7% of the respondents are with the gender category male and remaining 61.3% of the respondents are with the gender category female.

It is ascertained that the majority 61% of the respondent's gender category are Female.

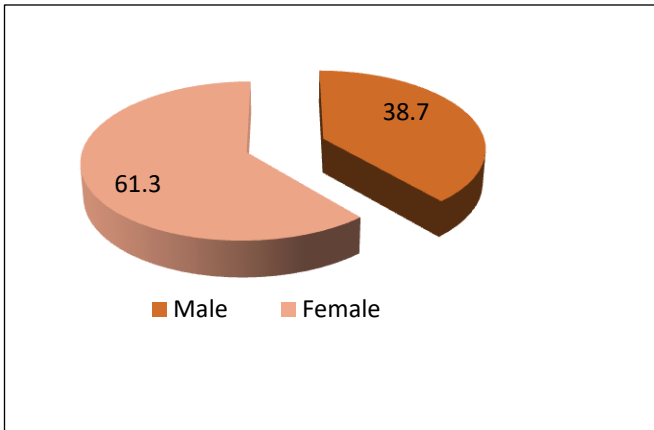**FIGURE – 4.1 GENDER WISE CLASSIFICATION OF RESPONDENTS**

TABLE – 4.2 AGE WISE CLASSIFICATION OF RESPONDENTS

Age	Frequency	Percent
20	16	21.3
21	40	53.3
22	15	20.0
23	4	5.3
Total	75	100.0

Source: Field Data

The table 4.2 indicates that the 20 age, 21.3% of the respondents and 21 age is 53.3% of the respondents, 22 age is 20% of the respondents, 23 age is 5.3% of the respondents.

Majority of the respondents in the age of 21 is 53.3%.
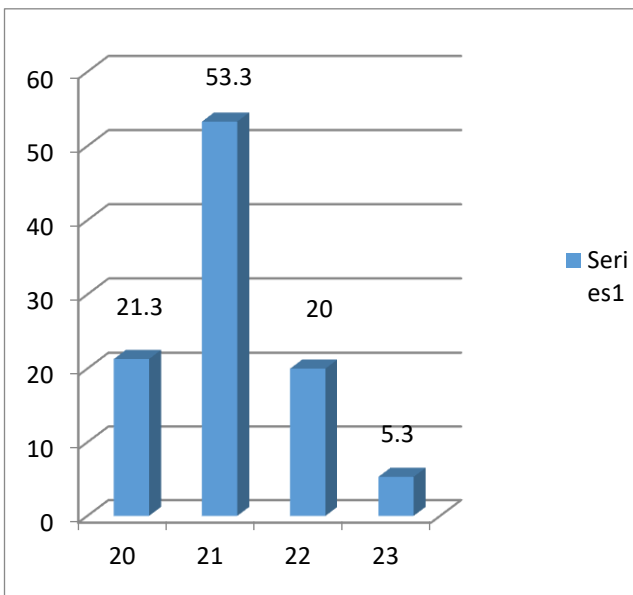
FIGURE – 4.2 AGE WISE CLASSIFICATION OF RESPONDENTS

TABLE – 4.3 CLASSIFICATION OF RESPONDENTS ON THE BASIC OF UNDER GRADUATION

	Frequency	Percent
Arts	62	82.7
Science	11	14.7
Engineering	2	2.7
Total	75	100.0

Source: Field Data

From the above table 4.3 shows the Education of Undergraduate (UG) 82.7% of the respondents are Arts, 14.7% of the respondents are Science, and 2.7% of the respondents are engineering.

Majority 82.7% of the respondents are arts in Undergraduate.

