INTERNATIONAL JOURNAL OF RESEARCH IN
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IJRCM

CONTENTS

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT iii

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INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10.   **FIGURES & TABLES**: These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure**. **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.

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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, Nigeria.

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UNPUBLISHED DISSERTATIONS AND THESES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.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

IMPACT OF CELL PHONE ON LIFESTYLE OF YOUTH: A SURVEY REPORT

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ABSTRACT

Mobile phones have such a deep impact on our lives, youngsters in particular, that we cannot imagine a day without our mobile phones. From morning alarm in our mobile phone, to ordering breakfast, for scheduling our meetings or planning outing with friends, from buying movie tickets to travel tickets, from downloading songs and listening to music to clicking pictures and uploading them on some social networking site. In short, mobile phone is an integral part of our life. Youngsters have become addicted to this tool of communication. They want latest mobile handsets, want to carry it to school and use during lectures in colleges. They get scolded by their parents, ignore health hazards, arrange money for paying the bills for mobile services by cutting other expenses, carry their mobile phone to the bathroom and restroom, keep it with them while sleeping… This research tries to look into the minds of this school/college going young generation, and ask them how much they are addicted to mobile phone and if they can live without mobile phone.

KEYWORDS
Mobile Phones, SIM Card, Service Providers.

1. INTRODUCTION
Gone are the days when there used to be a single telephone connection in the neighborhood and we had to go to a PCO for making a phone call to our near and dear ones. Today, we have moved from fixed line telephone connection to very affordable, always-on mobile telephone services. It has a very great impact on our daily lives. It has changed the way we communicated, the way we make business, the way we study – in short it has changed every sphere of our life.

We still remember, when we were in school, we used to scribble some message on a paper slip and pass it to our friends sitting in the other row during a class lecture. Many times we were caught by the teachers and were tipped off. But, today, that paper slip has been replaced by SMS, pokes, Whatsapp, etc.

When we used to work upon any project reports, we used to visit the library, then we moved on to computers for online search, but nowadays it's all available on just a click on the mobile handset.

There is also another side of this technological innovation. More than often we come across parents and teachers complaining about the excessive usage of mobile phone by the children. Some children are addicted to their mobile phones and it leads to less concentration on studies and hence, meager results in exams. Frequently, we come across news of accidents taking place due to people conversing over mobile phone while driving. There is also a danger of tumors and other illness caused by radiations emitted by mobile phones.

The availability of low cost mobile handsets and mobile services has made the use of mobile telephone very popular among all sections of the society and students in particular. This research paper tries to analyze the importance, impact and perception of school going students towards mobile phones.

For this purpose, 200 students were interviewed and their responses were gathered and analyzed. The students belonged to various schools and colleges of Delhi. The students interviewed were of the age group of 18 years to 23 years.

2. NEED AND IMPORTANCE OF STUDY
We conducted the survey to get a view about the perception, attitude and the usage pattern of the mobile phones in the youngsters. This survey was even conducted to know the impact of the growing technology on the youngsters. How would a youngster feel without a mobile phone, why are they using mobile phones? When parents are against the use of mobile phones for their young children then why are youngsters running behind it? With the survey we can come to know about youngster's mentality, perception and attitude towards the mobile phones, which would help their parents and the world to control all the unwanted activities where mobile phones are involved, which are happening in today's world , along with the destruction caused by the mobile phones in terms of career of a students.

3. OBJECTIVE
To analyze the data collected during the survey and find out the perception of youngsters towards mobile phones.

4. RESEARCH METHODOLGY
To achieve the above mentioned objective we gathered the data using interview based questionnaire. A survey was carried out among 200 school and college going students in Delhi. The data collected was tabulated and analyzed by using software like MS Excel and SPSS.
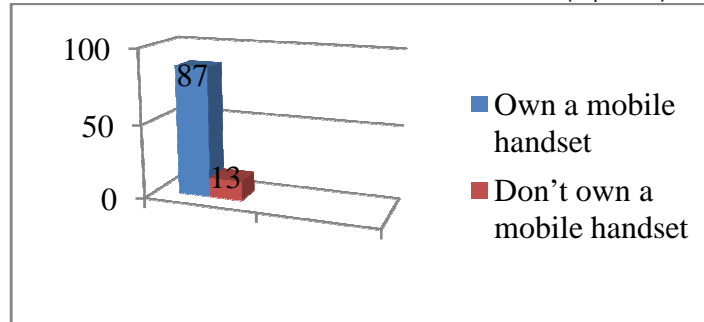
5. ANALYSIS
The analysis of the data collected shows that among the total number of students interviewed, 87% own a mobile phone, while only a 13% do not have a mobile phone. The ownership does not mean that they have purchased it themselves. It might be that the mobile handset was gifted by their parents or even owned by the parents, but it is being used by the respondent individually.

