



PERCEPTION TOWARDS SMARTPHONE AMONG COLLEGE STUDENTS IN NAMAKKAL

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Abstract

Smartphone has become the basic needs of every person in their life, now-a-days. The development of smartphones and technologies has been an extended history of innovation and advancements cropped up due to dynamic changes in user needs and preferences. Also, smartphones have been repositioned as a new educational information medium along with the fundamental capabilities to attend online class, voice call, SMS and MMS undoubtedly holds further potential to support students' education. In other words, smartphones have extended list of information processing functionalities among students such as managing studying time schedule, accessing online materials, editing documents, accessing syllabus study materials and many other materials related to study. This study has aimed to analyze the perception towards smartphone among college students in Namakkal. This study has confirmed the sample size of 105 smartphone students who are studying in Namakkal, Tamilnadu. This study has accomplished the sample selection with the help of simple random sampling method. The primary data have been collected by developing a well-structured questionnaire and distributing among population of this study. The collected primary data are entered into MS-Excel software and analyzed by using the statistical tools like simple percentage analysis, mean score and Anova test. This study revealed from analysis that high level perception towards smartphone is perceived by the college students who belong to upto 20 years of age group, UG degree, above Rs.25000 as monthly family income, using smartphone for 1 to 2 years and spent above 4 hours in using smartphone in a day.

Keywords: Perception, Smartphone, Online Class, Attitude, College students and Namakkal.

1. Introduction

The Smartphones dominate most of modern human in every movement of life. The 21st century transforms the world with ever-increasing technological advances that leave a mark in all life areas. Which nowadays is becoming a part of basic needs of a person as means of communication across the world during the last fifteen years. Every individual use mobile for not only communication purpose, but also it became a personal assistance to make an everyday life easier. Early Smartphones were too much expensive for users therefore predominantly meant for corporate users and used as enterprise devices. The Smartphone era started with the phase purely meant for enterprises. During this phase all the companies designed the Smartphone as per the corporate requirements and targeting to the corporations. Smartphone has created new dimensions for business in Indian market. It is not only the Smartphone sellers enjoying the business but it also created a new area for mobile application developing companies in India, Internet services providers and other sectors to utilize the Smartphone to gain competitive advantage. There has been an extreme growth in broadband and Internet service providers business in past few years and one of the main reasons for this drastic increase in their business is the ever-increasing use of Smartphones and growth of Smartphone and mobile applications.

In a very small duration, a huge number of Smartphones have been sold that provided an opportunity to businesses to invest in mobile application development and allowed to introduce new business dimensions in market space. In addition, the share of the internet and mobile phones in this transformation is quite large among students. In this context, smartphones, one of the most used



technological devices, are becoming widespread day by day among students. Features such as installing different applications, sending messages, online research tools, playing games, sending e-mails, Google meet, attending online class and videos, conference, workshop, sending and receiving study materials, and most importantly, using social network applications are increases the usage rates of smartphones among students.

2. Earlier Research

The researchers Gromik and Litz (2021) revealed that the age of receiving their first smartphone, combined with the number of smartphones they owned or had access, did not correlate with their perceptions of the usefulness of smartphones as a learning tool in a statistically significant manner. Though, students in their first year of study had fewer positive perceptions about the use of smartphones in the classroom than participants in subsequent study years. In case of Iqbal et al. (2017) obtained that overall student had a very positive attitude towards m-learning. Also, the two main reasons specified by the students for selecting their mobile service provider were lower rates and better coverage although the two major problems faced by them from their current service provider were frequent changes in rates and poor connectivity. However, the perceptions of Arts and Engineering students were found significantly different from those of Medical and Business students. The result from Kaysi et al. (2021) determined that smartphones and smartphone applications were used extensively. They found that there was no change in use intensity although this intensive usage causes on students' physical problems. Moreover, the level of use of smartphones for following the educational processes or for improving learning is in the last place. Further, problems were acknowledged in students' participation in learning processes and focusing on lessons.

According to Baradah et al. (2020) indicated that majority students at the College of Medicine, Majmaah University utilized smart devices, mostly for more than six hours every day. Also, most students had good perception towards smart devices and there was a significant relation between the number of hours spent on smart devices and academic performance. The researchers Biswas et al. (2020) inferred that student were very familiar with mobile learning, had a positive perception of mobile learning and students used various social media for their study during COVID-19 pandemic time. Also, mobile learning was a useful tool for this pandemic time where students can learn from outside of the classroom or participate in class from anywhere; improved the relationship with their teacher. Moreover, university-level students had positive opinions about mobile learning and willingness to be part of which was very crucial for the institutionalization of mobile learning in Bangladesh.