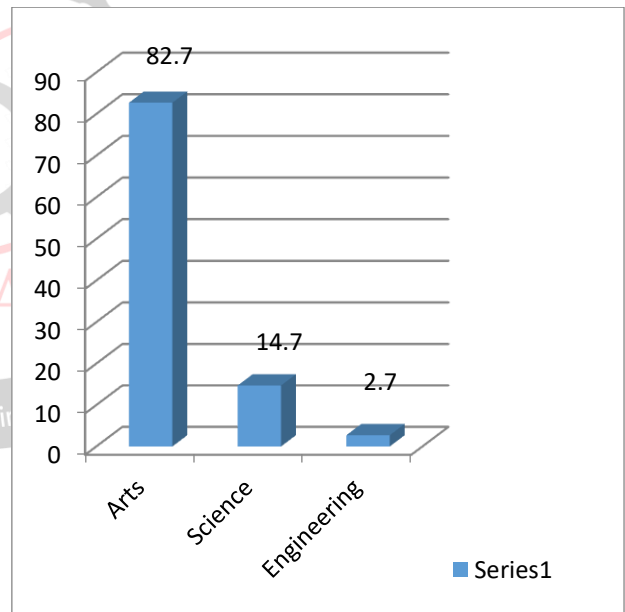**FIGURE – 4.3 CLASSIFICATION OF RESPONDENTS ON THE BASIC OF UNDER GRADUATION**

TABLE – 4.4 CLASSIFICATION OF RESPONDENTS ON THE BASIC OF AREA

	Frequency	Percent
Rural	50	66.7
Urban	25	33.3
Total	75	100.0

Source: Field Data

The table 4.4 states that 66.7% of the respondents are rural area, 33.3% of the respondents are urban area.

Majority 66.7% of the respondents are rural area.

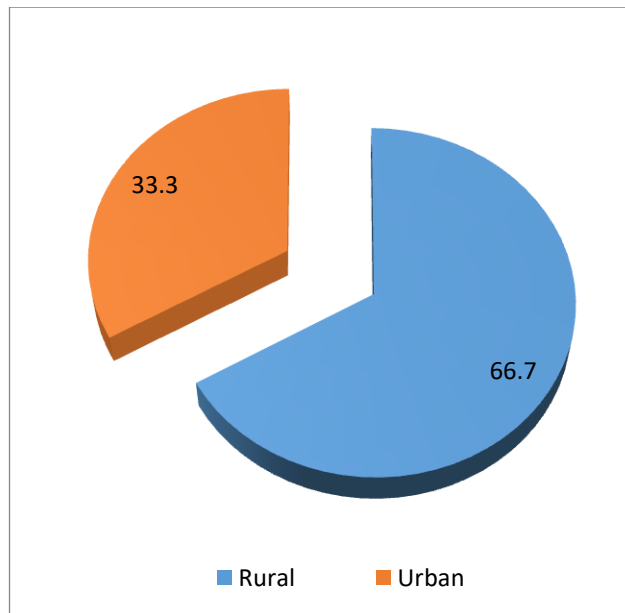**FIGURE – 4.4 CLASSIFICATION OF RESPONDENTS ON THE BASIC OF AREA**

TABLE – 4.5 CLASSIFICATION OF RESPONDENTS ON THE BASIC OF FAMILY INCOME PER MONTH

	Frequency	Percent
Below 8000	15	20.0
8001-12000	15	20.0
12001-16000	16	21.3
16001-20000	10	13.3
Above 20000	19	25.3
Total	75	100.0

Source: Field Data

From the above table 4.5 shows 20% of the respondents are family income of per month of below 8000, 20% of the respondents are in the group of 8001-12000. 21.3% of the respondents are in the group of 12001-16000. 13.3% of the respondents are in the group of 16001-20000. 25.3% of the respondents are in the group of above 20000.

Majority 25.3% of the respondents are in above 20000 Family Income per month.