TABLE-1 - MOBILE PHONE OWNERSHIP AMONG STUDENTS

Response	Frequency	Percentage
Own a mobile	174	87%
Don't own a mobile	26	13%
Total	200	100%

FIG. 1 – MOBILE PHONE OWNERSHIP AMONG STUDENTS (in percent)

However this does not mean that the 13% students who do not own a mobile phone are not using mobile services. Interestingly, 94% of students own a SIM card, while only a meager 6% do not own a SIM card. Further analysis of the data brings to light a very interesting fact; the percentage of students who own a SIM card is higher than the number of students owning a mobile phone. It means that the students who don't own a mobile phone still use mobile services by using the mobile handset of some friend or family member. There can be many reasons for such a high percentage of students having SIM card. One of the reasons is that the price of a SIM card is very low. One can get a SIM card for paying only a small amount of Rs. 50. In some cases, this amount is even less. Another reason is the availability of pre-activated SIM cards and no address verification for SIM activation by the mobile service providers.

TABLE-2 – SIM CARD OWNERSHIP AMONG STUDENTS

Response	Frequency	Percentage
Own a SIM	188	94%
Don't own a SIM	12	06%
Total	200	100%

FIG. 2 – SIM CARD OWNERSHIP AMONG STUDENTS (in percent)
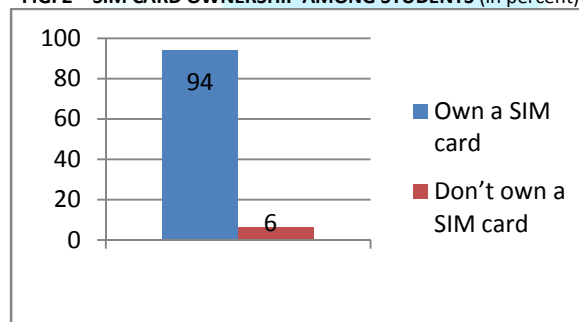
When the students who owned a mobile phone, were asked about the number of handsets owned by them, 92.5% of the students said that they own only one mobile handset, while 6.3% own two mobile handsets. Only a meager 1.2% own more than two handsets. So, students prefer to use only one mobile handset. It may be because of ease of carrying and availability of Dual SIM mobile handsets. This is a straight forward indication for mobile handset companies that they have to provide a good handset having all the facilities and add-ons. The terms like battery life, memory capacity, 3G, Wi-Fi, efficient touch screen, sound quality, software version, Android etc. are common terms you can hear from every youngster today. It seems as if they all are tech-whiz.

TABLE-3 - NUMBER OF HANDSETS OWNED BY STUDENTS

Response	Frequency	Percentage
One handset	161	92.5%
Two handsets	11	6.3%
More than two handsets	02	1.2%
Total	174	100%

FIG. 3 – NUMBER OF HANDSETS OWNED BY STUDENTS (in percent)
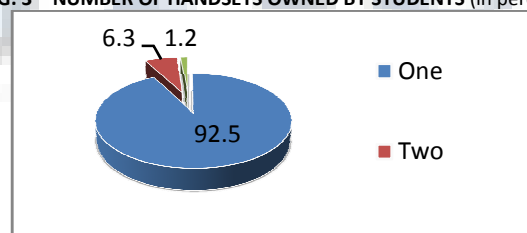
According to the data collected and analyzed, of the total number of students who own SIM card, 1.1% own more than two SIM cards, while 10.1% own two SIM cards. A majority of students that is 88.8% own only one SIM card. It means that of the total of 200 students interviewed, 188 students own a total number of 211 (approx) SIM cards.

TABLE-4 - NUMBER OF SIM CARDS OWNED BY STUDENTS

Response	Frequency	Percentage
One SIM card	167	88.8%
Two SIM cards	19	10.1%
More than two SIM cards	02	1.1%
Total respondents	188	100%

FIG. 4 – NUMBER OF SIM CARDS OWNED BY STUDENTS (in percent)
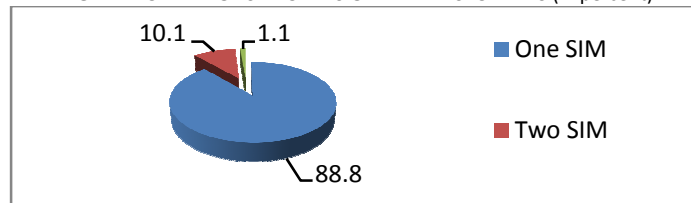
When asked about the brand of mobile handset that they use, Nokia swept the market, with 49.4% of students interviewed preferring Nokia. Samsung and LG with 24.2% and 15.5% respectively were also among the top three preferred brands of mobile handsets. The Blackberry with 3.4% is also creating its space in the market. 7.5% respondents are using handsets of other brands like HTC, Sony and other Chinese and domestic brands.

