"A STUDY ON IMPACT OF SMARTPHONE ON YOUNG GENERATION WITH REFERENCE TO OOTY"

PROJECT REPORT

Submitted by

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Under the Guidance of

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In Partial Fulfillment of the Requirements for the Award of the Degree of

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CERTIFICATE

I certify that the thesis entitled **"A STUDY ON IMPACT OF SMARTPHONE ON YOUNG GENERATION WITH REFERED OOTY"** submitted for the degree of **Master of Commerce (M.Com.)** by Ms. B. Karthika is the record of research work carried out by her during the period from December 2022 to May 2023 under my guidance and supervision, and that this work has not formed the basis for the award of any Degree, Diploma, Associate ship, Fellowship or other Titles in this institute or any other University or institution of Higher Learning.

Signature of the
Head of the Department

Signature of the Supervisor

Signature of the Director

DECLARATION

I declare that the thesis entitled **"A STUDY ON IMPACT OF SMARTPHONE ON YOUNG GENERATION WITH REFERENCE OOTY"** submitted by me for the degree **of Master of Commerce (M.Com.)** is the record of work carried out by me during the period from December 2022 to May 2023 under the guidance of **Mrs A.Vennila M.Com., M.Phil., Ph.D., MBA.,** Assistant Professor,Department of Commerce With Professional Accounting. Avinashilingam Institute for Home Science and Higher Education for women, Coimbatore and has not formed the basis for the award of any Degree, Diploma, Associateship, Fellowship, Titles in this institute or any other University or other similar institution of Higher Learning.

Signature of the Candidate

Signature of the Supervisor

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INTRODUCTION

CHAPTER -1

INTRODUCTION

The Simon Smartphone, the original Smartphone, was created by IBM (International Business Machines) in 1992. This represented a significant advancement in both technology and human needs. Smartphones, whose namesake suggests something exceptional, make access to the world's information resources simple, rapid, and affordable. The electronic gadget that can perform tasks efficiently and is installed with both hardware and software components. It can be used for numerous computer-related functions, including talking, sending messages, taking pictures, watching films, conducting business, and entertaining oneself. Additionally, smartphones differ from regular phones in a number of ways on the hardware level, particularly with regard to touch screen functionality for all operations.

Among the younger generation, the smartphone has developed into a crucial and fantastic communication tool. The smartphone has revolutionised all aspects of human existence, including business, health, sports, and entertainment, and one feels incomplete without one. Since many years ago, it has been noted that smartphone usage has dramatically expanded. Everyone stays in touch throughout any specific occasion, whether it be in a public space, the workplace, or a family gathering. According to research, most people, particularly the younger generation, are constantly on the phone, checking messages, watching or sharing movies, updating social media, conversing, etc., so this has become an inevitable part of everyday life. It would appear that young people's lives would not function well without smartphones. With internet connection, anything that occurs—anywhere, at any time—becomes known in a matter of seconds and spreads fast around the world. However, the usage of cellphones has had a negative impact on people's social, psychological, and physical well-being, particularly young people. Both positive and bad effects can be attributed to it. It can serve as a teacher, reminder, teaching aid, entertainer, etc. On the other hand, it serves as a distraction, interrupts you when working on critical tasks with pointless notifications, and interferes with social interactions.

One of the fastest spreading media on the planet, wireless communication has fuelled the emergence of a "mobile youth culture" that uses its thumbs as much as its mouth to communicate. A teen male enthused, "I have unlimited texts, which is like the greatest invention of mankind," during one of our focus groups. His zeal was not particularly uncommon. Teenagers' life have become heavily reliant on their cell phones, and the popularity of texting in particular. To communicate with their friends and parents, they use their phones. They use them to communicate images and stories. When they are bored, they use them to pass the time. They are utilising them to closely manage their schedules and in-person meetings. And some people use their phones to access the internet to browse, interact on social media, and check their emails. This is the upbeat aspect of the narrative. Mobile devices are also being used by teenagers to evade parental orders, break regulations at school, and cheat on exams. Some people use their phones while driving to make calls and send texts, while others sleep with their phones buzzing underneath their covers.

