



AN EMPIRICAL ANALYSIS ON THE IMPACT OF SMART PHONE ON THE LIVING STYLE OF THE COLLEGE STUDENTS OF PURI DISTRICT IN ODISHA

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Abstract

As per the Statista, the internet user in India is around 75 crores till July 2024 and the number will be 1.5 billion in 2040. Digital India concept upholds the key factor to boost the use of smart phone with internet connectivity to a greater high. During Covid 19 pandemic the society was fully associated with online market place and e work place. In India post the use of smart phone during the period was grown rapidly. E learning and online platforms for teaching and learning during Covid pandemic helped a lot to the Academicians and students around the corner of the Globe. Smart phone gives greater options, freedom and time in decision making to its users. Smart phone replaces watch, TV, Radio, Camera, Physical Friends and many more. The study is focused on to understand the impact of smart phone on life style of college students. The study is based on primary data collected from the college students of Puri district through questionnaire method. The sample size of the respondent is 120 students. The study concluded that the college students of the study area are more dependent on smart phone in decision making and spend more time in virtual world rather than in physical world.

Keywords: Smart Phone, Living Style, Internet, E learning and Digital India

I. Introduction

In ancient age all the creatures of the nature used different methods of communicate their feeling and emotions to their relatives and nearer one like Signals in tree, Smoke signal, Beating Drums, Sending message with Animals and Birds etc. In the story of Dharmapada, our ancient literature of Konark Sun temple Dharmapada carriers his dog Balia to Bishu Maharana. Similarly in Kanchi Abhijan the Lod Jagannath and Balabhadra after drinking butter milk from Manika Gauduni (Milk Women) provides the ring and latter part king of Kalinga pay the penny to Manik.

Telephone was invented as a device of communication by Alexander Graham Bell in the year 1876. In 21st century revolutionary development occurred in communication system and smart phone came in operation. Spart Phone provides an easy and effective way of communication with family members, friends and during works also. With the help of wireless communication system, the digital world becomes more vibrant. The smart phone makes life easier and more flexible. The smartphones make students' life more accessible that they can have online books, journals, learning material right on their phones. Additionally, schools could also build online resources named school information management systems for students accessing useful information whatever they want.

Covid 19 pandemic created number of challenges in the globe in all sectors. During these periods smart phone worked as a tool of entertainment, a device for audio visual call to relatives, a weapon for doing on line business, on line Education etc. In many ways, smartphones are a great tool to stay in touch with people, especially if you live far away. In some cases work from home concept is successful due to smart phone. Moreover, it helps with organization, help in emergencies, provides a wealth of access to information, resources for health and wellbeing, photography, registering contacts, calculator, currency conversions, alarm, video chat, mobile payment for goods or services, barcode scanning and so on. Offering an immense advantage to the public including students of all the levels, it has also spread its negative effects which are unavoidable.

II. Review of Literature

Banarjee S. (2020) stated that in our daily life we should interact more with each family members. There must be more discussion on dining table regarding daily happenings in work life, school events, social activity etc. To built better society we should focus on physical mode rather than technology and virtual world.

Acharya S., & Acharya D. (2014) concluded that in ancient world human being communicated through smoke signal, Pigeon post even if before 2 decades we are used to send our feelings through Post, Couriers and telegrams. With the use of telephone and transfer of message from one place to other, the services like post and couriers are came to an end. The study also state that the excessive use of smart phone can be a risk factor for mental health issues in young adults.

Kanagavalli G. & et al (2019) stated that mobile phone affords a greater freedom to students regarding time and space. Different users are satisfying with fulfilment of their various needs. Students are more associated with their smart phone and connected with social media. Globalisation concept encourages the perfect competition structure for the use of smart phone among its customers.

Wang J. C. and et al (2023) concluded that smart phone use and academic performance are correlated. In preschool students, the smart phone category of students is outperformed as compared to low use of smart phones. The study also revealed that the basic foundation of future studies concerning the influence of smartphone on students' academic performance.

Azem S. & Baert S. (2020) analysed various articles on smart phone and academic performance. He viewed that the relationship between smartphone use and academic performance is in tertiary in nature. The empirical study reveals that there is a negative relation.

Alson J. N. & Misagal L. V. (2016) stated that smart phones are used for socialisation by the students. Smart phones are not featured for facing future emergency or at the need of emergency time. Some times students are using the phone for e learning process to help each other.

Kaur N. (2018) stated that the students are having 2 or more mobile phones. The students are addicted towards mobile phone as they check the phone regularly. Students spend more than 5 hours a day with their mobile phone. The study suggests that the students are more associate with mobile phone may harm to their life.

III. Research Methodology

Puri District is the entry point for costal line of Eastern Odisha. Lord Jagannath, Jagannath Temple and his Cart festival is world famous. Puri is one of the Dham of India, among the for Dham. As per 2011 census 16.98 lakhs people staying in Puri. It is located at 19' 28 N Latitude 26' 35 N, 84' 29 E. Longitude 86' 25 E. Its altitude is at sea level. The literacy rate of the district is 84.67 in which 90.85 for male and 78.28 for female literacy rate. The climatic condition of the area ranges from 16.48 Degree Celsius in winer to 33.9 Degree Celsius in Summer.

The Handicraft and cottage work is famous throughout the Globe. The temple craft of Mahaprabhu Shri Jagannath Temple and Konark Sun Temple enriches the traditional craft and cultural work of the district with stone carving, patta chitra, wood carving, modern patch work, terracotta, bell metal, and sea shell items etc. Chilka is the largest natural lake which is famous for its rich biodiversity and attracts millions of tourists every year for Dolphin and Siberian birds.

Sampling plan

The study is based on primary research through questionnaire method in the field through stratified random sampling method covering the different colleges students from Puri District. Total 120 questionnaires served and responded completely. In particularly while collecting data from the respondent proper care has been taken in selecting the respondents and all the respondents are using at least one Smart phone. All the students are covering the age group of 16-24 and doing their Under Graduate, B. Ed and Post Graduate courses in different colleges in Puri districts of Odisha. The questionnaire is distributed equally among the male and female students of the district.

Objectives of Study

- To understand the use of Smart phone by College Students
- To study the Impact of Smart Phone on Living Style of College students
- To study the social impact of Smart phone on living style

Limitations of Study

- The study is based on College Students.
- The study is limited to Puri District of Odisha Only.
- The tools used for study has its own limitations.
- Time constraint is the limiting factor for study.

IV. Data Analysis & Interpretation

1. Age of the Respondent

Age	No. of Respondent		Percentage of Respondent	
	Male	Female	Male %	Female %
16	00	02	00	3.33
17	03	05	05	8.34
18	12	22	20	36.67
19	17	12	28.33	20
20	03	04	05	6.67
21	16	08	26.67	13.33
22	03	02	05	3.33
23	05	02	8.33	3.33
24	01	03	1.67	05
Total	60	60	100	100

Sources: Compiled from Primary Data

Interpretation:

From this table it is stated that around 60% of male respondent and 70% of Female respondents belongs to the age group between 18 – 21, which means they all are capable enough to take independent decision on their life style.

2. Educational Qualification of the Respondent

Education	Number of Respondent		Percentage	
	Male	Female	Male	Female
Bachelor Degree	16	32	26.66	53.33
Master Degree	36	09	60.00	15.00
B. Ed Courses	08	19	13.34	31.67
Total	60	60	100	100

Sources: Compiled from Primary Data

Interpretation:

From the above table it is stated that maximum 60% of male respondents are doing their Masters where as 53.33% female respondents are from Bachelors Degree.

3. Location of the Respondent

Location	Number of Respondent		Percentage	
	Male	Female	Male	Female
Rural	11	06	18.33	10.00
Urban	42	54	70	90.00
Semi Urban	07	00	11.67	00.00
Total	60	60	100	100

Sources: Compiled from Primary Data

Interpretation:

From this table it is clearly indicates the use of smart phone is more in urban student both in male and female case which are 70% and 90% respectively.

4. Family Structure of the Respondent

Family structure	Number of Respondent		Percentage	
	Male	Female	Male	Female
Joint Family	06	18	10	30
Nuclear Family	54	42	90	70
Total	60	60	100	100

Sources: Compiled from Primary Data

Interpretation:

To cater the relationship between family structure and smart phone use maximum respondents belong to nuclear family are more use smart phone which are 90 % for male and 70% for female respondents.

5. Time Spend with Smart Phone

Duration	Number of Respondent		Percentage	
	Male	Female	Male	Female
Often	11	05	18.33	08.33
Less than 60 Minutes	08	16	13.33	26.67
60-120 Minutes	22	07	36.67	11.67
More than 120 Minutes	19	32	31.67	53.33
Total	60	60	100	100

Sources: Compiled from Primary Data

Interpretation:

From the above table it is stated that 36.67% male students are using smart phone for 60-120 minutes a day where as 53.33% female students are using more that 120 minutes a day.

6. Purpose of Using Smart Phone

Duration	Number of Respondent		Percentage	
	Male	Female	Male	Female
Calling & Message	12	21	20	35
Social media	11	12	18.34	20
Internet for Knowledge	03	00	05	00
Wifi /TV/ Serials/Movies	30	18	50	30
E - Commerce	02	09	3.33	15
Others	02	00	3.33	00
Total	60	60	100	100

Sources: Compiled from Primary Data

Interpretation:

It is clearly indicating that maximum 50% of male respondent are using smart phone only for the purpose of wifi connection, watching TV and Serials & Movies from OTT plat form and youtube where as it is 30% percent in case of female respondent. Maximum 35% of female respondents of the sample are using smart phone for calling and sharing messages among the relatives, friends and family members.

7. Hours of Sleep in a Day Daily

Duration	Number of Respondent		Percentage	
	Male	Female	Male	Female
Less than 5 Hour	09	00	15	00
5-7 Hours	36	18	60	30
More than 8 Hours	15	42	25	70
Total	60	60	100	100

Sources: Compiled from Primary Data

Interpretation:

To know the sleeping hour of respondents daily, the survey states that 60% of male students are adherence with 5-7 hours' sleep where as more than 8 hours sleep prefers maximum 70% female respondent.

8. Use of Smart Phone before going to sleep

Use of Phone	Number of Respondent		Percentage	
	Male	Female	Male	Female
Yes	53	21	88.34	35
No	5	38	8.33	63.33
Some Times	02	01	3.33	01.67
Total	60	60	100	100

Sources: Compiled from Primary Data

Interpretation:

From the above table it is clear that maximum 88.34% respondents use mobile phones before going to sleep where as only 35% female respondents do so. 63.33% female respondents are not using mobile phone before sleep.

9. Use of Smart Phone for taking any judgemental Decision

Items	Number of Respondent		Percentage	
	Male	Female	Male	Female
Yes	40	52	66.67	86.67
No	18	06	30	10
Some Times	02	02	3.33	3.33
Total	60	60	100	100

Sources: Compiled from Primary Data

Interpretation:

From the above data it is clear that both male and female respondents are taking help of Smart phone for judgemental decision and the percentage are 66.67 and 86.67 respectively.

10. Time spends with friend circles except Academic Hour

Time Spent	Number of Respondent		Percentage	
	Male	Female	Male	Female
Very often/ Rarely	51	42	85	70
Less than 2 Hour	08	08	13.33	13.33
2-4 Hour	00	02	00	3.34
More than 4 Hours	01	00	1.67	00
Frequently	00	08	00	13.33
Total	60	60	100	100

Sources: Compiled from Primary Data

Interpretation:

To create a relationship on time spend on smart phone and physical hours spend with friends, 85% male and 70% female respondents are interacting with friends very often/ rarely after the study hours means college time and private coaching time.

11. Time spends with Parents for interaction every day

Duration	Number of Respondent		Percentage	
	Male	Female	Male	Female
Rarely	52	25	86.67	41.67
Less than 60 Minutes	08	00	13.33	00
60- 120 Minutes	00	03	00	05
More than 120 Minutes	00	20	00	33.33
Frequently	00	12	00	20

Total	60	60	100	100
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Sources: Compiled from Primary Data

Interpretation:

From the above table it is stated that the interaction with parents by the respondent, 86.67% of male respondent and 41.67% of female respondent rarely interact with their parent to handle different situations, it may be of joy or sorrow things. 20% female respondent interact regularly with their parent where as Nil in case of male respondents under study area.

12. Have you seen sun rises?

Item	Number of Respondent		Percentage	
	Male	Female	Male	Female
Yes	5	02	8.33	3.33
No	55	48	91.67	80
Some Times	00	10	00	16.67
Total	60	60	100	100

Sources: Compiled from Primary Data

Interpretation:

From the above table it states that 91.67% male respondents and 80 % of female respondents are not seen sun rise, which affects their daily habits and life line.8.33% male and 3.33% female respondents are mark them as yes for the situation.

13. Frequency of Smart Phone checked

Duration	Number of Respondent		Percentage	
	Male	Female	Male	Female
Rarely	00	12	00	20
Every five minutes	24	36	40	60
Frequently (every 30 minutes)	15	01	25	1.67
More than one Hour later	09	05	15	8.33
When ever need	12	06	20	10
Total	60	60	100	100

Sources: Compiled from Primary Data

Interpretation:

From the above table it is stated that in every five minutes 40% of Male and 60% of female respondents are checking their smart phones. Only 20% male respondent and 10% female respondent are using their smart phone as per the need.

V. Findings of the study

1. From the study it derived that both degree and PG colleges students are used their smart phone frequently.
2. As compared to Rural and Semi Urban, Urban students are more dependent on smart Phone.
3. Physical interaction with friends is very less, as they all are attached with technology in social life.
4. Students belongs to joint family are less acquitted with smart phones as compared to nuclear family
5. Smart phones are now a days act as a tool for decision making for these young generations.
6. Social life style of the students is drastically changed with the multi variate use of smart phone as maximum respondents never seen sun rise.
7. Communication with parents is negligible in case of nuclear family and male respondents.

VI. Conclusion

In post covid pandemic, smart phones are the integral part of universe. Technology inherently took its place by substituting the physical world. Globe is more focusing on virtual world and techno centric. From this study it is concluded that the life style of the college students in broad case has changed drastically. Though the use of technology and virtual world saves time and access quickly but the lifeline of being social has damaged with this development. The social system of the country and culture of brotherhoodness is in danger. To cope with the changing world use of smart phone is our necessity but there must in limit. Both parents and teachers must set ground rules regarding the use of smart phones in social life and classrooms. Smart phone must be kept aside during the social time, classroom and during the leisure also. So that the bonding of Basudev Kutumba Kam will be fulfilled.

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