TABLE-5 - DIFFERENT BRANDS OF MOBILE HANDSETS OWNED BY STUDENTS

Response	Frequency	Percentage
Blackberry	06	3.4%
Nokia	86	49.4%
LG	27	15.5%
Samsung	42	24.2%
Others	13	7.5%
Total	174	100%

FIG. 5 – DIFFERENT BRANDS OF MOBILE HANDSETS OWNED BY STUDENTS (in percent)
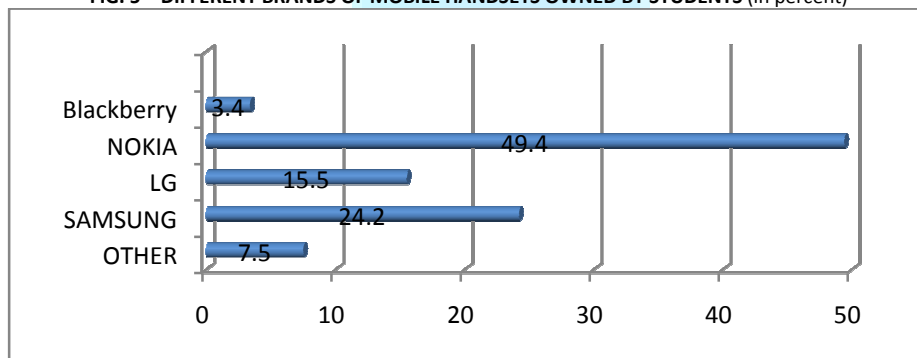
In Delhi, there are many mobile service providers with each fighting hard to capture more share of the market. According to the students interviewed, the situation is similar, with Vodafone, Idea Cellular and Bharti Airtel competing for the top slot with 35.1%, 29.8% and 21.3% respectively. There is a unbending competition among these three players, with each launching different and attractive schemes every now and then. Reliance and Tata Teleservices have 8.5% and 3.2% share respectively. Others with 2.1% are mostly new entrants like MTS, MTNL and Aircel.

TABLE-6 - SERVICE PROVIDERS PREFERRED BY STUDENTS

Response	Frequency	Percentage
Airtel	40	21.3%
Idea	56	29.8%
Vodafone	66	35.1%
Reliance	16	08.5%
Tata Teleservices	06	03.2%
Others	04	02.1%
Total respondents	188	100%

FIG. 6 – SERVICE PROVIDERS PREFERRED BY STUDENTS (in percent)
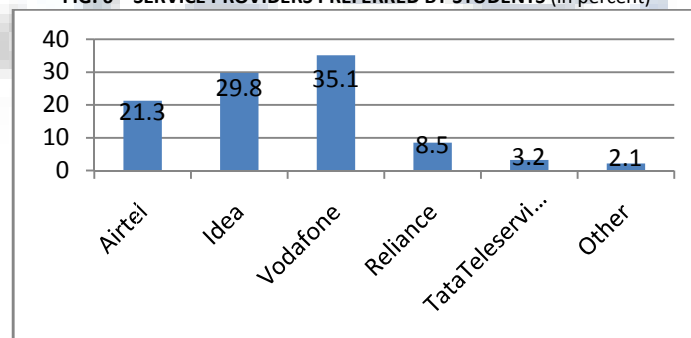
When it comes to type of payment plans, pre-paid is the most preferred one among students. Only 3.2% of the students interviewed use Post-paid connections while the rest i.e. 96.8% students interviewed use Pre-paid connections. This is because pre-paid connections are easy to purchase as compared to post-paid

connections. Mobile service providers follow strict rules while allotting and activating post-paid connections, while pre-paid connections are easily available and activated. The cost of getting pre-paid connection is low as compared to that of post-paid connection. There is no security deposit for pre-paid connection, while generally there is a security deposit. Although, call charges are slightly lower in post-paid connections but for students pre-paid is the real thing as it gives them the flexibility of small recharges, free calls during nights, and other attractive offers.

TABLE-7 - TYPE OF PAYMENT PLANS PREFERRED BY STUDENTS

Response	Frequency	Percentage
Postpaid plan	182	96.8%
Prepaid plan	06	03.2%
Total respondents	188	100%

FIG. 7 – TYPE OF PAYMENT PLANS PREFERRED BY STUDENTS (in percent)

The research reveals a very shocking fact. The monthly average usage of the students interviewed comes out to be Rs. 407.50/-.

TABLE-8 – MONTHLY AVERAGE USAGE

Minimum Usage	Maximum Usage	Average Usage
100 rupees	2500 rupees	407.50 rupees

FIG. 8 – MONTHLY AVERAGE USAGE (in Rupees)

