



## “A Study Of Users And Use-pattern Of Mobile Phone In A Village Of Haryana”

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### ABSTRACT:

*Mobile phone has become oxygen to all the people on the continent, these days. This white collar tool now is the “collarless” stratum and common to all. This paper discusses about user and uses patterns of mobile phone in a village of Haryana. Survey method is used to collect the data with interview schedule consisting 32 open and close-ended questions. Furthermore this paper attempts to assess the adoption process of mobile phone and its impact on rural sociology.*

### MOBILE TECHNOLOGY IN INDIA

Telecommunication means to communicate from a distance. It is the process of conveying message with the use of electrical energy, as well as optical energy. Mobile phone is an innovation and basically an interpersonal device. Mobile phone is a communication technology which is very important phenomena in informatization path to development. Mobile phone services were introduced in India in 1995 along with pager services. In the late 1990's, adopters of mobile phone in India were urban elites, corporate leaders, businessmen, and upper-income families. Mobile communication has been a boon to the developing countries. Before their deployment in rural areas some citizens had to walk a fair distance before finding a telephone to contact family members and conduct business. Mobile phones have served to extend access to information and communications and have in this respect narrowed the digital-divide, but much work still remains to be done in India.

### MOBILE PHONE AND RURAL-CONDITIONS

Mobile phone as an interpersonal communication technology has its own technological fitness embracing characteristics of population. Mobile handset is the device that enables the possessors to talk anytime from anyplace with numerous people. This device is very convenient to the rural-people residing far from urban centers, the loci of administration, politics, business and education.

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### ASAN INNOVATION:

Mobile phone is increasingly popular and acceptable and even affordable to rural masses, however unequally. The caste, class, education-literacy and even gender-differences are the background elements work in the acceptance and attraction to mobile phone. So far as the question of need, the mobile phone apparently is very suitable device to establish link with other persons. Of course, some technological-barriers hinder its progress of adoption, technical means English-digits and comparatively difficult readability and operationally for the literate and semi-literate categories of people. But beyond doubt this device is progressively becoming popular with the increase in education in the rural-areas. Rural society is a patriarchal-society, which has its own culture and social-system that affect the use of mobile phone. Rural areas have different social system, norms, needs, family structure, business, occupational and education level.

### OBJECTIVES OF THE STUDY

For the development of human resources, government and other development agencies provide communication infrastructure. But important is to assess the acceptance and uses of mobile phone in rural communities. This study has been done on the bases following objectives:-

1. To study the penetration of mobile phone in the village.
2. To study the social background of mobile phone possessor/users.
3. To study the use-pattern of mobile phone in rural areas.

### REVIEW OF RELATED LITERATURE

Diffusion of Mobile Phones in India, by Dr. Sanjay K Singh, IIT, Kanpur, concluded that rapid growth of mobile subscriber base India will have important implications for revenues collector by the operators and the government. Revenue collected by the mobile operators is projected to increase rs.3236 billion (4.1% of GDP) in 2015-16.

“Express Yourself” and “Stay Together”: the middle class Indian family. Jonathan Donner, Nimmi Rangaswamy, Molly Wright Steenson and Carly Wei analyze the way mobile phone technology acts as both a change agent and a site where existing tension in Indian middle-class families are played. It offers a snapshot of the piratical consumption that is characteristic of the new middle-class in India. These cases relate mobiles to families' financial decisions, romantic relationships and domestic purpose. Studies show that whereas the elements of autonomy and individuation do arise from mobile phone use.

Madanmohan Rao and Mira Desai (1999) suggested that Person to person exchange of their personal experience is the core-step in the innovation decision process which includes other steps like knowledge about an innovation, forming an attitude towards an innovation, took a decision to adopt or reject the innovation implementation and confirmation of the idea.

### RESEARCH METHODOLOGY

In this study the objective was to access the adoption and use-pattern of mobile phone, besides to investigate social background of possessors/users in rural-area. Since this is an indicative study. Village Chhapra of Sonapat district with total 140 families was surveyed and 118 respondents/ possessors were covered through interview. However mobile phone is the whole family gadget in the village, then the maximum time possessor of mobile phone was considered the actual user. Total number of mobile phones found in the village was 176. Data was collected along with three lines- one possessors/users' socio-economic background, secondly the use-patterns with regard to mobile phone and impact of mobile phone on rural sociology. It is also an attempt to know the media habits of the village life.

## DATAANALYSIS

After data collection, the data is analyzed here through SPSS.

Gender of Mobile Users	Frequency	%
Male	113	95.8
Female	5	4.2
<b>Total</b>	<b>118</b>	<b>100.0</b>

## GENDER OF MOBILE PHONE POSSESSOR-USERS:

Out of 118 possessors-users comprised of almost 96% male and 4% female. The skewed position of mobile phone possession is perhaps due to the prevalent patriarchy-pattern of family as it is a common feature of Indian rural-society.

Age Group of Mobile Phone Users	Frequency	%
15-30	34	28.8
31-45	65	55.1
46-60	19	15.3
Above 60	1	.8
<b>Total</b>	<b>118</b>	<b>100.0</b>

## AGE OF MOBILE PHONE POSSESSOR-USERS:

The majority of mobile phone possessor-users, ages of 31-45 was stacked high with 55% of total 118 respondents. Youth between 15-30 years are after this with almost 28%. No case below 15years has mobile phone while only a single possessor-user above 60 years of age was found with mobile phone. It means most of mobile-users are in active-age.

