



INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION AND MANAGEMENT

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	TWO DECADES OF STUDYING CHARISMA: THE LEADERSHIP DIMENSION SAJEET PRADHAN & DR. RABINDRA KUMAR PRADHAN	1
2.	AN INVESTIGATION ON PREFERRED CHOICE OF MEDIA AMONG INTERNATIONAL STUDENTS IN MALAYSIA SARAVANAN RAMAN & SUBHASENI CHINNIAH	5
3.	AWARENESS ABOUT CONSUMER RIGHTS IN INDIA IN THE GLOBALIZED BUSINESS ENVIRONMENT - AN EMPIRICAL INVESTIGATION OF ANDHRA PRADESH STATE DR. K. JAYACHANDRA REDDY, DR. D. HIMACHALAM & DR. N. PRAVEEN KUMAR REDDY	10
4.	MOBILE SERVICE PROVIDER – A STUDY WITH SPECIAL REFERENCE TO NAWARAS LLC DR. M. KRISHNA MURTHY & S. VARALAKSHMI	16
5.	THE PRELIMINARY STUDY OF BUSINESS CHALLENGING AS INTERMEDIARY IN ASSOCIATION OF GRAB MARKET OPPORTUNITIES AND BUSINESS INDEPENDENT: MALAYSIA CREATIVE INDUSTRY MUHAMMAD ABI SOFIAN ABDUL HALIM, DR. MOHD SHALADDIN MUDA & DR. WAN ABD AZIZ WAN MOHD AMIN	22
6.	THE ROLE OF INDEPENDENT DIRECTORS IN CORPORATE GOVERNANCE - A CRITICAL EVALUATION MOHD. AKBAR ALI KHAN & A. KOTISHWAR	27
7.	A STUDY ON CUSTOMER SATISFACTION AND LOYALTY TOWARDS AIRCEL PRE AND POST PAID CUSTOMERS IN TAMILNADU WITH SPECIAL REFERENCE TO TIRUCHIRAPPALLI CITY DR. K. SIVAKUMAR	35
8.	INFLUENCE OF DEMOGRAPHY ON STORE PATRONAGE BEHAVIOUR OF CHENNAI SHOPPERS T. THIRUVENKADAM & DR. N. PANCHANATHAM	39
9.	MOBILE PHONE PURCHASE GETS ON SPEED DIAL – CAPTURING THE FACTORS AFFECTING THE USAGE OF MOBILE PHONE AMID GENERATION X AND Y S. MAHALAKSHMI & DR. K. JAWAHAR RANI	43
10.	LATENT TALENTS - A STUDY ON TALENT MANAGEMENT IN GLOBAL SCENARIO DR. K. V. RAMANA MURTHY & DR. VANISREE TALLURI	48
11.	STRESS COPING STRATEGIES: AN EXPERIENTIAL EXPLORATION OF BANK EXECUTIVES DR. PARVEZ ABDULLA, DR. A. M. SHAH & AFAQ ALAM KHAN	55
12.	DETERMINANTS OF EMPLOYEES MOTIVATION IN 21ST CENTURY ERA: AN EMPIRICAL STUDY DR. D. S. CHAUBEY, SHIVANI JOSHI & VIKASH TRIVEDI	64
13.	EMERGING ROLE OF TECHNOLOGY IN RETAIL SECTOR N. SANTOSH RANGANATH, DR. T. KAMA RAJU & P. TRINADHA RAO	71
14.	WHITHER DERIVATIVES IN INDIA? DR. T. SATYNARAYANA CHARY & B. RAJ KUMAR	76
15.	HISTORICAL PERSPECTIVE OF URBAN COOPERATIVE BANKS IN INDIA E. GNANASEKARAN & DR. M. ANBALAGAN	83
16.	AN ANALYSIS ON PRODUCTION AND MARKETING OF TURMERIC AND CHILLI IN ERODE DISTRICT C. SENTHIL KUMAR & DR. L. MANIVANNAN	88
17.	WIRELESS SENSOR NETWORK OPTIMIZATION AND HIGH ACCURACY IN NETWORKING TESTBED DR. BANTA SINGH JANGRA, YOGESH KUMAR, KUNTAL SAROHA & SHEELA SHARMA	91
18.	PROSPECTS FOR EXPORT OF AYURVEDIC PRODUCTS TO RUSSIA DR. RAJENDRA KUMAR JAIN	95
19.	WHERE ARE CURRENT PERFORMANCE MEASUREMENT FRAMEWORKS LEADING COMPANIES TO: FROM ACADEMIC AND PRACTITIONER PERSPECTIVES DR. RAKHI GUPTA, DIVYA GUPTA CHOUDHRY & DR. S. N. P. GUPTA	98
20.	A COMPARATIVE STUDY OF CELLULAR SERVICE PROVIDER OPERATING IN THE SPORT CITY OF PUNJAB, JALANDHAR VIPAN BANSAL & BINDU BANSAL	102
21.	IMPACT OF SERVICE QUALITY ON SATISFACTION IN HEALTHCARE DR. SHANTHI RANGASAMY	111
22.	ATTRITION VS. MANAGEMENT OF TALENTS: AN ELUSIVE DELUSION - A STUDY ON INDIAN WORKING WOMEN IN BPO AND ITES INDUSTRY JHILAM RUDRA DE	116
23.	FDI SCENARIO IN INDIA AND ITS GROWTH LINKAGES DR. VIRENDER PAL	122
24.	SERVICE QUALITY IN PRIVATE BANKS: AN ASSESSMENT BASED ON SERVQUAL MEASURES DR. ANITA PATRA	126
25.	A NOVEL ALGORITHM FOR IMAGE CONTRAST ENHANCEMENT USING HISTOGRAM EQUALIZATION KAMAL DHILLON & BINDU GOYAL	130
	REQUEST FOR FEEDBACK	136