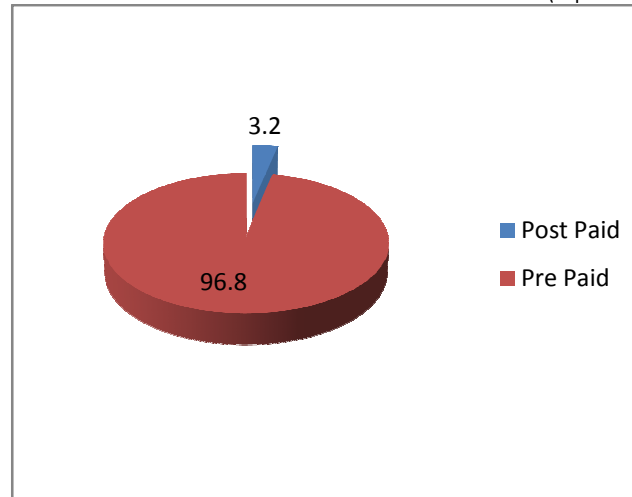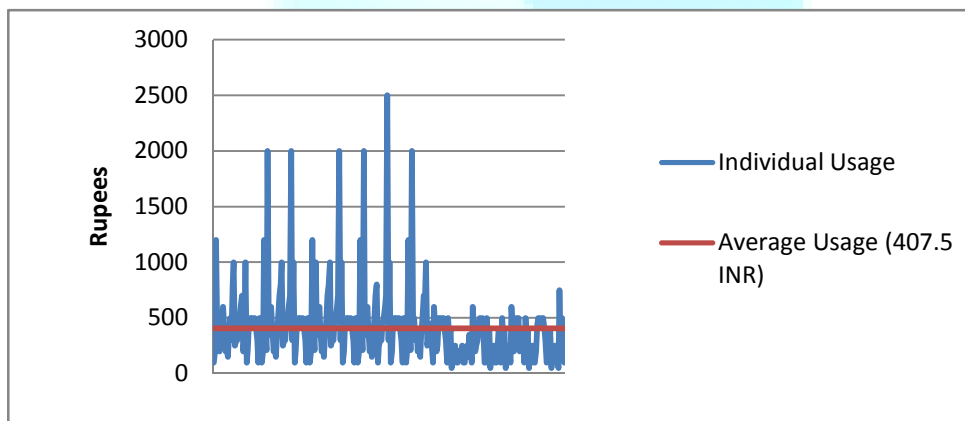The amount may seem small but try putting it on a larger map. A student spends an average of Rs. 4,890/- annually for mobile services. This does not include the price of handset and other accessories. And remember, this is the average usage; in this research there are students who spend more than Rs. 30,000/- annually for mobile phone services.

As an old saying goes, "It is always easy to use a service but always difficult to pay for it", the same is true for students using mobile services. In response to, who pays for the monthly mobile services bills or recharges; only 4% said that they themselves pay for it, while 27% of the respondents said that their parents pay for their mobile services bills or recharges. A majority of the respondents i.e. 69% said that the expenses are bourn jointly by the parents and themselves. It does not mean that there is some sort of agreement between the parents and the respondents of sharing the expenses for mobile services. Most of the students in this category said that their parents pay for the normal bills or recharges, but other expenses like internet recharges, and other value added services are paid by the respondents, and also that generally the parents are not aware of such expenses.

TABLE-9 - ONUS OF PAYING FOR MOBILE SERVICE BILLS OR RECHARGES

Response	Frequency	Percentage
Paid by parents	51	27%
Paid by Self	07	04%
Joint payment	130	69%
Total	188	100%

FIG. 9 – ONUS OF PAYING FOR MOBILE SERVICE BILLS OR RECHARGES (in percent)
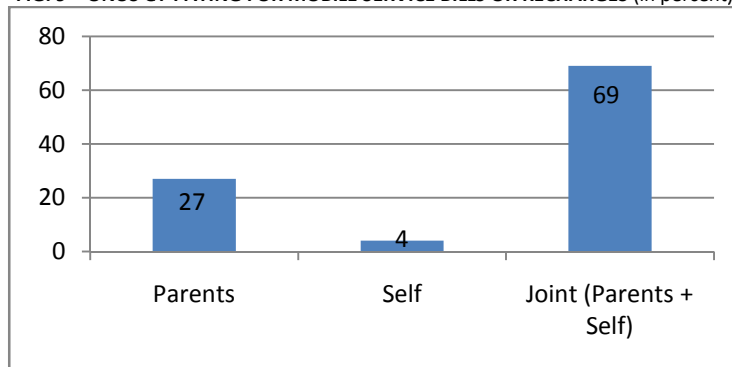
The mobile phone has carved such a space for itself in the young generation's life that the youngsters are ready to sacrifice many things only to save money for paying the mobile phone's bills or recharges. Only 15% of the students interviewed responded that they have never cut other expenses in order to afford mobile phone services. 62% responded that they sometimes cut other expenses to afford mobile phone services. While 23% said that they always have to cut their other expenses to afford mobile phone service.

TABLE-10 - CUTTING OTHER EXPENSES FOR AFFORDING MOBILE PHONE SERVICES

Response	Frequency	Percentage
Always	43	23%
Sometimes	117	62%
Never	28	15%
Total	188	100%

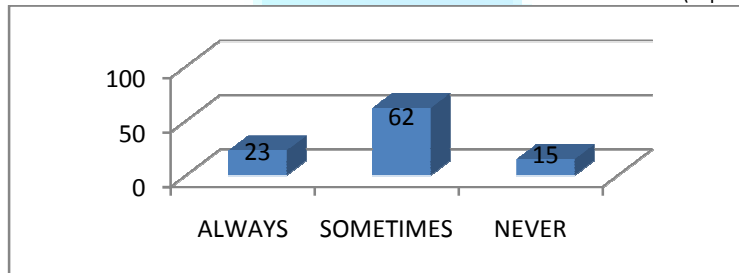**FIG. 10 – CUTTING OTHER EXPENSES FOR AFFORDING MOBILE PHONE SERVICES** (in percent)

