Social and Economic Influence of Cell Phones on The Lives of Bottom of Pyramid People

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Abstract
Urban rural differences across various flourished countries have been reduced due to the rapid increase of cell phones. India has second largest cell phone users with ever expanding rural infiltration of mobile service suppliers. There is a positive influence of mobile automation on, intensifying job possibility, developing literacy and state of health and thus devoting in poverty alleviation. It has empowered better social connections. The study we conducted comprehend the social and economic influence of cell phones on the lives of Bottom of Pyramid People.

Keywords: Cell Phones; Bottom of Pyramid; Social Connections; Job Opportunities.

Introduction
Bottom of Pyramid market comprises of individuals who make less than $2 a day; having restricted schooling along with inadequacy of food, water and sanitation (Viswanathan and Rosa 2010). 32.7 percent of Indians exist beneath global poverty line of US$1.25 a day although 68.7 percent exist on less than US$2 a day (World Bank report 2011). India had the next biggest cell phone market base in the globe after China with 919 million users by the end of March 2012 and this number has further increased manifolds. In spite of price sensitivity in rural market, there has seen a gigantic growth in cell phone adoption because of lowering hardware prices and embellished reach of their related service providers. The number of cell phones per 100 people has grown at a majestic rate in rural areas (TRAI 2012; Mehta 2013). Mobile technology as a representative of social and economic change has attained incomparable status where alternative conversation technology wavered. Substandard infrastructure, low literacy and low health care facilities are the features of agrarian India which constitutes about 69 percent of Indian people (Census 2011). Cell phones have appeared as a significant progress instrument (Islam 2011; Mehta 2013) and are treated as an answer to resolve urban-rural partition by conveying social and economic messages (Aker and Mbiti 2010; Mehta 2013). Cell phones expedite demand based and customer oriented knowledge at cheaper rates (Mehta 2013)). Various researches in Asia and Sub-Saharan focus on the usage of cell phones for producing social capital which further can generate commercial freedom, supported social network and constructed political movement (Sinha 2005).

We plan a study to examine the social and economic influence of cell phones on the lives of Bottom of Pyramid people. We also explore the viable livelihood created because of the handling of cell phones which vitiate poverty, starvation and layoff.
Data

We conducted a pilot study in a small income locality (Industrial phase 1, Chandigarh). Data was collected from 40 respondents and the outcome was evaluated. 22 participants were men and 18 were women. The mean monthly income was Rs. 6000/. 15 participants had class 7 level education; 20 participants had class 10 level education. 5 out of 40 didn’t express their literacy level. Each of them had an active cell phone.

Results and Discussion

Cell phones have made them happier and this has been agreed upon by all the respondents. 90 percent of the participants practiced a supporting approach with regard to work because of music as well as radio services provided by cell phones. 40 percent of the participants observed a depletion in domestic clashes and 62 percents of respondents affirmed that there is no hindrance in their children studies because of cell phones. The positive surroundings can be featured to the usage style of the cell phones. Time allocation for phone calls and music consumption is demonstrated in figure 1. 55 percent of the participants nearly use 30 minutes everyday for voice calls. On the other hand 37 percent respondents invest nearly 50 minutes on listening to music. We notice that comparably lengthy period of time is used on listening to music than phone calls. Music based on cell phones acts as a stimulant for bettering family life by making use of the positive connection between music and mental state (Erkilla et al., 2011)). Comprehensively the cell phones created a positive surrounding with limited interruption that would in another way influence their earning possibility.
This has been agreed upon by all the respondents that cell phones made it easier to locate job opportunities as well as in reducing work seeking connected stress. The capability of cell phones to lessen work seeking connected issues and build an aid for viable employment is a leading benefit for all embracing growth. For day to day contracting the anxious persons move far from their dwellings to a routine stop where people are hired for that day. Many times they fail to obtain their routine work and announcement is made only after travelling to the work place and harmonize with the service supplier. The paradox of cell phones facilitating job opportunities is noticed in various prospered countries of the Globe. Services associated with cell phones are increasing job opportunities in the official zone. Cell phone restoration services in combination with trading prepaid calling vouchers have provided job to hundreds & hundreds of people (CCK, 2008; Aker &Mbiti(2010)). They have also contributed a lot in generating informal job opportunities. Occupation and entrepreneurship exercises are greatly aided by cell phone revolution which is consequently accountable for producing informal jobs. Even though the connection between employment generation and cell phones is positive in character, there is lack of researches featuring the influence of cell phones in generating casual as well as formal jobs.
Benefits

It is appealing to inquire about how cell phones are utilized by persons due to the arrival of low priced cell phones connected with utility based model. An extensive need of cell phone as recognized by chunk of respondents is demonstrated in Figure 2. Incoming and outgoing calls are the two primary functions for which the cell phones are used maximum. We find somewhat less usage of phones in listening music, taking pictures and sending messages in comparison to the primary functions. Poor literacy level and less procedural know-how of cell phones can be the cause of less habit of sms services in comparison with call facilities. The fascinating remark is that 80 percent of the participants of the study use their phones as torch light. After sunset they use their phone torch lights as a source of illumination.

Figure 2: Benefit of cell phones

Brand & Service Infiltration- Circulation of cell phone sets and their service supplier is shown in Figure 3 and Figure 4. Chinese cell phones were found to be the ultimate favored brand in terms of hardware. Chinese cell phones including Xiaomi have extensive rural seepage over its opponents because of less price tags and rough phones along with requisite functions chased by Samsung and Nokia. Likewise Jio was remarkably approved brand in terms of service provider chased by Airtel.
Figure 3: Cell phone service supplier

Figure 4: Cell phone brand circulation
Anticipated Issues

80 percent of the respondents perceived that they are disrupted by worthless incoming calls & 75 percent of them express their worry on useless outgoing calls and rise in expenses.

In general we witness a positive influence of cell phones on the recruitment and common benefit of Bottom of Pyramid population. In addition of incoming and outgoing calls, cell phones carry other utility also. On negative side, cell phones have grown as a disturbing machinery which authorize humanity to advance by way of elementary public network.

Limitations & Future work

Because of pilot study the sample size is low. In coming time we plan to administer sizable investigation. We will target upon how cell phones facilitate official and unofficial job creation as well as the extent of internet used by BOP population.

References