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at: [Ulrich's Periodicals Directory](#) ©, ProQuest, U.S.A., [Open J-Gate, India](#) as well as in [Cabell's Directories of Publishing Opportunities, U.S.A.](#)

Circulated all over the world & Google has verified that scholars of more than eighty-one countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

www.ijrcm.org.in

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

PATRON

SH. RAM BHAJAN AGGARWAL

Ex. State Minister for Home & Tourism, Government of Haryana
Vice-President, Dadri Education Society, Charkhi Dadri
President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

ADVISORS

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Dean (Academics), Tecnia Institute of Advanced Studies, Delhi

CO-EDITOR

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

EDITORIAL ADVISORY BOARD

DR. AMBIKA ZUTSHI

Faculty, School of Management & Marketing, Deakin University, Australia

DR. VIVEK NATRAJAN

Faculty, Loma University, U.S.A.

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Head, Department of Computer Applications, Institute of Management Studies, Noida, U.P.

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

DR. SHIVAKUMAR DEENE

Asst. Professor, Government F. G. College Chitgappa, Bidar, Karnataka

DR. BHAVET

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

ASSOCIATE EDITORS**PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

DR. ASHOK KUMAR

Head, Department of Electronics, D. A. V. College (Lahore), Ambala City

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

SAKET BHARDWAJ

Lecturer, Haryana Engineering College, Jagadhri

TECHNICAL ADVISORS**AMITA**

Faculty, E.C.C., Safidon, Jind

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

FINANCIAL ADVISORS**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT**SURENDER KUMAR POONIA**

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Business Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email addresses, infoijrcm@gmail.com or info@ijrcm.org.in.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Computer/IT/Finance/Marketing/HRM/General Management/other, please specify).

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for possible publication in your journal.

I hereby affirm that the contents of this manuscript are original. Furthermore it has neither been published elsewhere in any language fully or partly, nor is it under review for publication anywhere.

I affirm that all author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if our/my manuscript is accepted, I/We agree to comply with the formalities as given on the website of journal & you are free to publish our contribution to any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

2. **INTRODUCTION:** Manuscript must be in British English prepared on a standard A4 size paper setting. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of the every page.
3. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.
4. **AUTHOR NAME(S) & AFFILIATIONS:** The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address should be in italic & 11-point Calibri Font. It must be centered underneath the title.
5. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para.
6. **KEYWORDS:** Abstract must be followed by list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should be in a 8 point Calibri Font, single spaced and justified.
10. **FIGURES & TABLES:** These should be simple, centered, separately numbered & self explained, and titles must be above the tables/figures. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. It must be single spaced, and at the end of the manuscript. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (**ed.**) for one editor, and (**ed.s**) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio," Ohio State University.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITE

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Economic and Political Weekly, Viewed on July 05, 2011 <http://epw.in/user/viewabstract.jsp>

MOBILE PHONE PURCHASE GETS ON SPEED DIAL – CAPTURING THE FACTORS AFFECTING THE USAGE OF MOBILE PHONE AMID GENERATION X AND Y

S. MAHALAKSHMI

RESEARCH SCHOLAR, RESEARCH AND DEVELOPMENT CENTRE, BHARATHIAR UNIVERSITY, COIMBATORE - 641 046

ASST. PROFESSOR & DEPARTMENT CO-ORDINATOR

DEPARTMENT OF MANAGEMENT STUDIES

T. J. INSTITUTE OF TECHNOLOGY

KARAPAKKAM

CHENNAI – 600 096

DR. K. JAWAHAR RANI

PROFESSOR

DEPARTMENT OF MANAGEMENT SCIENCE

ST. JOSEPH COLLEGE OF ENGINEERING

JEPPIAAR NAGAR

CHENNAI – 600 119

ABSTRACT

It is a Meta analysis study, which is to investigate the adoption and usage of mobile phones among Generation X and Y customers. Mobile phone has become essential part of personal and business life. The recent growth of mobile phone usage is an observable fact that crosses all age and gender boundaries. Generation X and Y have taken different purchase decision, especially the product mobile. This study is based on the reviews of several previous studies on this topic. Meta analysis study helps to analyze review and identify the overall trends in adoption and usage of mobile phones among generation X and Y. The reviews are collected from the past eight years data (2000 - 2009) since it is only during these years the mobile phone users have spread widely. [The mobile phone users were 0.5 billion in 2000 and are expected to increase to 1.5 billion in 2010]. The prime focus is to identify the influencing factors [Social, Demographic, Culture and Technology], which affect the behavior of the mobile phone users and influence the adoption and usage of mobile phone customers. Social Factors- Mobile phone are often seen as fashion items where fashion is a form of communication as well as an indicator of status and power. Some user groups even create their own language as a playful, creative expression of personal style. Demographic Factors-Age has been the most widely applied demographic variable characterizing the differences in the adoption of mobile end-user services, gender related differences in mobile phone use. 'Addictive' use of the phone with heavy spending and a 'trendy' consumption style, are associated to the female gender while technology enthusiasm and trend-consciousness is related to 'hard' values, a 'trendy' consumption style and the male gender. Cultural Factors- The mobile device market has widened to a global scale and consequently mobile devices are distributed throughout the world. Communication technologies are entirely dependent on a social network for adoption and use, and therefore the diffusion of these technologies within a culture should be studied. Technological Factors- Innovation diffusion model is founded in sociology but has also been applied to the world of marketing where users are seen as economic entities, the model provides an approach to understand how a particular population adopts innovations. This study aims to provide a framework for understanding how Social, Demographic, cultural and technological factors change overall trends in adoption and usage of mobile phones among generation X and Y customer segment.