When it comes to the services used by the students interviewed, voice calls and SMS are used by every single student interviewed. MMS is used by only 26% respondents as it is a bit costly and also because not all handsets support MMS. Mobile Internet is fast catching-up as 73% of respondents use mobile internet. Mobile Internet is getting cheaper day by day and quality of handset displays is getting better day by day. Mobile Commerce is also getting popular among students; with 20% of the respondents said they use mobile commerce in one way or another. SMS alerts on mobile from banks, searching, buying and downloading games and other stuff from online markets etc. are making mobile commerce popular among youngsters. 23% respondents said that they use some other services as well like weather forecast, astrology, dating, fun SMS etc.

TABLE-11 - VARIOUS SERVICES BEING USED BY STUDENTS

Response	Frequency	Percentage
Voice Calls	200	100%
SMS	200	100%
MMS	52	26%
Mobile Internet	146	73%
Mobile Commerce	40	20%
Other	46	23%

FIG. 11 – VARIOUS SERVICES BEING USED BY STUDENTS (in percent)
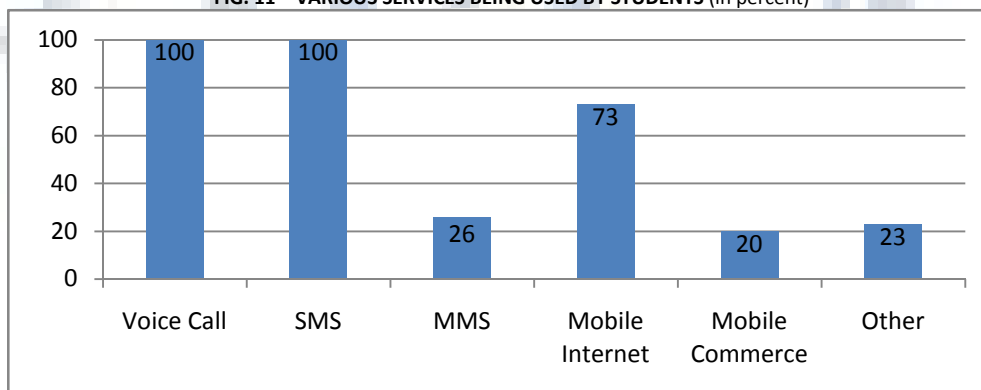
Young generation considers mobile phone as a necessity. 98% of the respondents said mobile phone is necessity and has made their life easier by providing connectivity to their loved ones and also a host of other services. Only 2% respondents said that mobile phone is not a necessity and it is just another gadget.

TABLE-12 – MOBILE PHONE IS NECESSITY

Response	Frequency	Percentage
YES	196	98%
NO	04	02%

FIG. 12 – MOBILE PHONE IS A NECESSITY (in percent)

The respondents justify their claim that mobile phone is a necessity, when 51% of them said that they use their mobile phone for more than 4 hours per day. 28% said they use their mobile phone for 2 to 4 hours daily, 15% said they use it for 1 to 2 hours daily. Only 6% respondents use their mobile phones for less than an hour daily.
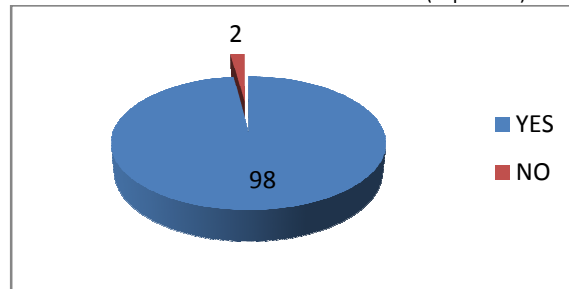
TABLE-13 - MOBILE PHONE HOURS PER DAY USAGE BY STUDENTS

Response	Frequency	Percentage
Less than 1 hour	11	06%
1 to 2 hours	28	15%
2 to 4 hours	53	28%
More than 4 hours	96	51%
Total respondents	188	100%