3. Objectives of The Study

The following objectives have been developed for fulfilling the research gap based on the earlier research.

- To explore the demographic profile of the selected college students in Namakkal.
- To analyse the students' perception towards smartphone in the study area.

4. Methodology of The Study

The nature of this study is descriptive research design. Both two types of data sources like primary and secondary are utilized for this study purpose. This study has administered a well-structured questionnaire and distributed for collecting the understanding on towards smartphone among college students in Namakkal, Tamilnadu. The simple random sampling technique is utilized to choose the sample size of 105 college students. The gathered sample data are entered into MS-Excel software and



analyzed by applying the statistical tools such as simple percentage analysis, mean score analysis and Anova test.

5. Results and Discussion

5.1 Demographic profile of the selected students

In the below table, the demographic profile of the selected college students is furnished.

Table 1: Demographic profile of the students

No.	Factors	Number of Students	%
1	Age		
	a) Upto 20 Yrs.	37	35.2
	b) 21 – 23 Yrs.	48	45.7
	c) Above 23 Yrs.	20	19.1
	Total	105	100.0
2	Gender		
	a) Male	59	56.2
	b) Female	46	43.8
	Total	105	100.0
3	Educational Status		
	a) UG Degree	42	40.0
	b) PG Degree	39	37.1
	c) Research Degree	24	22.9
	Total	105	100.0
4	Monthly Family Income		
	a) Below Rs.15000	29	27.6
	b) Rs.15000 – Rs.25000	34	32.4
	c) Above Rs.25000	42	40.0
	Total	105	100.0
5	Period of using Smartphone		
	a) Below 1 Year	19	18.1
	b) 1-2 Years	37	35.2
	c) Above 2 Years	49	46.7
	Total	105	100.0
6	Time spent in using Smartphone		
	a) Below 2 hours	25	23.8
	b) 2-4 hours	42	40.0
	c) Above 4 hours	38	36.2
	Total	105	100
7	Brand of Smartphone using now		
	a) Sony	11	10.5
	b) Samsung	23	21.9
	c) LG	14	13.3
	d) Xiomi Redmi	6	5.7
	e) Apple	9	8.6



No.	Factors	Number of Students	%
	f) Micromax	18	17.1
	g) Karbonn	12	11.4
	h) Lenova	7	6.7
	i) Others	5	4.8
	Total	105	100.0
8	Buying Location of the Smartphone		
	a) Retailer	32	30.5
	b) Exclusive showroom	46	43.8
	c) Online	18	17.1
	d) Others	9	8.6
	Total	105	100.0

It could be found from the above analysis as follows

- From the above table, it is explored that 35.2% of the students belong to upto 20 years of age category, 45.7% of the students as 21-23 years and 19.1% of the students belong to age category of above 23 years.
- It is obtained that 56.2% of the students are male and 43.8% of the students' female.
- The analysis indicated that 40.0% of the students are studying UG degree, 37.1% of the students as PG degree and 22.9% of the students are research candidates.
- It is explored that 27.6% of the students have below Rs.15000 as monthly family income, 32.4% of the students belong to Rs.15000 – Rs.25000 and 40.0% of the students belong to above Rs.25000 as family income.
- From the study, it is showed that 18.1% of the students utilize smartphone for below 1 year, 35.2% of the students use for 1-2 years and 46.7% of the students are using smartphone for above 2 years.
- The analysis revealed that 23.8% of the students spent below 2 hours for using smartphone, 40.0% used 2-4 hours and 36.2% of the students consumed above 4 hours.
- It is noted that most (21.9%) of the students are using Samsung smartphone followed by Micromax by means of 17.1%, LG as 13.3%, Karbonn as 11.4% and Sony as 10.5%.
- The study confirmed that 30.5% of the student's bought smartphone from retailers, 43.8% of the students purchased at exclusive showroom, 17.1% of the students bought through online and 8.6% of the students purchased smartphone through other sources.

5.2 Perception of the college students towards Smartphone

The perception of the sample students towards smartphone are discussed in detail. The researchers have framed 8 statements for analyzing perception towards smartphone among the college students in Namakkal. The Cronbach Alpha value for the statements of perception towards smartphone is 0.834. This shows that the reliability of the perception is good and uses this data for further analysis. In order to examine the relationship between selected independent variables and perception towards smartphone, a hypothesis has been framed and tested by using Anova analysis. The results are discussed in the following table.

H_0 : There is no significant mean difference in perception towards smartphone among students with regard to selected independent variables.