KEYWORDS

Adoption and usage, Consumer behaviour, Factors affecting, Generation X and Y, Mobile phone, Meta analysis.

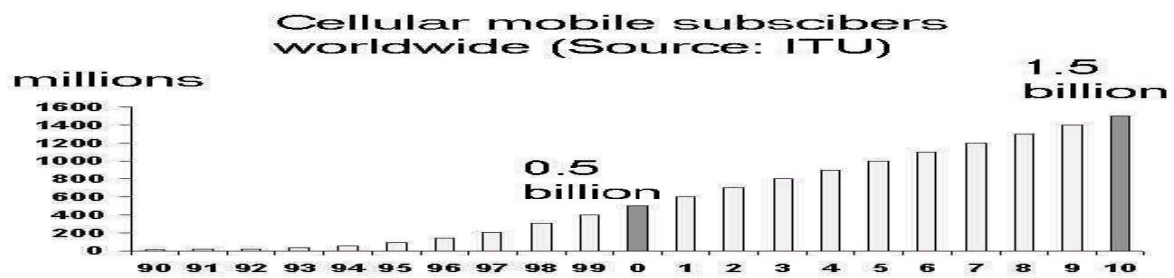
INTRODUCTION

The mobile phone has become part of our lives and part of our identity. The device itself, the ring tone, the screen images and the assortment of accessories all help define who we are to the outside world. Mobile phones nowadays are not luxury items anymore but necessities because of the various benefits and advantages the mobile phones offer, they became a very important part of society. Mobile phones have become a part of everyday life for many individuals and some could not even manage to last an hour without them. This is also the fashion trend nowadays. Mobile phones have even become the timepieces as people are more likely to check the time in their handsets. This device calculates, wakes people up, and reminds them of all occasions and appointments.

The rapid adoption and usage of mobile phones around the world has changed the way people communicate, interact and socialize with one another. Overall, consumers are choosing mobile phones over landlines. In fact, more than four out of five U.S. adults (85 percent) own a mobile phone (i.e., cell phone and/or smart phone), compared to only about seven in ten (71 percent) who have a landline or home phone. (SAN FRANCISCO, June 26 /PRNewswire/ -- Ingenio, Inc., Copyright PR Newswire Association LLC Jun 26, 2007)

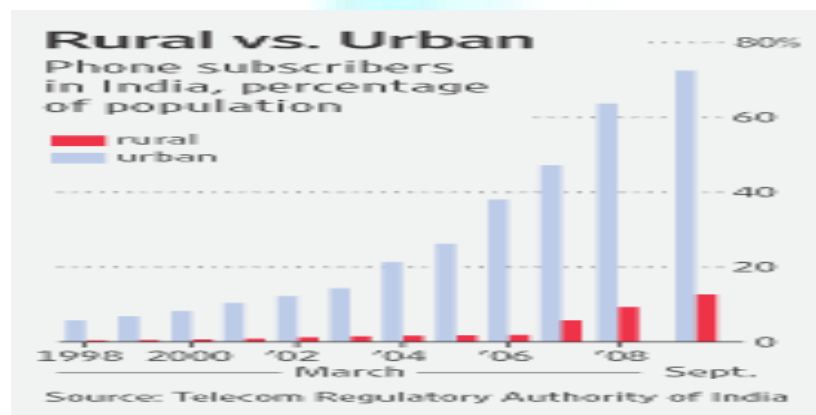
OBJECTIVES

The focus is to ascertain the influencing attributes that will affect the behavior of the consumers in the long run, highlight the differences due to market evolution and observe the specific socio-economic, personal, cultural and technological variables among mobile phone customers in Chennai city. From the above discussion it is clear that there should be great interest in researching the consumer behaviour in connection with mobile phone adoption and usage on the part of Generation X and Y customers in the city of Chennai. These two generations needs to be sufficiently researched so as to increase the understanding of the attitudes and behaviour of the people towards mobile phones. This is necessary in order to devise an effective way to market to this group. It is important to investigate this group because Generation X and Y, as opposed to the general population of Chennai, exhibits different attitudes and behaviours towards, and an acceptance of the mobile phone. To summarise the problem statement is to determine the behaviour patterns of Generation X and Y consumers as they are a growth market, and not enough is known about their consumer behaviour patterns regarding the adoption and usage of mobile phones in Chennai.