FIG. 13 – MOBILE PHONE HOURS PER DAY USAGE BY STUDENTS (in percent)
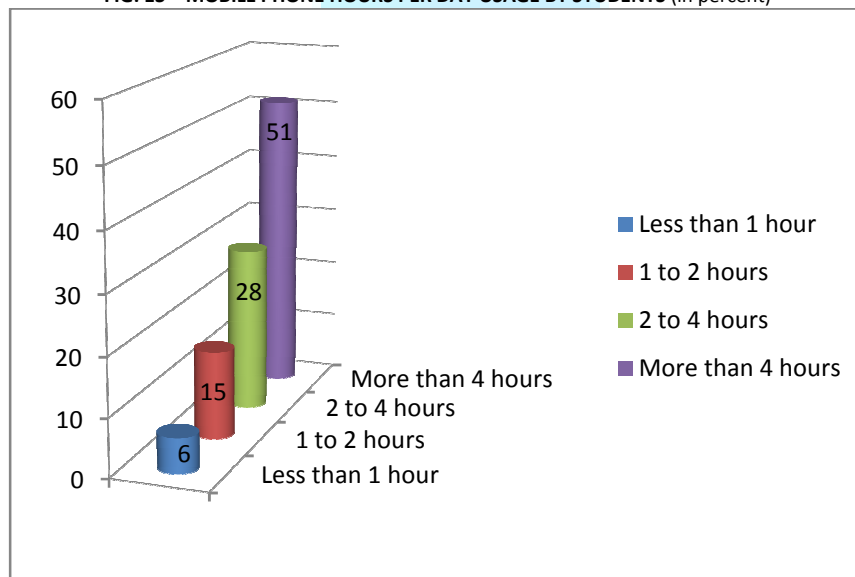
But, using mobile phone for long durations daily have its repercussions – being scolded by parents is one of them. Only 14% of the students said that they have never been scolded for using mobile phone. A whopping 86% of the students interviewed, accepted that they have been scolded by their parents for excessive usage of mobile phone. The respondents said that their parents give various reasons like wastage of time, wastage of money, health hazards including headaches and eyesight problems, lack of concentration on studies etc.

TABLE-14 - RESPONDENTS SCOLDED BY PARENTS FOR EXCESSIVE USAGE OF MOBILE PHONE

Response	Frequency	Percentage
Yes	162	86%
No	26	14%
Total respondents	188	100%

FIG. 14 – RESPONDENTS SCOLDED BY PARENTS FOR EXCESSIVE USAGE OF MOBILE PHONE (in percent)
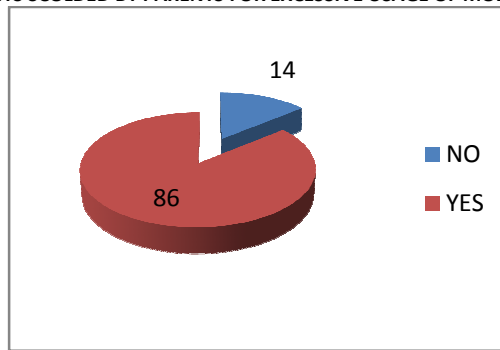
Home is not the only place where one can be scolded for using mobile phone. Most of the educational institutions prohibit the use of mobile phones in the campus or during classes and lectures. Using mobile phones during classes not only creates disturbance for the user but also for others attending the class. However, only 28% respondents said that they never use mobile phone during lectures. 23% said they have used the mobile phone atleast once during lectures. 29% responded that they use mobile phone sometimes during the lectures. There are 10% students who use mobile phones often during the lectures, while those who do this daily stood at 10% also.

TABLE-15 - STUDENTS USING MOBILE PHONES DURING LECTURES

Response	Frequency	Percentage
Never	53	28%
Once	43	23%
Sometimes	54	29%
Often	19	10%
Daily	19	10%
Total respondents	188	100%

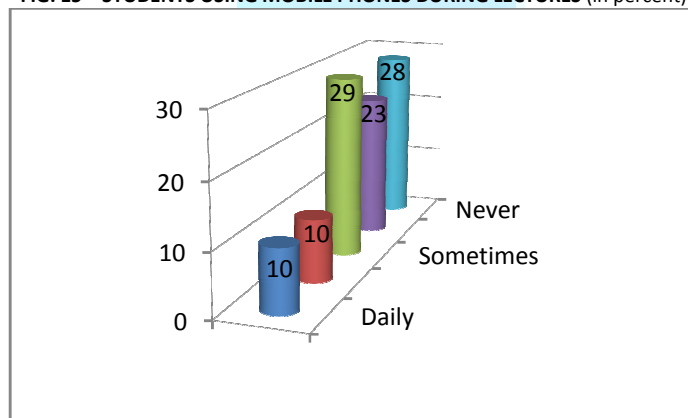**FIG. 15 – STUDENTS USING MOBILE PHONES DURING LECTURES** (in percent)

When asked if they thought mobile phones are harmful for health, 70% of the students interviewed said that only excessive usage of mobile phone is harmful, while 20% said that the think using mobile phone is harmful for health and only 10% said that it is not harmful at all.

TABLE-16 – HARMFULNESS OF MOBILE PHONE

Response	Frequency	Percentage
Harmful	40	20%
Not Harmful	20	10%
Excessive usage is harmful	140	70%
Total	200	100%

FIG. 16 – HARMFULNESS OF MOBILE PHONE (in percent)
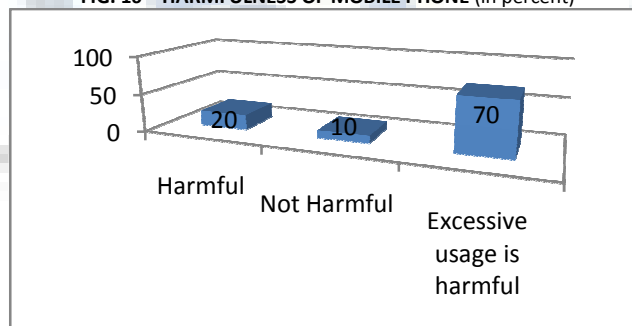
Young generation is very conscious about the lifestyle, image and appearance. When it comes to mobile phones, 46% said that expensive mobile phone reflects a person's lifestyle. 38% of the students interviewed said that maybe it is true that expensive mobile phone reflects a person's lifestyle. Only 16% respondents said that there is no relation between expensive mobile phones and a person's lifestyle.