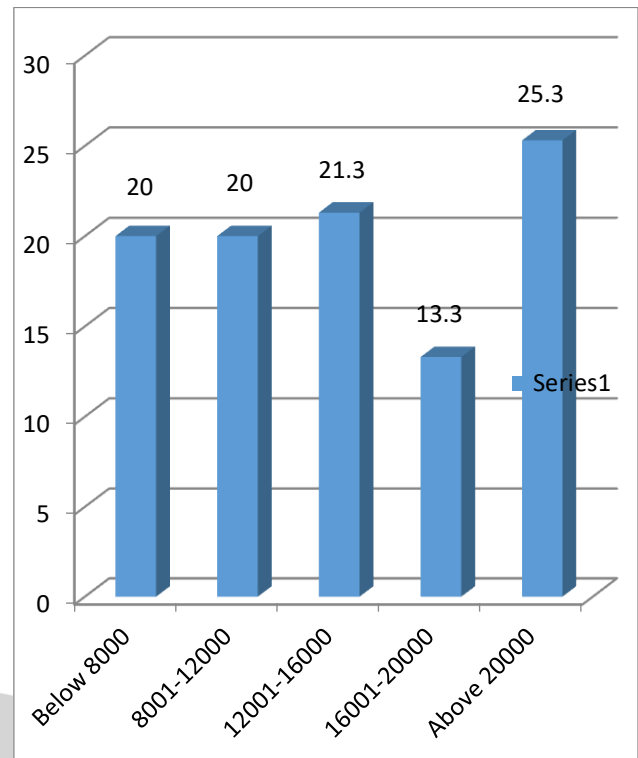**FIGURE – 4.5 CLASSIFICATION OF RESPONDENTS ON THE BASIC OF FAMILY INCOME PER MONTH**

TABLE – 4.6 CLASSIFICATION OF RESPONDENTS ON THE BASIC OF PERSONAL INFORMATION MANAGEMENT

	Frequency	Percent
Strongly Disagree	1	1.3
Disagree	2	2.7
Neutral	15	20.0
Agree	37	49.3
Strongly Agree	20	26.7
Total	75	100.0

Source: Field Data

From the above table 4.6 show that 1.3% of the respondents are strongly disagree for that using cell phone for personal information management, 2.7% of the respondents are disagree for that personal information management, 20% of the respondents are neutral for that personal information management, 49.3% of the respondents are agree for that personal information management, 26.7% of the respondents are strongly agree for that personal information management.

Majority 49.3% of the respondents are Agree for that personal information management.

FIGURE – 4.6 CLASSIFICATION OF RESPONDENTS ON THE BASIC OF PERSONAL INFORMATION MANAGEMENT
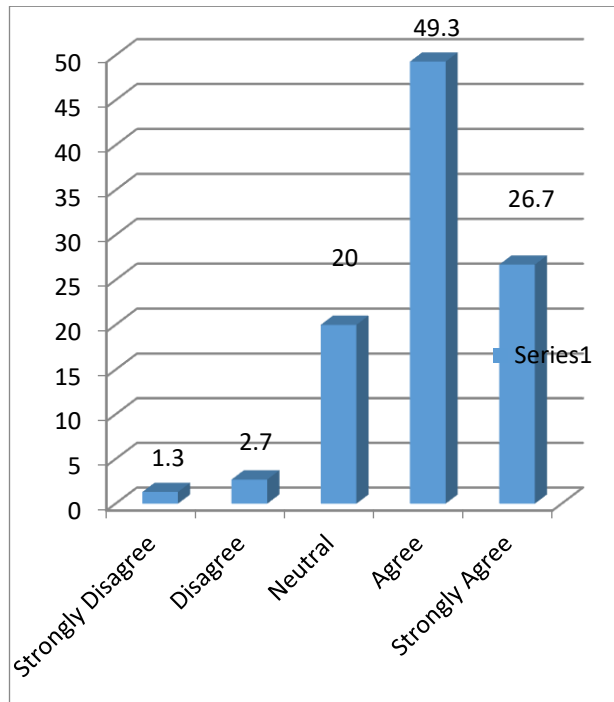