(Source: *Wireless Mobile Telephony* – Dr. Arian Duresi, 1998)

63 percent of mobile phone users agree that their phones are very personal to them and 44 percent believe that their phones have strengthened their personal relationships. (SAN FRANCISCO, June 26 /PRNewswire/ – Ingenio, Inc., Copyright PR Newswire Association LLC Jun 26, 2007). Younger mobile phone owners are especially likely to feel that their phones have strengthened their personal relationships (60 percent of those ages 18-34 vs. 37 percent of those ages 35+). (SAN FRANCISCO, June 26 /PRNewswire/ – Ingenio, Inc., Copyright PR Newswire Association LLC Jun 26, 2007). While nearly one-half of mobile phone owners (49 percent) currently use their phones for more than just making and receiving phone calls, the study finds that, in the next three years, 57 percent of mobile phone owners anticipate using their phones for more than just making and receiving phone calls. (SAN FRANCISCO, June 26 /PRNewswire/ – Ingenio, Inc., Copyright PR Newswire Association LLC Jun 26, 2007) 2010: A Mobile Odyssey.)



(Source: *The wall street Journal. Digital network - Rural India Snaps Up Mobile Phones. Demand among Poor Farmers Keeps an Industry Growing as Other Sectors of the Economy Are Jolted* - By ERIC BELLMAN Feb, 2009)

In rural India, home to more than 60% of India's population of 1.2 billion, cell phone companies are signing millions of new subscribers a month, making India the fastest growing mobile-phone market in the world. (*The wall street Journal. Digital network - Rural India Snaps Up Mobile Phones* by ERIC BELLMAN Feb 9, 2009). India is the largest growth market, adding about 6 million mobile phones every month. With 256.55 million total landline and mobile phones, market penetration in the country is still low at 22.52%. India expects to reach 500 million subscribers by the end of 2010. Simultaneously, landline phone ownership is decreasing gradually and accounts for approximately 40 million connections. It helps to identify the need to market to both of these groups in their own distinct manner.

GENERATION X STATISTICS

In India the term, Generation X (born between 1961 to 1981) is used for the younger generation of people who present a hip image. They are westernized, upwardly mobile and against the old Indian traditions of their parents. They are career minded and value money. They are not involved in social issues and have no ideals, except that of getting ahead.

- During the past three months, 69 per cent of Generation Xers have shopped online and 65 per cent used online banking—more than any other group
- 21% of Gen X are now reading a blog once per month compared to 15% last year
- 61% of mobile subscribers text compared to 49% in 2007

(TMCnet Editor - Forrester Report Details IT Use Among Gen X, Y Members –By Michael Dinan July 21, 2008)

GENERATION Y STATISTICS

Generation Y (born between 1980 to 1994) is not a homogeneous group, rather made up of three distinct groups: Generation Y kids, teens and adults. It comprises of two specific groups: Generation Y kids and teens as one group and Generation Y adults comprise the second group. The rapid adoption and usage of mobile phones around the world has changed the way people communicate, interact and socialize with one another. It helps to identify the need to market to both of these groups in their own distinct manner.

- 90% of Gen Y own a computer
- 82% own a mobile phone
- 72% of Generation Y mobile phone users send or receive SMS messages
- They spend more time online than they do watching television, with 42% watching online video at least once per month

(TMCnet Editor - Forrester Report Details IT Use Among Gen X, Y Members – By Michael Dinan July 21, 2008)

Hulme and Peters (2001:2) find that “the mobile acts on many levels, as a fashion statement, as a communicator, as a badge of identity and as a decoder.” Furthermore according to Leps (2003) the “mobile me” ethos has become so established amongst youngsters that regularly updating their mobile phone profiles has become second nature; from the look and feel of the handset (bright colours and funky patterns) to how the mobile phone sounds, the graphics it displays and how it helps users organise their lives on the move are just a few of the profiles used by the youth.

Economists have slashed Indian economic growth forecasts for this year and the stock market is in the doldrums. There is no sign of a slowdown yet: figures to be released later are expected to show that new subscriptions in January 2009 reached a record 11 million. (Eric Bellman Feb 9, 2009)

“Gen Y is the audience that most companies are struggling to understand right now because it’s key to their future revenue growth,” (Charles Golvin July 22, 2008)

“One of the questions that is been asked most frequently is the difference between Gen Y and Gen X, and this year’s data clearly shows the distinction. Gen Xers use technology when it supports a lifestyle need, when it intersects with a personal need or fulfills a desire. While technology is so deeply embedded into everything Gen Yers do that they are truly the first native online population.” (Jennifer Netherby July 24, 2008)

THEORETICAL BACKGROUND

Various factors that influence mobile phone usage have been identified over time [Davis, 1989; Venkatesh et al., 2003; Rogers, 2003]. The following determinants of mobile phone adoption and usage have been identified;

SOCIAL FACTORS

A customer's buying behaviour is also influenced by social factors, where People use technology to satisfy social needs. Social interactions are the focus of human existence and therefore, in order to be successful, technology must eventually support socialization [Ark and Selker, 1999]. Cell phone has brought some social changes and be able to stay in touch with family and friends is one of the foremost social advantages the cell phone is providing. As [Schofield and Sithole, 2006] say, "it has become quicker to communicate with friends and relatives."

In the context of social factors, Campbell and Russo [Campbell and Russo, 2003] distinguish

between technological determination and social constructivism as two perspectives in viewing technology, and describe them as follows:

- Technological determinism maintains that macro-level changes in the social order are primarily caused by new technologies, which then exert micro-level influences on how people perceive and use technology.
- Social constructivism maintains that humans shape technology and not the other way round.