TABLE-17 – EXPENSIVE MOBILE HANDSET REFLECTS LIFESTYLE

Response	Frequency	Percentage
Yes	92	46%
No	32	16%
May be	76	38%
Total	200	100%

FIG. 17 – EXPENSIVE MOBILE HANDSET REFLECTS LIFESTYLE (in percent)

Another, interesting fact that came to light during this research was that a majority of students carry their mobile phones to the bathroom and even restrooms. The students were asked whether they carry mobile phones to the restroom and or bathroom even when they are at home. 25% responded that they don't. The remaining 75% said that 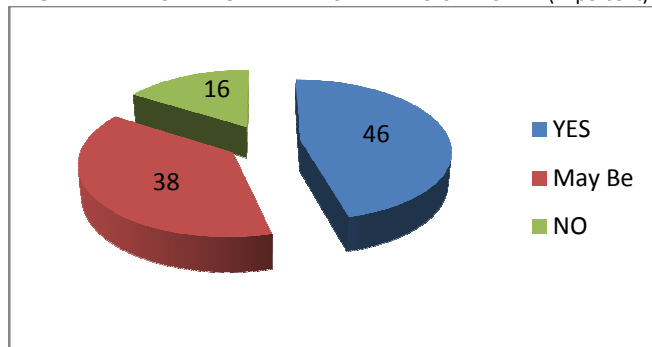they do; due to various reasons. The prominent among them was that they don't want to miss any call or SMS. Others said that they don't want their parents to receive any SMSs or calls on their phone. Some said that there is some material in their mobile phones that they don't want to share with anyone. So, it can be understood that the mobile phone is not only a tool for communicating but today it has become a device to hide secrets and can provide an insight to a person's life.

TABLE-18 – STUDENTS CARRYING MOBILE PHONES TO RESTROOM / BATHROOM

Response	Frequency	Percentage
I don't want to miss any calls or SMS	85	45%
I don't want my parents to receive any calls or SMS on my mobile	38	20%
There is some stuff that I don't want to share	18	10%
No, I don't carry my mobile to restroom / bathroom	47	25%
Total respondents	188	100%

FIG. 18 – STUDENTS CARRYING MOBILE PHONES TO RESTROOM/ BATHROOM (in percent)
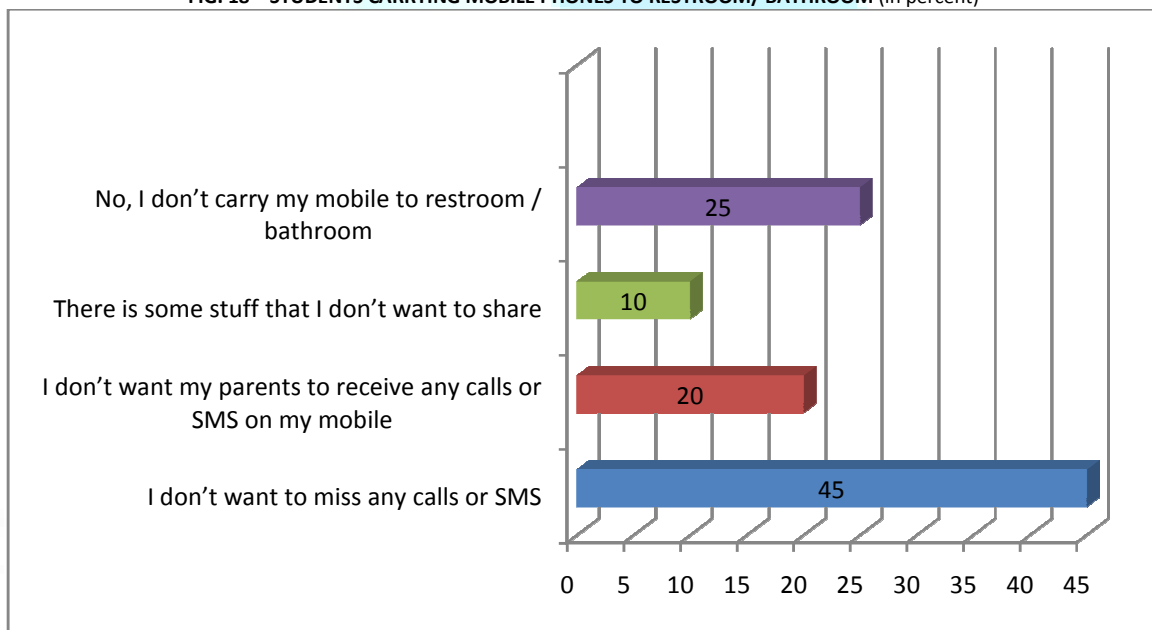
Youngsters are so very much addicted to mobile phones that they keep it with them even while sleeping. Surprisingly, 80% of the students interviewed said that they keep their mobile phones with them while sleeping. Only 20% responded that they don't keep their mobile phones with them while sleeping. Most of the students, who keep their mobile phones with them while they are sleeping, do so because they communicate with their friends till late at night via SMS or some social networking sites or applications. Some said that they do so because they set morning alarms in their mobile phones.