As mobile communication technology has developed, connectivity and communication have improved and become more effective. The technology of mobile telephony has significantly altered society. Accessibility, safety, comfort, and coordination of social and economic activities for all. has as a result, been found to be deeply rooted in globalisation. In this digital age, smartphones are becoming much more widely available. Due to internet and mobile marketing, technology has seen a significant development over the past few years. The globe is increasingly embracing the transformation brought on by modern technologies. And young people are essential to the development of technology. Also, this speedier technology has been embraced by the younger generations.

Studying whether stress can cause smartphone addiction and how this addiction affects college students can help us better understand the causes and effects of smartphone usage, as well as how to design intervention strategies to lessen the effects of the addiction and provide early support for college freshmen as they adjust to their new college lives. Three contributions are sought to be made by the study.

1. In order to provide a comprehensive understanding of this crucial subject, we first looked at both the causes and effects of smartphone addiction in our research model.

2. Two: Tying smartphone addiction to social welfare, academic performance, digital overload, and retention can help us focus on the possible results of the addiction.

3. Examining our study model with early college students can help us gain deeper understanding of how they adjust when they first enter a new environment.

We have grown very dependent on our devices. Unquestionably, smartphones offer a wide range of features and functionalities that help us carry out our tasks, communicate with others, keep informed, and amuse ourselves whenever and wherever we choose. Between the old and new versions of the Android operating system, there are many differences. With its numerous digital features, the new Android is practically competing with the iPhone. For most people, a smartphone is a need for communication as well as other uses. According to reports, almost 60% of young people have changed their mobile phones to smartphones for a variety of reasons, such as the perception of the device as a stylish accessory that meets numerous needs. A smartphone has many features, including a camera, ringtone, and background. The younger generation is becoming more and more interested in this. People buy smartphones to express their status and preferences.

Smartphones from various vendors that offer a variety of cutting-edge capabilities and services on a piece of hardware are widely used in modern society. Consumers, advertisers, and publishers can now better engage and socialise utilising this cutting-edge platform by utilising smartphones and the firm's resources. The operating revenues and expenses are the main topics of the income statement. User groups of financial reports need information about all easy-to-use and availability characteristics in order to make decisions. We can find smartphones everywhere because of their ubiquity and widespread societal acceptance, including in hospitals, shopping malls, public spaces, and educational institutions.

Study will provide a crystal-clear image of that ratio. Although a smartphone offers a lot of options, students prefer to chat or conduct extensive searches. However, if a smartphone can be used effectively, it will revolutionise everyone's life. The number of smartphone users is increasing daily. The availability of extra functions like internet, music, radio, and other things could be contributing to excessive mobile phone use. Therefore, it is suggested to research the numerous facets of using a mobile phone. Thanks to smart devices, the entire world is becoming digital. The purpose of the

current study is to investigate and analyse how cellphones have affected the lives of the younger generation.

1.1 Limitation of the Report:

- Due to the fact that all of the respondents were from Ooty, the survey was only done there.
- It's possible that not all the material was covered in the report.
- The respondents were all members of a younger generation. I am now conducting a poll of young people. Through social media, I was able to keep in touch with university and college students.
- The poll was carried out online. Therefore, there were no in-person interactions with participants.
- Survey respondents did not devote enough time to it.
- There may not be enough information available on smartphones.

1.2 Scope of the Report :

The use and effects of Smartphones on the social and physical lives of young people are the sole focus of the current study. The study is additionally restricted to a literature review conducted online.

I wrote the research to learn more about how smartphones are affecting the younger generation. I will be able to learn more about the current state of young people's use of Smartphones by conducting a poll. The online survey is the only one used in this investigation. The entire poll was performed online; there were no in-person discussions with participants. This survey will aid in understanding how young people are affected by smartphones. Additionally, I will be able to determine the ratio of the survey question, and by comparing the ratios, I will be able to determine if smartphones are negatively or positively affecting.