Campbell and Russo reject technological determinism in the favour of social constructivism but acknowledge a reciprocal relationship between people and technology by saying: "just as new technologies influence the ways people live their lives, the ways people live their lives influence how they think about and use technologies."

Mobile phones are often seen as fashion items [Green et al., 2001] where fashion is a form of communication as well as an indicator of status and power [Katz and Sugiyama, 2005]. Some user groups even create their own language as a playful, creative expression of personal style [Page, 2005]. The location-free nature and huge growth of mobile phone usage have established a new social order that can be described as a shift from place-to-place communication to person-to-person communication [Khalil and Connelly, 2005a]. [Geser, 2004] states that mobile phones do not cause worldwide convergences and homogenization in social behaviour, as stating that "by supporting rather traditional and particularistic social settings, mobile phones are more likely to accentuate differences rather than communalities between various population segments, social institutions or ethnic culture".

DEMOGRAPHIC FACTORS

This section deals briefly with some of the demographic factors that have been found to influence mobile phone usage. Age has been the most widely applied demographic variable characterising differences in the adoption of mobile end-user services [Kwon and Chidambaram, 2000; Pedersen, 2003; Kleijnen et al., 2004]. The needs of people vary according to their age group [Coen et al., 2002]. Teenagers use mobile phones for accessibility, display and entertainment [Ling, 2001; Gilbert and Kendall, 2003], and socialisation [Ling, 2001]. Parents use mobile phones to coordinate family activities and to check on their children's safety [Campbell and Russo, 2003], while older people use them for safety and security purposes [Ling and Haddon, 2001; Coen et al., 2002].

[Wilska, 2003] also found gender-related differences in mobile phone use. For example, 'addictive' use of the phone with heavy spending and a trendy, are connected to the female gender, while technology enthusiasm and trend-consciousness is linked to 'hard' values, a 'trendy' consumption style and the male gender. Gender difference is also supported by a study by [Wei et al., 2006] who found that women rely on mobile phones to show affection to their families while men tend to use them predominantly for information-seeking purposes. The findings of the study by Nickerson and Isaac [Nickerson and Isaac, 2006], concerning the influence of gender on mobile phone use was inconclusive and therefore it seems as though the issue of gender influence has not been resolved. It has also been found that young people are increasingly using and adapting mobile phones not only to interact with their own words, but to create and structure their worlds [Spero and Stone, 2004:154].

Mobile phone usage is also influenced by education and income levels [Ho and Kwok, 2003; Bina and Giaglas, 2005], and national culture has been identified as a moderating factor that may influence mobile phone use [Nickerson and Isaac, 2006]. Better-educated people were found to use mobile phones more frequently and have a more positive attitude towards using a mobile phone [Bina Giaglis, 2005; Adomi, 2006].

[Kleijnen, Wetzels et al., 2004] investigated the effect of computer skills, mobile technology readiness, and social influence on technology adoption and found them all to be relevant in mobile phone usage. [Cheskin, 2001:9] notes that "Technology has become a great facilitator of teen and young adults' social needs, building on their peer fixation and enhancing their ability to communicate with one another."

CULTURAL FACTORS

Culture is the most fundamental determinant of a person's want and behaviour. Cultural factors have a significant impact on customer behaviour. The context of mobile user includes user culture and the influence of culture on mobile phone use [Urbaczewski et al., 2002; Teo and Pok, 2003a; Jones and Marsden, 2005a]. This necessitates a review of culture as an essential part of understanding users and the factors that influence mobile phone usage.

[Ford, 2005] defines culture in the context of Human-computer interaction (HCI) as 'the patterns of thinking, feeling, and acting that influence the way in which people communicate among themselves and with computers'. This definition is also applicable to mobile interaction and he consequently adapted it for the purpose of this study to consider culture as 'the patterns of thinking, feeling, and acting that influence the way in which people communicate among themselves and use mobile devices'. [Judy van Biljon and Paula Kotzé, 2008] supports the fact that culture influence mobile phone adoption and usage.

The mobile device market has widened to a global scale and consequently mobile devices are distributed throughout the world [Kim and Lee, 2005]. As the use of mobile phones pervades the world, the globalization of mobile device user interface is becoming more crucial to business success and building a loyal customer base. Communication technologies are entirely dependent on a social network for adoption and use, and therefore the diffusion of these technologies within a culture should be studied [Urbaczewski, et al., 2002]. According to [Palen et al., 2000] deployment of mobile telephony varies dramatically internationally and even among western countries. In general, usability studies aim to make technology more useful. Cultural usability goes further and aims to make technology fit in with the user's lifestyle [Sun, 2004]. In order to be effective, designers therefore have to understand and be aware of the cultural priorities and the value system of users, i.e. they must identify factors that are relevant and sensitive to cultural differences.

Hofstede proposed a model with international variables to show subjective culture affects human mental programming [Hofstede 1995]. Hofstede further encompassed this model within the pyramid metamodel that comprises of three levels [Hof 1996; Hofstede 2001]

- Human nature is common to all human beings, it is inherited and not learned.
- Culture is specific to a group of people and is learned, not inherited.
- Personality is attributed to an individual and this attribute is both learned and inherited

TECHNOLOGICAL FACTORS

Technology adoption involves the user, the technology and the context [Humphreys, 2005]. Various models for understanding technology adoption have been proposed. [Pedersen, 2003] list Roger's innovation diffusion model, the domestication model and the technology acceptance model (TAM) as the three most commonly applied.