Mobile Phone-Use by Females	Frequency	%
Talk Only	90	76.2
Call Receive and Cut	20	17.0
Multiple Operation	8	6.8
<b>Total</b>	<b>118</b>	<b>100.0</b>

## MOBILE PHONE-USE BY FEMALES:

Data indicates that above 76.2% females can talk only. Mobile is given to them after making call. Only 17% women know how to receive or cut, after making a call. About 7% cases know the multiple operations. It was found the new married women and even girls are more mobile literate than their mothers or old aged females. Illiteracy and cultural limitations are found big barriers for them. Digital-divide was found in rural families.

Facilities of Mobile Phone Using by Users	Frequency	%
Audio + Video + Camera	40	33.6
Audio Only	38	32.4
Alarm + Torch	15	12.8
Messaging	15	12.8
Games	10	8.4
<b>Total</b>	<b>118</b>	<b>100.0</b>

# FACILITIES OF MOBILE PHONE USING BY USERS:

Table represents that 66% respondents use their multimedia handsets' facilities like audio, video and camera. Around 13% mobile phones are being used, alarm and torch facilities of their mobiles. Above 21% use messaging and play games with mobile phones. Basically youth operates all facilities of their multimedia mobile sets.

Villagers' Attitude Towards Mobile Phone	Frequency	%
Wastage of Time and Money	36	30.7
Proliferation of Telling Lies	34	28.8
Pre-marital Relationships	24	20.3
Dependency on the Instrument	16	13.5
Making Family Relations Limited	8	6.7
<b>Total</b>	<b>118</b>	<b>100.0</b>

Impact of mobile phone on rural sociology: Data represents that about 60% respondents believe that mobile phone is an instrument of wasting time and money, simply extravagancy. Mobile phone has contributed negatively in telling lies regarding location of the user. Above 33% think that it increases the pre-marital relationships and making the user dependent on the instrument. There is a contradiction also in thinking of the users that mobile phone has made family relations limited and conservative. It is breaking families.

# FINDINGS, DISCUSSION AND CONCLUSION

India is the fastest growing mobile market in the world; data indicate that this growth by 2012 will become the world's largest market with 560 million users. After interpreting the findings and discussions the conclusion of this study is derived:

More than 70% mobile phone users are in active-age (15-45). The youth market is becoming a focus for mobile operators. Old people widely adopt the cell-phones. Mobile phones users were village elites with 42%, middle class with 26% and lower with 22%. Mobile phones are becoming cheaper. This indicates that economy does not so matter in purchasing mobile phone. About 97% mobile phone users are literate. Among them 79% having school level (primary to twelfth) education. People think that their children would join their profession (agriculture) after them. More than 75% of the total mobile possessor-user are married, also head of family. More than 80% users purchased mobile phones to get connected with family and relatives and also single mobile phone is used by all family members and for 20% users, mobile phone is an entertainment gadget. Purchase decisions (more than 75%) regarding mobile phone were taken by the head of the family, mainly by fathers or grandfathers, because of the patriarchy as well as joint family system. Only 16% users use customer care services and rest doesn't have knowledge about this service. 96% mobile users are satisfied with their mobile phones and they will continue to use it. Half of them are brand loyal of Nokia's handsets. More than 60% users told mobile phone as wastage of time and money and it is making people liars while talking over their phone. Each fifth user believes that mobile phone increases extravagance and pre-marital relationship.

Media habits of the rural people are low and limited (18%) to the newspaper only, basically Hindi daily Dainik Bhaskar, with no availability of magazines. Radio is the only popular medium with 76% and T.V holds 64% households. Almost 95% people use cable connection or dish on their T.V. sets, where Doordarshan exists only on 5% T.V. sets. Villagers were not ready to disclose their annual / monthly income. Some simply refused as they thought researcher would disclose the details to income tax department or that it was too personal. Some people in lower economic class thought researcher as 'Peela

(Yellow) card walas' (person who check the status of B.P.L. families) and refused to tell the actual income status fearing that their cards might be confiscated.

Mobile phone has replaced landline telephone sets. Almost each mobile user is affected with a new mania called "Nomofobia". It is a particular type of mental abnormality or obsession. In simple words the term Nomofobia means "mobile phone in mind always". This “Mobile Mania” causes them mental and physical problems. Youth is going in the grip of this new technology and instrument dependent. Mobile phone has become not only the status symbol and fashionable good for young but also new mode of Socializing. Three generations live together in the villages. Mobile has become a common tool even among the lower income sector. Who is not having mobile phone, he is planning to buy it in near future in competition. There is no more contribution of mobile phone regarding agriculture development. No public or private facility available for farmers regarding weather information, crop and commodity price. Mobile phone is blamed for extravagance pre-marital relationship and wastage of time according to the middle and old age people. Females and girls are restricted to operate this technology. They can just talk only. People believe that mobile phones will malice their children, especially to girls. Homophile concept matters a lot in the village set-up. They believe that mobile phone has made personal relations limited. It is true that mobile has reduced their transportation costs and even time but this made them more conservative. Youth consider no difference between speaking on cell phone and face to face interaction. It has made them “Me” centered. Mobile phone harasses the privacy also.

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