



## Smart Phone Adoption Among the Rural Customers with Special Reference to Coimbatore

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### ABSTRACT

Smartphone's do so many things but one of the most important aspects of their usefulness is the fact that they keep people connected. Smartphone's give fast, easy and increased communication by integrating contact information and providing applications that can be easily accessed and allow people to stay in touch with each other. Texting, social networking, sending and receiving e-mails remain popular to connecting people. With huge powerful applications, smart phones allow their users to stay in touch with each other in

their work and extend their social connection in many ways. Smartphone's offer limitless access to news, social networks, games, entertainment, e-mails, media management, core functionality and utility applications, business, productivity and lifestyle applications.

*Keywords--* Smartphone, people, communication, e-mails, social networks, business, productivity

### I. INTRODUCTION

The convergence of communication and computing for mobile consumer devices is on the evolutionary course to bring interoperability and leverage the services and functions from each and every industry. In this process of convergence the Smartphone's are the leading devices taking the front end and playing the role of universal mobile terminal. As a marketing strategy the Smartphone term was introduced in the market, referring a new class of mobile phones that provides integrated services from communication, computing and mobile sectors including voice communication, messaging, personal information management (PIM) applications and wireless communication capability [1]. In real sense Smartphone is a mobile phone with advanced features and functionality beyond traditional functionalities like making phone calls and sending text messages. The Smartphone are equipped with the capabilities to display photos, play games, play videos, navigation, built-in camera, audio/video playback and recording,

send/receive e-mail, built in apps for social web sites and surf the Web, wireless Internet and much more. Due to same reasons the Smartphone's now become a common choice for consumers along with the use in business as it was initially intended for business users only.

### II. OBJECTIVES

- To study the demographic profile of the smart phone users
- To analyse the impact of smart phone usage
- To study the experience undergone by the smart phone users

### III. RESEARCH HYPOTHESIS

- There is significant association between the age and the amount of time spend on the smart phone usage.
- There is significant association between the time spend on smart phone to the type of usage.

- There is significant association between time spend and its impact on the experience of the users.
- There is significant association between the occupation and the social stress experienced by the smart phone users.
- There is significant difference in the average opinion on smart phone usage with respective age of the respondents.

#### IV. REVIEW OF LITERATURE

Not only do Smartphone's connect people, with myriad of application can receive immediate information about local and global events by bringing news, stock and weather updates which will help the person to be up-to-date. Research has shown that young people feel that it is easier today than five years ago to keep up with information and the world that they live in (Purcell et al.). Smartphone's can also serve live TV by the help of applications such as netTV that offer a selection of programs from around the world (Rothman). In addition, there are

Smartphone's are so diverse that the user will never run out of choices. Some of the game categories that Smartphone's offer from the simplest to the most

#### V. RESEARCH METHODOLOGY & DATA COLLECTION

This research was general in nature and it's applicable to all sorts of people who have been using mobile phones in rural areas . So to gather data, questionnaires were prepared and it filled it with Coimbatore district respondents. The random sampling technique was used to get data. Hundred and ten respondents are chosen to fill the questionnaires.

The structured questionnaires were used to collect the data from the respondents. Structured questions saves considerable amount of time as the respondent is quick enough to choose from the option given to him. Information collected from news papers, Books, Magazine, Internet. Chi square tests, ANOVA were used to analyse the data.

(Table: 1) Respondents Age and the amount of time spend on Smartphone usage

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	73.816 <sup>a</sup>	16	.000
Likelihood Ratio	74.434	16	.000
N of Valid Cases	110		

It delivers that significance less than 0.05. It generates the conclusion that there is an association exists

complicated ones are action, puzzle, casual, gambling, sports and racing which help people for amusement. Smartphone's can also be used to store music, books, photos and video clips and also play music, view and open documents which helps people to have access to their files whenever and wherever. 48% of adults that own Smartphone's listen to music using their Smartphone's (Duggan). Smartphone's have the same advantages as computers, making Smartphone's more preferable and influential due to their size and efficiency. The efficiency of Smartphone's is related with the use of the applications they offer. There are a number of applications that assist people to a particular lifestyle or a particular human activity. These applications assist people with health and fitness. There are applications that support while training, exercising or practicing a sport. As a matter of fact, there are even applications that can do one's shopping and help in travelling by booking and checking flight. Smartphone has impacted almost all walk of human life. The prominent areas, where impacts of Smartphone are obvious include business, education, health and social life. Mobile technology has drastically changed the cultural norms and behavior of individuals. It is true that Smartphone has a sizeable impact on society and other aspects of life.