- Roger's innovation diffusion model is founded in sociology but also has been applied to the world of marketing where users are seen as economic entities, the world provides an approach to understanding how a particular population adopts innovations [Rogers, 2003].

- [Silverstone and Haddon, 1996] proposed the domestication model where users are seen as social entities and the model aims to provide a framework for understanding how technology innovations change and are changed by their social contexts.
 - The technology acceptance model was developed by [Davis, 1989] to explain the determinants of computer acceptance and usage behaviour.
- While Rogers' innovation diffusion model focuses on marketing and sales processes, the domestication approach deals with a more global analysis of adoptions ex post facto and the TAM focuses on technology adoption in organisations [Ling, 2001].

TAM postulates several conceptually independent determinants of a person's attitude toward using new technology (Davis, 1989; Davis, Bagozzi, & Warshaw, 1992). The determinants are as follows:

- Usefulness: Usefulness was defined as the extent to which an individual perceives that using a mobile phone is beneficial to their lives [Davis, 1989].
- Ease of use: Ease of use was defined as the extent to which a person believes that using the system will be free of effort [Davis, 1989].
- Pleasure of use: Pleasure of use was defined as the extent to which users believe that using a mobile phone is pleasurable in its own right [Davis et al., 1992]. This construct includes hedonic qualities of mobile phones such as attractiveness, aesthetics, and entertainment.
- Association with satisfaction: Traditionally, HCI research and other disciplines adopted "satisfaction" as a subjective measure of the product quality, defined as an affective state that is the emotional reaction to a product or service experience [Oliver, 1980; Spreng, MacKenzie, & Olshavsky, 1996]. User satisfaction has been recognized as a key measure of system success in the information systems area [Bailey & Pearson, 1983; Baroudi, Olson, & Ives, 1986]. Therefore, user satisfaction can be used as a surrogate measure for overall mobile phone quality.

[Balaji et al., 2005] itemize four components of a successful mobile product: Business model that fits the service's natural usage pattern; mobile phone that deliver new features aimed at customer needs; device-level applications that leverage the new features; and the mobile content designed for utilization within mobile usage scenarios. According to [Ali-Vehmas and Luukkainen, 2005], the most influential factors determining service adoption include: complexity of the product and the service (including usability and configurability), compatibility with other relevant services and relative advantage of the new service compared to the original ways of doing the similar tasks.

DISCUSSION

The findings of the study support the fact that influencing factors [Social, Demographic, Culture, and Technology], affects the behavior of the Generation X and Y in adoption and usage of mobile phones.

First, this study put forward the fact that Generation X are influenced in a great degree by social factors since mobile phone satisfies their social needs, as social interactions are the main focus of human existence and mobile phones allow them to keep in touch with their family and friends. Then the other major factor that influence this generation is the demographic factor where Generation X, which is composed of 29- to 42-year old people use mobile for safety and security purpose of their children's and themselves. Generation X are also influenced by technological factor, where these generation choose to adopt a technology only when it fits in with their personal need or desires. Some of the determinants that affect Generation X's attitude towards using new technology are 'usefulness' (the extent to which an individual perceives that using a mobile phone is beneficial to their lives) and 'ease of use' (the extent to which a person believes that using the system will be free of effort).

Second, the study confirms that Generation Y the other major group of this study are influenced to a greater extent by social factors taking into considerations the fact that these generations see Mobile phones as fashion items which indicates their status and power. Next, age has been the most widely applied demographic variable where the needs of people vary according to their age group. Generation Y is a generation of 18- to 28-year olds, which mainly consist of teenagers and young adults who mainly use mobile phones for accessibility, display and entertainment. The next important factor that plays a crucial role in influencing Generation Y is technology as this generation sets the pace for technology adoption. While technology matures, ring tones, cameras, GPS features, music, and multiple other features will be added to the hardware, the software on phones will progress to include easier web access, advertisements, news downloads, and easier chat and email features which makes the mobile phone a mini-computer. The other determinant of the technological factor that influence this generation is 'pleasure of use' where Generation Y feels, using a mobile phone is pleasurable in its own right.

In general, both Generation X and Y are commonly influenced by certain determinants, such as social factors in usage of mobile phones as it enables social interactions, which is a main focus of human existence. Since almost both the generations are literates mobile phone adoption is also influenced by education and income levels which is one of the main dimensions of the demographic factors that have been found to influence mobile phone adoption and usage. Cultural factors have a significant impact on these generations as cultural usability aims to make technology fit in with the user's lifestyle. Since mobile phones do not cause worldwide convergences and homogenization in social behaviour, it is more likely to emphasize differences rather than communalities between various population segments and ethnic culture, which makes culture as an essential part of understanding users and the factors that influence mobile phone usage. The other main dimension of technological factor, which affect generation X and Y in common, is 'association with satisfaction' where user satisfaction has been recognized as a key measure of system success in the information systems area and therefore, user satisfaction is used as a surrogate measure for overall mobile phone quality.

CONCLUSION

Based on the findings of the study it is clear that, Generation X and Y consumers will most probably exhibit different mobile phone usage patterns. This is in view with the fact that they are influenced by different factors but they are similar to one another because of globalization. Generation X and Y are the most important demographics shaping the landscape of consumer behaviour. For Generation X and Generation Y users, the mobile phone is an essential personal device to which they feel emotionally attached. The findings will indicate that this research will be a viable model for the study of consumer behavior as it relates to mobile phones.