TABLE-19 – PLACING MOBILE PHONES NEARBY WHILE SLEEPING

Response	Frequency	Percentage
Yes	150	80%
No	38	20%
Total respondents	188	100%

FIG. 19 – PLACING MOBILE PHONES NEARBY WHILE SLEEPING (in percent)
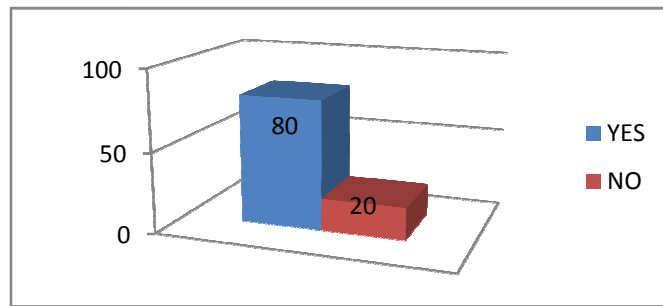
We remember our childhood days, when our moms use to tell us that the first thing we should do when we get up in the morning is to enchant prayers and brush our teeth. This is our routine till today. But nowadays, youngsters check their mobile phones after getting up from sleep. 90% of the students interviewed said that the first thing that they do after getting up from sleep is to check their mobile phone for any missed calls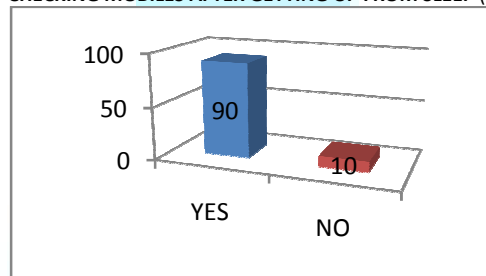, SMS or some update on social networking site. Only 10% said that checking mobile phone after getting up from sleep is not their first priority.

TABLE-20 – CHECKING MOBILES AFTER GETTING UP FROM SLEEP

Response	Frequency	Percentage
Yes	170	90%
No	18	10%
Total respondents	188	100%

**FIG. 20 – CHECKING MOBILES AFTER GETTING UP FROM SLEEP** (in percent)

Finally, when the students were asked if they can imagine life without mobile phone, 98% responded that they cannot live without the mobile phone, while only 2% said that they can live without mobile phone. The facial expressions of the students interviewed changed after listening to this question, as if we are from some ancient time.

TABLE-21 – IMAGINING LIFE WITHOUT MOBILE PHONE

Response	Frequency	Percentage
Yes	04	02%
No	196	98%

FIG. 21 – IMAGINING LIFE WITHOUT MOBILE PHONE (in percent)
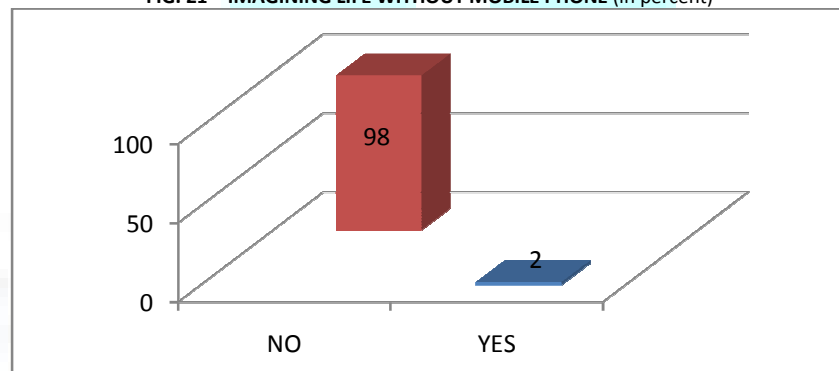
The students told us that mobile phone has become an integral part of their lives. They communicate with their friends, plan outings, share gossips, sometimes notes, locate stores, buy movie tickets, order pizza, surf the internet, listen to songs, click images, and so much more.
When asked one of the students: "Can you imagine life without mobile phone? He replied; "Life without mobile phone – Are you kidding…"

6. FINDING AND CONCLUSION

According to the above analysis, we have reached to the conclusion that life without mobile phones is unfeasible. As any individual from getting up in morning till he/she again goes to bed he/she spends majority of time on his/her mobile phone, even some are keeping them with themselves while sleeping. Students are even curtailing their expenses to maintain a mobile phone. In accordance with emerging technologies, as it is making life more easier and comfortable, students are running behind good and latest handsets. Students are giving that much importance to mobile phones that even they have stopped paying attention even to health hazards and warnings given to them by their parents and teachers. In the end we can conclude that mobile phones have became the life of youngsters.

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