1.3 Advantage of smartphone:

1.Communication
2.Small and Convenient
3.Photos and Video
4.Texting
5.Fashion and Self-Expression
6.Entertainment
7.Video in Real Time
8.Calendars and Organization
9.Maps, Navigation, and Travel
10.Online Banking and Finance
11.Remote Working
12.Emergencies
13.Calculator
14.News, Sports, and Live Events
15.Education

1. Communication:

Smartphones make it possible to instantaneously connect with friends, family, co-workers, and the majority of the world's population. They can be used everywhere there is a signal, unlike earlier communication devices, and are always with the caller.

2.Small and Convenient:

They are conveniently pocket- or bag-sized. They are light in weight. Those on a tight budget can choose from certain affordable options. If the battery runs out, you can recharge them in your car, plug them into an outlet with a cable, or in rare circumstances, you can even recharge them wirelessly.

3.Photos and Video:

They are conveniently pocket- or bag-sized. They are light in weight. Those on a tight budget can choose from certain affordable options. If the battery runs out, you can recharge them in your car, plug them into an outlet with a cable, or in rare circumstances, you can even recharge them wirelessly.

4.Texting:

People can communicate using brief written messages through text messaging, commonly known as texting. Initially, phones relied on SMS technology to convey letters, numbers, and symbols, but more recently, MMS technology has made it possible to send multimedia files like images and videos.

5.Fashion and Self-Expression:

The model of phone you carry, the ringtone you use, and the phone cover you purchase may all be customised to reflect your personality and serve as a form of self-expression for owners of mobile phones.

6.Entertainment:

There is no excuse for boredom as long as you have a smartphone. You can download and play a variety of games, read an article online, or engage in social media to kill time. Smartphones allow users to watch videos and listen to music, radio, and podcasts. Additionally, if you go to a live event, you may frequently keep your ticket on your phone to show at the door.

7.Video in Real Time:

Nowadays, a lot of people prefer to hear the voice of the person they are speaking to as well as to see them. This is made possible with live video chat. Live broadcasting of events over the internet, as well as to other phones and devices, is also made possible by real-time video.

8.Calendars and Organization:

Smartphones make wonderful organisational tools, and their calendars are a great way to keep track of a hectic schedule. When you have a doctor's appointment, a loved one's birthday, or simply need help planning your daily responsibilities for work and personal time, your phone will let you know.

9.Maps, Navigation, and Travel:

Since our phones began using GPS to guide us to our destinations, navigating has never been simpler. We can receive real-time updates on our location, roadworks, accidents, and other reasons for slow traffic, as well as details about nearby amenities like restaurants, petrol stations, and hotels, whether we are driving, cycling, or walking.

10.Online Banking and Finance:

Smartphones are a fantastic tool for managing your finances. With only a few clicks, you may check the balances of your accounts, transfer funds, and pay invoices. In many cases, it's much more handy than utilising your home computer or going into your branch. There are apps that provide you with information about the economy, equities and shares, and your credit score.

11.Remote Working:

Mobile working is made possible by smartphones practically anywhere. This enables staff members and managers to stay in touch with their headquarters while on the job, travelling between locations, or corresponding with clients and coworkers while working from home.

12.Emergencies:

Smart phones make guarantee that emergency services, as well as family and friends, may be notified right away in the event of an accident, injury, criminal situation, or other emergency. Children's phones reassure parents and give them access to real-time location data.

13.Calculator:

It can be very helpful to always have a calculator on available, whether it's for work or for personal use. The flashlight/torch feature on a functional phone is helpful

for calculating the bill's total. In many English-speaking nations, the light is referred to as a torch rather than a torch. The light from your phone can help you if you misplace anything significant in the dark, like your wallet or keys, or if you can't see well enough to open a door or read a crucial document.

14.News, Sports, and Live Events:

Strangely, we weren't able to follow live events in real-time until recently. Your phone can notify you of breaking news or a goal scored by your favourite team. Today, in addition to text, viewers can watch videos of many live events. Additionally, regular individuals can use their phones to take pictures and videos at significant events, turning them into news reporters.

15.Education:

It is yet another significant benefit of smartphones. Mobile devices can be utilised to learn more about a variety of subjects. The majority of colleges, institutions, and schools now provide online education with the necessary study material, which can take the form of photographs, photos, text, PDFs, etc., for convenience. We have observed that during the Corona pandemic, students have enrolled in online courses offered by their various colleges to protect their safety and well-being.