FIGURE – 4.7 CLASSIFICATION OF RESPONDENTS ON THE BASIC OF CELL PHONE FOR SAFETY
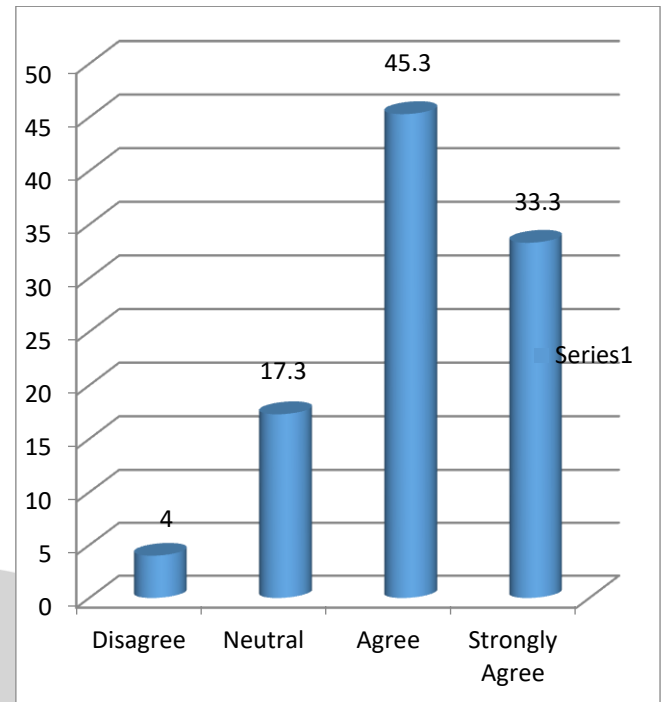

TABLE – 4.7 CLASSIFICATION OF RESPONDENTS ON THE BASIC OF CELL PHONE FOR SAFETY

	Frequency	Percent
Disagree	3	4.0
Neutral	13	17.3
Agree	34	45.3
Strongly Agree	25	33.3
Total	75	100.0

Source: Field Data

From the above table 4.7 show that 4% of the respondents are disagree for that cell phone for safety, 17.3% of the respondents are neutral for that cell phone for safety, 45.3% of the respondents are agree for that cell phone for safety, cell phone 33.3% of the respondents are strongly agree for that cell phone for safety.

Majority 45.3% of the respondents are Agree for that cell phone for safety.

TABLE – 4.8 CLASSIFICATION OF RESPONDENTS ON THE BASIC OF CELL PHONE FOR SOCIAL RELATIONSHIP

	Frequency	Percent
Strongly Disagree	1	1.3
Disagree	2	2.7
Neutral	16	21.3
Agree	31	41.3
Strongly Agree	25	33.3
Total	75	100.0

Source: Field Data

From the above table 4.8 show that 1.3% of the respondents are strongly disagree for that using cell phone for maintaining social relationship, 2.7% of the respondents are disagree, 21.3% of the respondents are neutral, 41.3% of the respondents are agree for that, 33.3% of the respondents are strongly agree for that cell phone for maintaining social relationship.

Majority 41.3% of the respondents are Agree for that cell phone for maintaining social relationship.

FIGURE – 4.8 CLASSIFICATION OF RESPONDENTS ON THE BASIC OF CELL PHONE FOR SOCIAL RELATIONSHIP
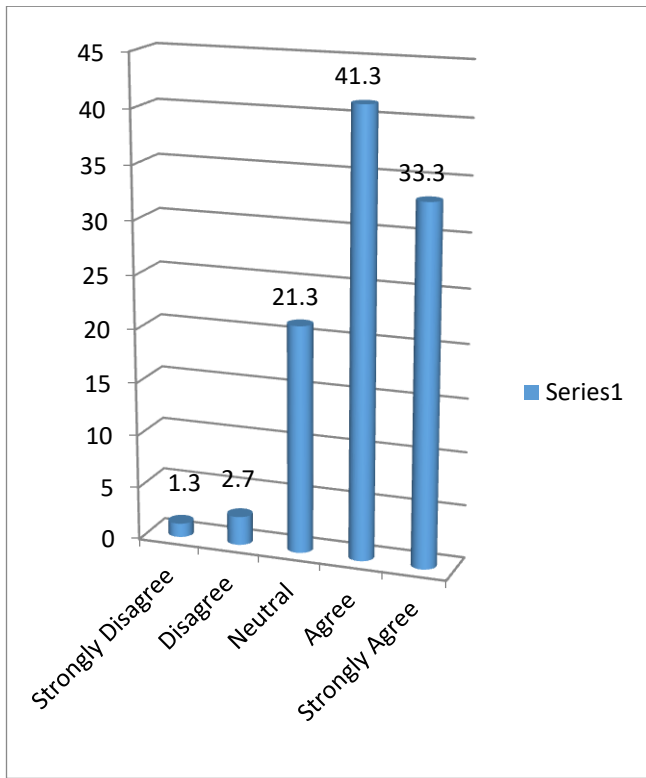