This study on knowing the factors that affects the adoption and usage of mobile phones between Generation X and Y will enable marketers and advertising agencies to have a good rapport with these segments of population in a personalized way to yield enormous results and more business opportunities.

Understanding the way in which Generation X and Y consumers have incorporated the mobile phone into their everyday lives will be of relevance for all future applications. Mobile Phone companies will ultimately succeed if they custom design their products and services in order to serve these unique segments of the market and if they tailor their companies around the Generation X and Y consumers. The growing number of studies finds cross-cultural similarities in mobile phone use by these generations.

REFERENCE

- Adomi, E. E. (2006). Mobile phone usage patterns. *Electronic journal of Academic and special librarianship*, Vol. 7: 1-11
- Ali-Vehmas, T., & Luukkainen, S. (2005). Service Diffusion Strategies for Push to talk over Cellular. In *International Conference on Mobile Business (ICMB'05)*. 427-433: IEEE
- Ark, W. S., & Selker, T. (1999). A look at human interaction with pervasive computers. *IBM Systems Journal*, 38(4):504-507.
- [Bailey, J. E., & Pearson, S. W. (1983). Development of a tool for measuring and analyzing computer user satisfaction. *Management science*, 29(5), 530-545.
- Balaji, T. S., Landers, B., Kates, S. J., & Moritz, B. (2005). A carrier's Perspective on creating a mobile multimedia service. *Communications of the ACM*, Vol. 48: 49-53
- Baroudi, J. J., Olson, M. H., & Ives, B. (1986). An empirical study of the impact of user involvement on system usage and information satisfaction. *Communications of the ACM*, 29(3), 232-238.
- Bina, M., & Gagliis, G. M. (2005). Exploring Early Usage Pattern of Mobile Data Services in *International conference on Mobile Business (ICMB'05)*:363-369: IEEE