1.4 Disadvantage of smartphone:

1.Distraction

2.Ear Problem

3. Wastage

4.Addiction to mobile phone

5.Cyberbullying

6.Security issues

7. Loss of Study

8.Health Problems

9.Sleeping Issues

10.Accidents

11.Distance from Relatives

12.Mobiles Phone Cause Accident

13.Mobile Phone Cause Distance from Relatives

1.Distraction:

Mobile devices can occasionally be annoying and distract you while you're working. Because mobile devices feature programmes that entice users to enjoy their software, it is common among students who are easily sidetracked from their academics. One such application is the different mobile games that are played daily and cause people to become addicted and lose focus on their objectives.

2.Ear Problem:

A person's ability to hear can be harmed by prolonged use of headphones or a headset while listening to music, watching a movie, or talking on the phone. Research has shown that wearing headphones with greater sound substantially impairs the ability of the ears to hear voices well.

3. Wastage:

Even though they are useful in many ways, mobile devices are one of the largest time wasters. Teenagers and most pupils are impacted by it. Students want to waste their valuable time playing games, watching films, listening to music, and engaging in other forms of leisure.

4.Addiction to mobile phone:

"Nomophobia" is a phrase used to describe smartphone addiction. People with this mental illness are unable to stop themselves without the aid of cell phones. They even struggle to think of themselves without a phone. An addiction to cell phones results from excessive use of them.

5.Cyberbullying:

Sending, posting, or sharing harmful, erroneous, or derogatory content about another person is known as cyberbullying. Most students and teenagers experienced cyberbullying, according to research. Cyberbullying endangers the life of the victim.

6.Security issues:

These are the typical problems that affect mobile users. Android phones are less secure than iPhone IOS, making it simpler for hackers to access users' data and privacy. The risky consequences of utilising mobile phones for people are security issues. Security concerns caused a lot of problems for people, including financial loss, damage to one's reputation, and other issues.

7. Loss of Study:

Students who use their smartphones excessively suffer from this problem severely. Students' study habits are primarily impacted by mobile phones. Students' use of smartphones keeps them from studying. Students primarily use their mobile devices for leisure, such as playing games, viewing films, and other activities that lower their grades.

8.Health Problems:

Overuse of mobile devices can lead to health issues like eye puffiness and other vision issues. Mental illnesses including anger, despair, anxiety, tension, and others are also present in mobile devices.

9.Sleeping Issues:

An excessive amount of smartphone use has a negative impact on sleep patterns. Even while sleeping, people utilise their mobile devices. Some people have trouble falling asleep at night because they are glued to their mobile phone screens.

10.Accidents:

People walking on the streets or driving cars while glued to their phones. Smart phone use while driving causes collisions and endangers other people's lives. Using a mobile device while driving is extremely risky because it increases the risk of both personal injury and other fatalities.

11.Distance from Relatives:

Although mobile devices make it easy to contact with those who are far away, improper usage of these devices can cause us to become estranged from our close friends, family members, and other family members. It frequently happens to see family members seated in a restaurant talking on their phones rather than to each other.

12.Mobiles Phone Cause Accident:

The excessive usage of smartphones causes the majority of accidents. Every other individual can be found glued to their smartphone. People use their smartphones to see videos, photos, and social media. They get dependent on them and constantly strive to use them. They are unable to resist using their phones while operating a vehicle or walking on public streets. They endanger the lives of those crossing roads.

13.Mobile Phone Cause Distance from Relatives:

Having a smart phone enables interacting and communicating with people from other areas simple, which is one of its advantages. However, improper and careless smartphone use also leads to a disconnect from friends, family, and other loved ones. I saw friends and family members gathered in a coffee cafe, each staring intently at their phone screens and avoiding eye contact

1.5 CHAPTER ARRANGEMENT:

This study is classified into five chapters

- **Chapter I- Introduction**

Chapter One deals with Introduction, Limitation of the Report, Statement of the Problem, Advantage of Smartphone, Disadvantage of Smartphone.

- **Chapter II- Literature Review**

Chapter Two consists of the review of literature relating to the previous year of study.

