STUDY ON MOBILE PHONE UTILIZATION PATTERN OF POST GRADUATE AGRICULTURE STUDENTS IN CHHATTISGARH, INDIA

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Abstract

The present investigation was carried out in Indira Gandhi Agriculture University, Raipur (Chhattisgarh), India with its specific objective to find out the extent of mobile phone and ICT tools utilization by the post graduate students of the university. There were around 380 students studied in post graduate courses under the faculty of Agriculture and Agriculture Engineering during the academic session of 2013-1014. Out of them 50% students were selected randomly for this study. The findings of this study revealed that maximum number of students were high extent of utilization of mobile. Majority (94.74%) of the students were using mobile phones for getting contacts with friends, batch mates and colleagues, as compared to 88.94 per cent students using mobile phone for contact with parents. Majority (57.36%) of students used internet on mobile phone for downloading songs and videos or ring tones, followed by 51.57 per cent used it for social media like facebook and whatsapp etc. 70.53 per cent students had higher extent of utilization of mobile phones.

Key words : Mobile utilization, Information and Communication Technology (ICT) tools.

Introduction

A good way to think about ICT is to consider all the uses of digital technology that already exist to help individuals, businesses and organisations use information. ICT covers any product that will store, retrieve, manipulate, transmit or receive information electronically in a digital form. For example, personal computers, digital television, email, robots.

Information and Communication Technology (ICT) is an umbrella term that includes computer hardware and software, digital broadcast and telecommunications technologies as well as digital information repositories online or offline (Selwyn, 2002) and includes contemporary social networking aspects, read/write interfaces on the web besides file sharing systems online. It represents a broad and continually evolving range of elements that further includes the television (TV), radio, mobile phones and the policies and laws that govern the widespread use of these media and devices. The term is often used here in its plural sense (ICTs) to mean a range of technologies instead of a single technology (Balaji *et al*., 2007).

Methodology

The study was conducted in the faculty of Agriculture and Agriculture Engineering, IGKV, Raipur (C.G.), India. The study consisted of Post Graduate students including M.Sc. and M. Tech. during the session of 2013-1014. Out of total 380 students, 50 per cent students were selected randomly for this study. In this way total 190 (170+20) post graduate students were considered as respondent for the present study. The data were collected by personal interview method.

Results and Discussion

Utilization pattern of mobile

Mobile cost

The result shown in table 1 indicates the cost of cell phones used by the students. The cost and brand name varies from student to student. Result indicate that the majority of the students (51.58%) had costing Rs. 3001-5000, followed by 26.32 per cent students had Rs. 3000, 11.58 per cent students had between Rs. 5001 – 8000 and 6.31 per cent students had between Rs. 8001 – 10000. Also, 4.31 per cent students were having quit costly mobiles with cost more than Rs. 10000.

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Table 1 : Distribution of respondents according to their mobile cost.

(n = 190)

Category	Frequency	Percentage
➢ Up to Rs.3000	50	26.32
➢ Rs. 3001 – 5000	98	51.58
➢ Rs. 5001 – 8000	22	11.58
➢ Rs. 8001 – 10000	12	6.31
➢ More than 10000	8	4.31

Mobile use (other than calls)

Regarding mobile use, the result revealed (table 2) that all the students used mobile phones had the capabilities to send and receive messages, play games and used clock/reminder/alarm. The result further reveals that 82.10 per cent students use to take picture, followed by 81.57 per cent students used to play music or MP3 films, 63.68 per cent students used it for internet or web sites, 63.15 per cent students used mobile for play videos, 56.84 per cent students' used to record videos and less than 50 per cent students used mobile phone for send and receive mail, listen radio programmes, live service and other.

Table 2 : Distribution of respondents according to mobile use.

(n = 190)

Function	Frequency*	Percentage
➢ Send and receive text message/MMs	190	100.00
➢ Play games	190	100.00
➢ Take picture	156	82.10
➢ Play music or MP3 films	155	81.57
➢ Play videos	120	63.15
➢ Record videos	108	56.84
➢ Access the internet or web sites	121	63.68
➢ Send and receive mail	91	47.89
➢ Listen radio programmes	90	47.36
➢ Live services	70	36.84
➢ Clock/reminder/alarm	190	100.00
➢ Others	56	29.47

*Data are based on multiple responses.

Mobile Network Services

Regarding mobile network and services, the findings are presented in table 3. The results revealed that the majority of students (51.57%) used Reliance, followed by 32.62 per cent students used Airtel, 28.94 per cent students used BSNL, 26.31 per cent students used Idea and less than 20 per cent students used Vodafone, Tata Docomo, Videocon and other. Rathore and Sharma (2012) also noted almost similar findings.

Table 3 : Distribution of respondents according to Mobile Network Service.

(n = 190)

Category	Frequency*	Percentage
➢ BSNL	55	28.94
➢ Airtel	62	32.63
➢ Idea	50	26.31
➢ Vodafone	29	15.26
➢ Reliance	98	51.57
➢ Tata docomo	36	18.94
➢ Videocon	18	9.47
➢ Other	4	2.10

*Data are based on multiple variables.