Table 2: Relationship between Demographic Profile and Perception towards smartphone

No.	Factors	Mean Score	'F' value	'p' value
1	Age			
	a) Upto 20 Yrs.	4.51	6.724	0.000*
	b) 21 – 23 Yrs.	4.12		
	c) Above 23 Yrs.	3.96		
2	Educational Status			
	a) UG Degree	4.56	10.673	0.000*
	b) PG Degree	3.91		
	c) Research Degree	4.17		
3	Monthly Family Income			
	a) Below Rs.15000	4.47	9.812	0.000*
	b) Rs.15000 – Rs.25000	3.79		
	c) Above Rs.25000	4.65		
4	Period of using Smartphone			
	a) Below 1 Year	4.14	7.634	0.000*
	b) 1-2 Years	4.36		
	c) Above 2 Years	4.07		
5	Time spent in using Smartphone			
	a) Below 2 hours	3.88	6.586	0.000*
	b) 2-4 hours	3.97		
	c) Above 4 hours	4.39		

Note: * - Significant at 1% level

- The above table obtained that the students belong to upto 20 years have mean score of 4.51, belong to 21-23 years have mean score as 4.12 and belong to above 23 years as 36-45 years of age category. It is found that the 'p' value is lesser than 0.05 so the null hypothesis is rejected. So, there is a significant mean difference in perception towards smartphone with respect to age of the students.
- The analysis revealed that the students studying UG degree have mean score of 4.56, belong to PG degree have mean score as 3.91 and research candidates as 4.17. It is noted that the 'p' value is lesser than 0.05 thus the null hypothesis is rejected. Hence, there is a significant mean difference in perception towards smartphone with respect to educational status of the students.
- It is inferred from analysis that the students belong to below Rs.15000 as monthly family income as 4.47, belong to Rs.15000-Rs.25000 as 3.79 and belong to above Rs.25000 as 4.65. It is identified that the 'p' value is lesser than 0.05 accordingly the null hypothesis is rejected. Therefore, there is a significant mean difference in perception towards smartphone with respect to monthly family income of the students.
- From the study, it is indicated that the students use smartphone below 1 year have mean score as 4.14, utilize for 1-2 years as 4.36 and use smartphone for above 2 years as 4.07. It is found that the 'p' value is lesser than 0.05 consequently the null hypothesis is rejected. So, there is a significant mean difference in perception towards smartphone with respect to period of using smartphone of the students.
- The analysis divulged that the students use smartphone for below 2 hours in a day have mean score as 3.88, students use for 2-4 hours have mean score as 3.97 and use smartphone for above



4 hours as 4.39. It is proved that the 'p' value is lesser than 0.05 thus the null hypothesis is rejected. Hence, there is a significant mean difference in perception towards smartphone with respect to time spent in using smartphone of the students.

6. Findings

- It is found from the percentage analysis that majority of the students are belong to 21-23 years, male, UG degree, above Rs.25000 as monthly family income, above 2 years of using smartphone, utilizing for 2-4 hours, using Samsung smartphone and purchased smartphone at exclusive showroom.
- From the mean score analysis, it is revealed that high level perception towards smartphone is perceived by the students who belong to upto 20 years of age group, UG degree, above Rs.25000 as monthly family income, using smartphone for 1 to 2 years and spent above 4 hours in using smartphone in a day.
- From the Anova test, it is concluded that there is a significant mean difference in perception towards smartphone with respect to selected variables such as age, educational status, monthly family income, period using and time spent in using smartphone of the students.

7. Suggestions

- It is revealed from study that high level perception towards smartphone is perceived by the students who belong to upto 20 years of age group because they considered many factors like product feature, brand name, price, social influence, etc. So, the mobile manufacturers should ensure that the facilities which expected by young category of students.
- It could be observed from findings that maximum level perception towards smartphone is perceived by the students who using Samsung smartphone due to performance. Hence, all brands of smartphone manufacturers should increase more application and improve the performance of the smartphone.
- From the study, it is proved that high level perception towards smartphone is perceived by the students who spent above 4 hours for using smartphone. Therefore, it is suggested that the students should regulate their usage of smartphone because their attitude and study will be affected.

8. Conclusion

This study aimed to analyze the perception towards smartphone among college students in Namakkal. Now-a-days, smartphone usage is so strongly integrated into college students' perception that there are so many learning applications in the app stores for them. This means that they can get assistance from an app for the particular subject in which they lack in some areas. This study concluded there is a significant mean difference in perception towards smartphone with respect to selected variables such as age, educational status, monthly family income, period using and time spent in using smartphone of the students. Hence, Smartphone marketers should determine strategic significance of studying students' perception towards smartphone. So, smartphone companies should implement latest technologies and limitation for the usage of college students which will gear up the performance of study among students.

9. References

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