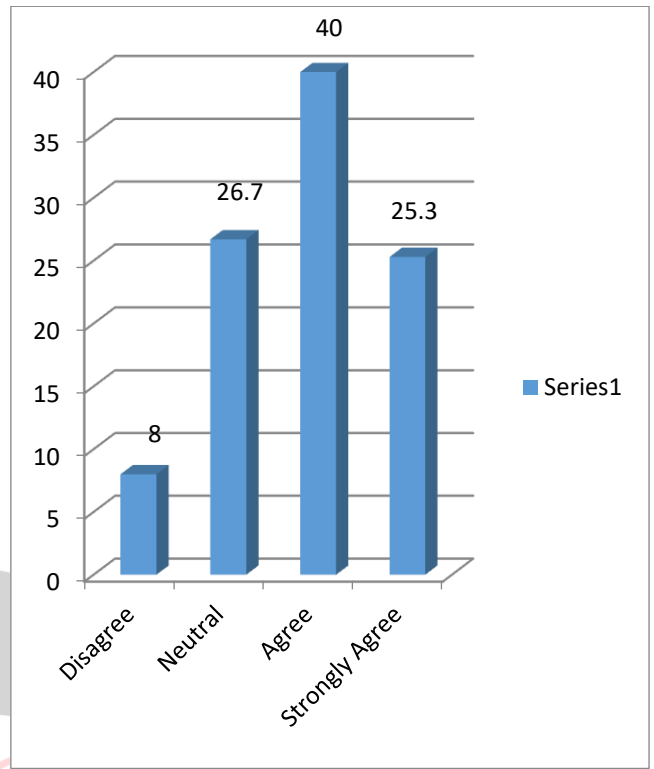**FIGURE – 4.9 CLASSIFICATION OF RESPONDENTS ON THE BASIC OF CELL PHONE FOR IMPROVE SELF ESTEEM**

TABLE – 4.9 CLASSIFICATION OF RESPONDENTS ON THE BASIC OF CELL PHONE FOR IMPROVE SELF ESTEEM

	Frequency	Percent
Disagree	6	8.0
Neutral	20	26.7
Agree	30	40.0
Strongly Agree	19	25.3
Total	75	100.0

Source: Field Data

From the above table 4.9 show that 8% of the respondents are disagree for that using cell phone for improving myself-esteem, 26.7% of the respondents are neutral, 40% of the respondents are agree for that, 25.3% of the respondents are strongly agree for that using cell phone for improving myself-esteem.

Majority 40% of the respondents are Agree for that using cell phone for improving myself-esteem.