Utilization of mobile phone

Regarding purpose of using mobile phones the data is presented in table 4. The results reveals that majority of the students (94.74%) were using mobile phone for contact with friends, batch mates and colleagues, followed by 88.94 per cent students using mobile phone for contact with parents and 62.63 per cent students used for social interaction.

Table 4 : Distribution of respondents according to utilization of mobile phone.

(n = 190)

Category	Frequency*	Percentage
General purpose		
➢ Contact with parents	169	88.94
➢ Social interaction	119	62.63
➢ Contact with friends, batch mates and colleagues	180	94.74
Internet or web usage		
➢ Download songs and videos or ring tones	109	57.36
➢ Get News or weather online	61	32.10
➢ Send and receive mail	90	47.36
➢ Information about job	70	36.84
➢ Face book, whatsapp	98	51.57
➢ Information about books, movies or other leisure activities	50	26.31
➢ Other (Photography, health and medical services etc)	60	31.57

*Data are based on multiple responses.

The findings regarding Internet or web usage on mobile are presented in table 4. The results shows that the more than half of the students (57.36%) used the internet on mobile phone for download songs and videos

or ring tones, followed by 51.57 per cent used for facebook and whatsapp, 47.36 per cent used for send and receive mail, 36.84 per cent used for getting information about job, 32.10 per cent used to get News or weather online, 31.57 per cent used for other purpose like; photography, health and medical service etc. and 26.31 per cent of the students used for getting information about movies, books or other leisure activities.

Extent of utilization of information and communication technology

The findings regarding extent of utilization of mobile are also present in table 5. As regard to send and receive text message/MMs, 53.16 per cent of students rarely utilize, followed by regular utilize (31.58%) and never utilize (15.26%). Regarding play games, 36.84 per cent students rarely utilize, followed by regular utilize (32.11%) and never utilize (31.05%).

Table 5 : Distribution of respondents according to component wise extent of utilization of selected ICT tools.

Particulars	Extent of utilize		
	Regular	**Rarely**	**Never**
Mobile (n = 190)			
➢ Send and receive text message/MMs	60(31.58)	101(53.16)	29(15.26)
➢ Play games	61(32.11)	70(36.84)	59(31.05)
➢ Take picture	35(18.42)	101(53.16)	54(28.42)
➢ Play music or MP3 films	90(47.37)	61(32.11)	39(20.52)
➢ Play videos	30(15.79)	92(48.42)	68(35.79)
➢ Record videos	10(5.26)	74(38.95)	106(55.79)
➢ Access the internet or web sites	29(15.26)	81(42.63)	80(42.11)
➢ Send and receive mail	27(14.21)	55(28.95)	108(56.84)
➢ Download songs and videos or ring tones	20(10.53)	75(39.47)	95(50.00)
➢ Get News or weather online	24(12.63)	37(19.37)	129(67.89)
➢ Face book, whatsapp	81(42.63)	33(17.36)	76(24.21)

Note: Figures in parenthesis shows the percentage.

Regarding take picture, 53.16 per cent students rarely utilize, followed by never utilize (28.42%) and regular utilize (18.42%). Regarding play music or MP3 films, 47.37 per cent students regular utilize, followed by rarely utilize (32.11%) and never utilize (20.52%). Regarding play video, 48.42 per cent students rarely utilize, followed by never utilize (35.79%) and regular utilize (15.79%). Regarding record video, 55.79 per cent students never utilize, followed by rarely utilize (38.95%) and regular utilize (5.26%). Regarding access the internet or web

sites, 42.63 per cent students rarely utilize, followed by never utilize (42.11%) and regular utilize (15.26%). Regarding send and receive mail, 56.84 per cent students never utilize, followed by rarely utilize (28.95%) and regular utilize (14.21%). Regarding download songs and video or ring tones, 50 per cent students never utilize, followed by rarely utilize (39.47%) and regular utilize (10.53%). Regarding get news or weather online, 67.89 per cent students never utilize, followed by rarely utilize (19.37%) and regular utilize (12.63%). Regarding face book and whatsapp, 42.63 per cent students regular utilize, followed by rarely utilize (17.36%) and never utilize (24.21%).

Regarding extent of utilization of mobile (table 6), 70.53 per cent of students were high extent of utilization, followed by 22.63 per cent of students had medium extent of utilization and 6.84 per cent of students had low extent of utilization.

Table 6 : Distribution of respondents according to extent of utilization of selected ICT tools.

(n = 190)

Mobile	Frequency	Percentage
➢ Low (0-7 scores)	13	6.84
➢ Medium (8-14 scores)	43	22.63
➢ High (15-22 scores)	134	70.53

Conclusion

Regarding mobile phone, majority of the students had mobile phone casting up to Rs. 5000. Majority (51.57%) of students used Reliance followed by 32.62 per cent students used Airtel network. Majority (94.74%) of the students were using mobile phones for getting contacts with friends, batch mates and colleagues, as compared to 88.94 per cent students using mobile phone for contact with parents. Majority (57.36%) of students used internet on mobile phone for downloading songs and videos or ring tones, followed by 51.57 per cent used it for facebook and whatsapp. 70.53 per cent students had high extent of utilization of mobile phones.

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