- **Chapter III- Overview of the study:**

Chapter Three Provides the detailed explanation about impact of smartphone.

- **Chapter IV- Analysis of the study**

Chapter Four Exhibits the analysis and interpretation of the data using statistical tools and with the help of data collected from the respondents.

- **Chapter V- Finding, Suggestion, and Conclusion**

Chapter five provides the summary of findings, suggestions and conclusion of the study.

REVIEW OF LIERATURE:

CHAPTER 2

REVIEW OF LIERATURE:

1. Campbell (2005)

This study by Campbell (2005) demonstrates how ubiquitous and integral mobile phone use has become among the younger generation. Young people use it in a constructive way to uphold social contexts, familial ties, and have altered family dynamics with concerns over safety and surveillance. However, it has a negative effect on the younger generation, leading to online racism and bullying.

2.Linsys, (2011):

According to this study by Linsys (2011), the availability of smartphones keeps consumers entertained with a variety of apps such as playing games, listening to music, watching films, etc. Additionally, it enables users' social interaction on a variety of platforms, like Facebook, Twitter, etc. However, technology has also had a detrimental impact on life, as it may lead to compulsive behaviours and generate issues like security threats, hacking, or even being spied on.

3.Hanson et al. (2011):

According to a study by Hanson et al. (2011), students would rather use email, instant messaging, and web browsing in the library than use the online services there.

4.Mount (2012):

According to this Mount (2012) study, smartphones have cleared the door for instant communication such as web browsing, education, entertainment, etc. . However, as it has negatively impacted on life of young generation like health issues, poor social interaction, privacy threats etc.

5.Similarly, Smith (2012):

According to this study by Similarly, Smith (2012), mobile phones are a great and wonderful form of technology, but everyone should use them responsibly if they

want to avoid health risks like Teen Tendonitis (pain in the hands, back, and neck due to poor posture), lost sleep, anxiety, and stress, among others.

6.Woodcock et al. (2012):

According to Woodcock et al. (2012), as smartphone use increases and students start to use these devices to improve their learning, several aspects of students' lives will alter. When used in a learning environment, smartphones can help students become more aware of the advantages they may experience, like the ability to study anything at anytime and anywhere, as well as motivate them to participate in educational activities. capable of expanding and opening up students' potential, particularly in their academics.

7.Froese et al. (2012):

A self-report study was carried out by Froese et al. (2012) to look into the use of mobile phones by students in the classroom and any effects on their ability to learn. The findings show that using a phone while in class distracts from learning, and students feel that texting during class interferes with their ability to learn.

8.Przybylski & Weinstein, (2012).

Another study by Przybylski and Weinstein (2012) on the effects of mobile communication technology on the quality of face-to-face interactions between people reveals that using mobile devices has a negative impact on people's conversation quality, closeness, and connection, which is particularly apparent when talking about personally significant topics.

9.Mount (2012):

According to Mount (2012), individuals use Smartphones for at least 5 hours per day, and app usage is rising sharply. This has led to a decline in physical social engagement as well as distraction, addiction, health issues, and other issues.

10.Froese et al. (2012):

This study by Froese et al. (2012) used a self-report survey to examine students' use of mobile phones in class and any potential effects on their ability to learn.

11. Soomro and Sarwar (2013):

According to this study by Sarwar and Soomro (2013), smartphones have a beneficial impact on education since they make it easier for society to access a variety of learning resources and give people the chance to further their education through distant learning.

12. Abdullah (2013):

According to this study by Afaliq (2013), the development of smartphone technology has had a favourable impact on human civilization, allowing individuals to complete their jobs quickly and stay active, but it has also had a negative impact on how people live their lives. Teenagers are frequently seen texting nonstop, while adults are busy finishing off last-minute tasks like phone calls, emails, and other related tasks.

13. Soomro and Sarwar (2013):

According to this study by Sarwar and Soomro from 2013, these technologies have a considerable impact on society. Nearly all industries, including those in education, business, and entertainment, are feeling the effects of smartphones. It causes people's misery in a variety of ways, including threats to their privacy, rude behaviours, work distraction, etc.