#### VI. LIMITATIONS OF THE STUDY

- This study is purely based on responses received from hundred and ten respondents.
- This research is done on the basis of time constraint and cost effectiveness.

#### VII. DATA ANALYSIS

The following tables are basically representation of respondents in the form of questionnaire being filled by them. The Chi square tests and ANOVA are all shown below.

(Table: 1) Respondents Age and the amount of time spend on Smartphone usage

between the age and the amount of time spends on the smart phone usage.

(Table: 2) Respondents time spends on smart phone and the type of usage.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	112.250 <sup>a</sup>	16	.000
Likelihood Ratio	115.405	16	.000
N of Valid Cases	110		

From the table 2, infers that the significance value for the combination is less than 0.05 null hypothesis is rejected. Hence there exist significant associations between

respondent's time spend on smart phone to the type of usage.

(Table: 3) Respondents time spends on Smartphone and its impact on the experience of the users.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	54.495 <sup>a</sup>	4	.000
Likelihood Ratio	8.619	4	.071
N of Valid Cases	110		

The above table infers that the chi square significance is less than 0.05. It clearly denotes that there

is a significant association between time spend and its impact on the experience of the users.

(Table: 4) Occupation and the social stress experienced by the Smartphone users

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	123.188 <sup>a</sup>	20	.000
Likelihood Ratio	114.445	20	.000
N of Valid Cases	110		

The above table conveys that the chi square significance is less than 0.05. It denotes that there is a significant

association between the Occupation and the social stress experienced by the Smartphone users.

(Table: 5) ANOVA (Age and Experiences of Smart phone usage)

ANOVA					
		Sum of Squares	df	Mean Square	F
Haveyouexperienceanyhealthp roblem	Between Groups	72.772	4	18.193	36.537
	Within Groups	52.283	105	.498	
	Total	125.055	109		
USuallyspendmoretimethanix pectedonSP	Between Groups	40.020	4	10.005	5.590
	Within Groups	187.944	105	1.790	
	Total	227.964	109		
Usesnmartphonewhileiamwalk ing	Between Groups	37.232	4	9.308	7.073
	Within Groups	138.187	105	1.316	
	Total	175.418	109		
Usespwhilehavingmeal	Between Groups	65.916	4	16.479	14.910
	Within Groups	116.048	105	1.105	
	Total	181.964	109		
Feelinguncomfortableifidontha veSP	Between Groups	57.572	4	14.393	7.971
	Within Groups	189.601	105	1.806	
	Total	247.173	109		
Facingofsocialstress	Between Groups	54.289	4	13.572	13.574
	Within Groups	104.984	105	1.000	
	Total	159.273	109		

## ANOVA

		Sig.
Have you experience any health problem	Between Groups	.000
	Within Groups	
	Total	
Usually spend more time than I expected on Smart Phone	Between Groups	.000
	Within Groups	
	Total	
Using Smartphone while I am walking	Between Groups	.000
	Within Groups	
	Total	
Using smart phone while having meal	Between Groups	.000
	Within Groups	
	Total	
Feeling uncomfortable if I don't have Smart Phone	Between Groups	.000
	Within Groups	
	Total	
Facing of social stress	Between Groups	.000
	Within Groups	
	Total	

As far as F statistics (ANOVA) is concerned table 5 shows that 0.05 significance value is less than all factors. So there is a strong significant difference in the average

opinion on smart phone usage with respective age of the respondents.

## VIII. CONCLUSION

It is true that Smartphone has a sizeable impact on society and other aspects of life. Clearly the enormous usage of these devices by consumers demonstrates the volume of this impact. Consumers are in process of traversing away from the use of conventional cell phone as the Smartphone's are beginning the norm of the society. In summary, Smartphone can certainly be smart if the vendors, society and technologists understand their responsibility towards usage of these devices smartly in order to get more benefit in business, education, health and social life. It is apparent from above facts that the benefits of Smartphone are tremendous and negative impacts are minor. So it is important to concentrate on how to stop and avoid smartly the misuse of Smartphone rather trying to stop or avoid use to Smartphone's.

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