TABLE – 4.10 CLASSIFICATION OF RESPONDENTS ON THE BASIC OF CELL PHONE FOR FIND OR PROCESS INFORMATION
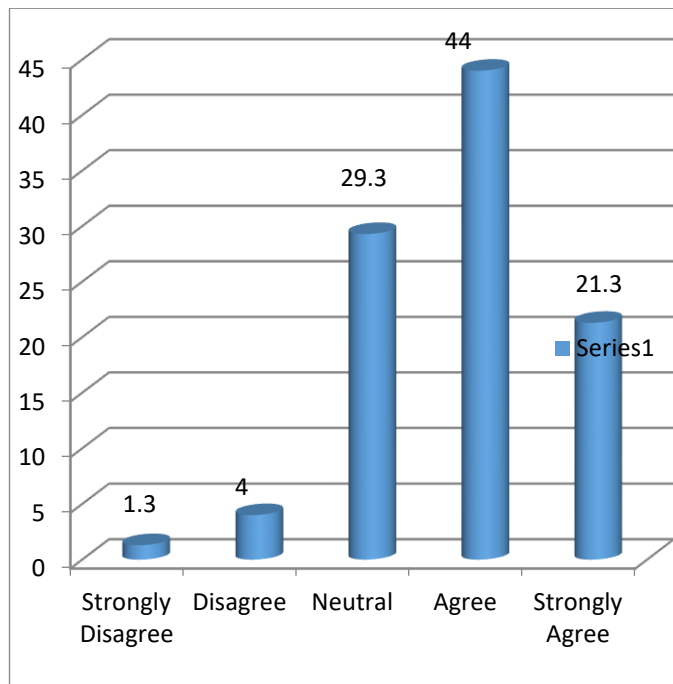
	Frequency	Percent
Strongly Disagree	1	1.3
Disagree	3	4.0
Neutral	22	29.3
Agree	33	44.0
Strongly Agree	16	21.3
Total	75	100.0

Source: Field Data

From the above table 4.10 show that 1.3% of the respondents are strongly disagree for that using cell phone for find or process information, 4% of the respondents are disagree, 29.3% of the respondents are neutral, 44% of the respondents are agree for that, 21.3% of the respondents are strongly agree for that using cell phone for find or process information.

Majority 44% of the respondents are Agree for that cell phone for using cell phone for find or process information.

FIGURE – 4.10 CLASSIFICATION OF RESPONDENTS ON THE BASIC OF CELL PHONE FOR FIND OR PROCESS INFORMATION

[ii] Hui-Jen Yang1 and Yun-Long Lay2 "Factors Affecting College Student's Mobile October 19-21, 2011 Phone Dependence and Anxiety" ISBN: 978-988-19251-7-6 ISSN: 2078-0958 Print); ISSN: 2078-0966 (Online) Available at http://www.iaeng.org/publication/WCECS2011/WCECS2011_pp 1117-1120.pdf (Accessed on 29/03/2019 Time: 11.30am)

[iii] Judy van Biljon "Cultural Factors in a Mobile Phone Adoption and Usage Model" *28/8/08*
http://www.jucs.org/jucs_14_16/cultural_factors_in_a/jucs_14_16_2650_2679_biljon.pdf
(accessed on 23/01/2019, Time: 3.50 pm)

[iv] Marilyn Campbell "The impact of the mobile phone on young people's social life" 28 October 2005 http://eprints.qut.edu.au/3492/1/3492.pdf (accessed on 02/02/2019, Time: 10.50 am)

V. FINDINGS

1. Majority 25.3% of the respondents are in above Rs. 20000 Income per month.
2. Majority 49.3% of the respondents are Agree for that personal information management.
3. Majority 45.3% of the respondents are Agree for that cell phone for safety.
4. Majority 41.3% of the respondents are Agree for that cell phone for maintaining social relationship.
5. Majority 40% of the respondents are Agree for that using cell phone for improving myself-esteem.
6. Majority 44% of the respondents are Agree for that cell phone for using cell phone for find or process information.

VI. CONCLUSION

In this study mobile phone as a physiological needs (or) basic needs have applied only Maslow's hierarchy theory. We can't live without oxygen, sleep, food, water, clothes, air. Similarly like that mobile phone also one of the basic need. We can't imagine our life without mobile phone now day. In any certain time people demand the mobile phone. People can pay any bill and booking tickets and know the global knowledge without asking third person or depends others. They are getting these kind of facilities with the help of mobile phone, so these gadgets are indispensable.

REFERENCES

[i] Available at http://www.smh.com.au/news/National/Mobile-phone-use-linked-to-anxiety/2006/04/03/1143916456751.html, Accessed on 29/01/2019, Time: 10.20am