- Campbell, S. W., & Russo, T. C. (2003). The Social Construction of Mobile Telephony: An application of the Social Influence model to Perceptions and Uses of Mobile Phones within Personal Communication Networks. *Communication Monographs*, 70(4):317-334.
- Charles Golvin (July, 2008) – *Forrester techno graphics benchmark survey - Gen Y a generation apart* Source: Forrester Research Inc. – Forrester principal analyst).
- Cheskin (2001) *The wireless future, a look at youth unplugged*
- Coen, A., Dai, L., Herzig, S., Gaul, S., & Linn, V. (2002). *The Analysis: Investigation of the cellular phone industry*. Retrieved 2006/08/25 from, <http://web.syr.edu/~spgaul/Final%20Essay%204.1.doc>
- Davis, F. D. (1989). Perceived Usefulness, Perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3):319-340
- Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1992). Extrinsic and intrinsic motivation to use computers in the workplace. *Journal of Applied Psychology*, 22(14), 1111-1132.
- Davis, Bagozzi et al. 1992] Davis, F. D., Bagozzi, R. P., Warshaw, P. R.: "Extrinsic and Intrinsic Motivation to Use Computers in the Workplace"; *Journal of Applied Social Psychology* 22, 14 (1992), 1111 - 1132.
- ERIC BELLMAN. (Feb 9, 2009). The wall street Journal. Digital network - *Rural India Snaps Up Mobile Phones*
- Ford, G. (2005). Researching the effects of culture on usability, Thesis (M.Sc) – University of South Africa, University of South Africa, Pretoria
- Geser, H. (2004). *Towards a Sociological theory of the Mobile Phone*. Retrieved 2006/03/21, from file:///C:/aPhD/Referenced_Mobile/Geser.pdf
- Gilbert, A. L., & Kendall, J. D. (2003). A marketing model for mobile wireless services. *Proceedings of 36th Annual Hawaii International Conference on System Sciences (HICSS'03)*, 3(Track 3)
- Green, N., Harper, N. H. R., Murtagh, G., & Cooper, G. (2001). Configuring the mobile user: sociological and industry views. *Personal and Ubiquitous computing*, 5(2):146-156
- Ho, S. Y., & Kwok, S. H. (2003). The Attraction of Personalised Services for users in mobile commerce: An empirical study. *ACM SIGecom Exchanges*, 3(4):10-18
- Hofstede, G. (1995). The business of international business in culture. In *Cross-cultural management*, T. Jackson (Ed): 150-154. London: Butterworth-Heinemann.
- Hofstede, G. (2001). Culture's Consequences: Comparing Values, Behaviours, Institutions and Organisations Across nations 2 nd ed. Thousand Oaks, CA: Sage Publications Inc.
- Hoft, N. (1996). Developing a cultural model. In *International user interfaces*, E. del Gado and J. Nielsen (Eds.): 42-72. New York: John Wiley and Sons.
- Humphreys, L. (2005). Cell phones in public: social interactions in a wireless era. *News Media & Society*, 7(6):810-833
- Jennifer Netherby July 24, 2008 *Gen Y lead the Way on Technology Use —The State Of Consumers And Technology: Benchmark 2008* Source: Forrester Research Inc. – Forrester principal analyst
- Jones, M., & Marsden, G. (2005a). *Mobile Interaction Design* Hoboken, NJ: John Wiley and Sons. In the *proceedings of the 7th international conference on Human computer interaction with mobile devices and services*, 111(369-370). Salzburg, Austria: ACM Press, New York, NY
- Judy van Biljon & Paula Kotzé (2008). Cultural Factors in a Mobile Phone Adoption and Usage Model *Journal of Universal Computer Science*, vol. 14, no. 16 (2008), 2650-2679 submitted: 9/7/07, accepted: 15/10/07, appeared: 28/8/08 © J.UCS
- Katz, J. E., & Sugiyama, S. (2005). Mobile phones as fashion statements: The co-creation of mobile communication's public meaning. In *Mobile communications: Re-negotiation of the social sphere*, R. Ling & Pedersen (Eds.):63-81. Surrey, UK: Springer
- Khalil, A., & Connelly, K. (2005a). Context-Aware Configuration: A study on improving Cell Phone Awareness. *Lecture notes in Computer Science: Modeling and using context*, 3554:197-209, Springer-Verlag.
- Kim, J. H., & Lee, K. P. (2005). *Cultural differences and mobile phone interface design: Icon recognition according to level of abstraction*. Paper presented at the proceedings of the 7th international conference on Human-Computer Interaction with mobile devices and services, 111: 307-310, ACM Press, New York, NY, USA.
- Kleijnen, M., Wetzels, M., & De Ruyter, K. (2004). Consumer acceptance of wireless finance: *Journal of Financial Services Marketing*, 8(3):207-217
- Kwon, H. S., & Chidambaram, L. (2000). A test of the technology acceptance model: The case of cellular telephone adoption. In *proceedings of the 33rd Hawaii International Conference on System Sciences*, 1 (1-10). Hawaii: IEEE Computer Society.
- Ling, R. (2001). The diffusion of mobile telephony among Norwegian teens: A report from after the revolution (No. Presented at ICUST). Paris: Telendor R&D
- Ling, R., & Haddon, L. (2001, 18-19 April). *Mobile telephony, mobility and the coordination of everyday life*. Paper presented at the Machines That Become Us, New Brunswick, New Jersey: Leto
- Michael Dinan (July 21, 2008) TMCnet Editor - Forrester Report Details *IT Use Among Gen X, Y Members*.
- Nickerson, R. C., & Isaac, H. (2006). "Am I disturbing you?" A research model for investigating the use of mobile phones in social settings. In *Proceedings of the International Conference on Mobile Business*, 1(1):35: IEEE Computer Society.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(November), 460-469.
- Page, C. (2005). Mobile research strategies for a global market. *Communications of the ACM*, 48(7):42-48
- Palen, L., Salzman, M., & Youngs, E. (2000). Going wireless: behaviour & practices of new mobile phone users. Paper presented at the proceedings from the 2000 ACM Conferences on Computer Supported cooperative work., Philadelphia, Pennsylvania:201-210, ACM Press.
- Pedersen, P. (2003). Adoption of mobile Internet services: An exploratory study of mobile commerce early adopters. *Journal of Organisational Computing and Electronic Commerce*, 15(3):203-222
- Rogers, E. M. (2003). *Diffusion of Innovation* 5th ed. New York: The Free Press
- Schofield A, Sithole H, Universal Service Agency Achievement of the Telecommunication Act Objectives Analysis of the extent to which the objectives of the telecommunications Act (103 of 1996), as amended were achieved (in the period 1997 to 2004) Last Accessed Jan 2006 [Online]. Available <http://www.usa.org.za/docs/gen/Achievements%20of%20the%20Objectives%20of%20the%20Telecom%20Act%20of%201996%20.pdf>
- Barendse, A 2003, 'Innovative regulatory and policy initiatives at increasing ICT connectivity in South Africa', *Journal of Telematics and Informatics*, vol.21, no 1, pg 49-66
- Silverstone, R., & Haddon, L. (1996). Design and Domestication of information and communication technologies: Technical change and everyday life. In *Communication by Design: The Politics of Information and Communication Technologies*, R. Silverstone and R. Mansell (Eds.): 44-74. Oxford: Oxford University.
- Sun, H. (2004). Expanding the scope of Localization: A cultural usability perspective on mobile text messaging use in American and Chinese Contexts, Doctoral dissertation, Rensselaer Polytechnic Institute, New York.
- Spero, I. & Stone, M. (2004) Agents of change: *how young consumers are changing the world of marketing*. Qualitative Market Research 7(2): 153-159.
- Spreng, R. A., MacKenzie, S. B., & Olshavsky, R. W. (1996). A reexamination of the determinants of consumer satisfaction. *Journal of Marketing*, 60(July), 15-32.
- Teo, T. S. H., & Pok, S. H. (2003a). Adoption of the internet and WAP-enabled phones in Singapore. *Behaviour & Information Technology*, 22(4):281-289, Taylor & Francis
- Urbaczewski, A., Wells, J., & Sarker, S. (2002). Exploring Cultural differences as a means for understanding the Global *Mobile Internet: A theoretical basis and program of research*. Paper presented at the proceedings of the 35th Hawaii International Conference on System Sciences: IEEE computer society.
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: toward a unified view. *MIS Quarterly*, 27(3):425-478.
- Wei, R., & Lo, V. (2006). Staying connected while on the move: cell phone use and social connectedness. *News media & Society*, 8(1):53-72
- Wilska, T. (2003). Mobile Phone Use as Part of Young People's Consumption Styles. *Journal of Consumer Policy*, 26(4):441-463.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mails i.e. **infoijrcm@gmail.com** or **info@ijrcm.org.in** for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail **infoijrcm@gmail.com**.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator