

## Time and money spent on cell phones by urban undergraduate students and their background variables

■ R.B. SHERE, V.S. BHALERAO AND M.S. KULKARNI

### ABSTRACT

Majority of the sample students started using cell phones when their age was between 16 to 19 yrs irrespective of their SES and gender. The cell phones were provided to them by majority of the parents for children's (students) security and to have good connectivity with them. The income of parents and time spent on cell phone by males were significantly positively correlated denoting increase in parental economic level coinciding with time spent by males on cell phone. Ordinal position of the UG female and male students was positively significantly correlated with time spent with average time spent on cell phone conversation significantly. The increase in parental economic level was positively correlated with time spent by male students on cell phone significantly. Year of degree programme of the UG students in which they were studying and the expenditure on cell phone was correlated positively regardless of gender. Positive significant correlation was recorded between age of males and increasing cell phone bills.

**KEY WORDS :** Urban UG students, Cell phone, Time and money spending pattern, Socio-economic status

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### INTRODUCTION

Cell phone is a long range, portable and wireless electronic device of communication. In the current scenario almost every college going student owns a cell phone as an important personal accessory irrespective of gender, socio-economic status, area, education etc. Youngsters are fond of using various features of cell phone and make their life easier, comfortable, enjoyable as well as stylish. They spend hours and hours time on cell phone on using features like text messaging, calling, playing games, music, reminder, clock, alarm, internet, mailing, torch, phone books, address books, dairy, multimedia, camera, calculator, calendar and so on.

The cell phones have made the life easier and comfortable by keeping in touch with family and friends though they are at long distances. This technology has reduced the stress of elderly and children by keeping in close contact with dear and near. The most research studies have shown that majority of the youth make calls at night and more than half of them reported that their parents were paying their phone bills (Aoki and Downes, 2003). Further it was reported that cell phones were

bought for them by their parents on family plans, largely for security and emergency reasons (Schiano *et al.*, 2002). The youngsters were spending more than seven hours in a day on texting and they were addicted to SMS was reported by Selian (2004). However, on an average, nine and half hours were spent on media and calls each day by youngsters (Synovate and Rattaya, 2009). MACRO (2004) reports reiterated that females had an inclination towards pre paid than post paid services of cell phones as it helps them to budget their telephonic expenses. Even total usage of talk time was found to be higher in females (71%) when compared with their counterparts (63%).

### METHODS

Three hundred urban UG students were chosen at random from randomly selected 9 colleges of Parbhani town, Maharashtra state in the year 2010 was 18 to 25 yrs. The 260 UG cell phone owner students in the age range 18 to 25 yrs were selected for the study. Out of these 300 samples, 260 students owned a cell phone for personal use while the rest of the 40 students did not own a cell phone but used it often belonging to their family

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Author for correspondence:

V.S. BHALERAO, Department of Human Development and Family Studies, College of Home Science, Marathwada Agricultural University, PARBHANI (M.S.) INDIA

Address for the coopted Authors:

R.B. SHERE AND M.S. KULKARNI, College of Home Science, Marathwada Agricultural University, PARBHANI (M.S.) INDIA

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