14.Study Conducted by Elder (2013):

According to a 2013 study by Elder, students who use their phones during class perform worse than those who don't, and they may even struggle to remember the lecture's main points.

15. Tavasalker (2014):

According to this Tavasalker (2014) study, 74% of Indians now own smartphones as a result of technological advancements, which have a variety of advantages like time savings, access to millions of apps, hands-free use, free calls and texting, Wi-Fi, and more. Therefore, it can be concluded that Smartphones are fantastic modern technology that have a profound impact on practically everyone, especially the younger age. It relies on how users utilise it to maximise its advantages and minimise its risks so that it can be a productive instrument rather than a life-destructive one.

16. Alfawareh and Jusoh:

This study by Alfawareh and Jusoh (2014) found that students use their smartphones less for learning purposes and more for calling, taking pictures, and web browsing.

17.Hongnguyen, (2015):

This study by Hongnguyen (2015) shows that smartphones serve as a speedy means of communication, make it simple to stay in touch with loved ones, provide entertainment through music and games, and also aid in academic pursuits. However, it can become addicted and create negative side effects, including impaired vision, a lack of interpersonal interactions, and even danger when operating a motor vehicle.

18.Lenord (2015):

According to this Lenord (2015) study, smartphones are now tremendously popular among the younger generation. They stay in touch with one another and follow whatever they can. As a result, it can occasionally lead to serious back problems, nerve pain, anxiety, depression, and other problems.

19.Purewal (2015):

According to this study by Purewal (2015), smartphones have improved lifestyles and made people's lives better by offering a variety of features like: - Keeps you safe even when you're by yourself; - Detects earthquakes; - Makes doctors mobile and always available; - Aids in coping with illnesses and disabilities; etc.

20.Leonard (2015):

Female college students use their phones on average for 10 hours a day, according to Leonard's (2015) study, which found that smartphone use has turned into a serious addiction phenomenon. Three out of five smart phone users, according to a different survey, can't go more than 60 minutes without checking their devices. A brand-new phobia called NOMOPHOBIA—the dread of going without a phone—has emerged, and major health concerns include nerve problems, back problems, anxiety, and depression.

21.Gothami and Kumar (2016) :

According to this study by Gothami & Kumar (2016), smartphones offer the most advantages in terms of entertainment, social life, and education. According to John (2013), smartphones have significantly altered how people live their lives and are confident in providing users with a wide selection of communication and application options. People appreciate the variety of simple services they offer, such as opportunities to learn new things, strategies for personality development, and business success tips (Mojaheren, 2017).

22.Samaha and Hawi (2016):

According to Samaha and Hawi's (2016) study, perceived stress and academic achievement can link smartphone addiction risk to life satisfaction. It demonstrates that adolescents who perform poorly academically are probably less satisfied with their lives and more vulnerable to smartphone addiction.

23.Bhalla (2017):

According to the Bhalla Study from 2017, mobile phones are a common innovation and an urgent necessity. Both positive and bad effects can be attributed to it. It can serve as a teacher, reminder, teaching aid, entertainer, etc. On the other hand, it serves as a distraction because you could be interrupted while working on vital tasks by an unrelated notification, and it also causes trouble at places of worship like Masjids, Temples, Churches, etc.

24.The Yale Tribune (2017):

According to a 2017 study by The Yale Tribune, which makes a different identification, 95% of Americans now own smartphones, and the production pace of smartphones has dramatically increased. Using tools like social media posts, keyword searches, and other methods, this technology aids in the detection of disease outbreaks. However, this technology has also had detrimental effects, such as Digital Amnesia (memory dependence on electronic devices) and Distraction.

25.Boumosleh and Doris (2017):

In their study on smartphone addiction among university students, researchers discovered that 35.9% of students experience daytime fatigue and 38.1% had poorer-

quality sleep as a result of their dependence on smartphones into the wee hours of the night.

26.Miller, (2017):

According to Miller's 2017 study, cell phones emit radiation that affects our brain cells, causing them to mutate and lead to cancerous cells like brain cancer. Additionally, there has been a rise in accidents as a result of distracted driving using cell phones.

27. Kendra (2018):

Similar to Kendra (2018), who claims that heavy smartphone use can aggravate thumb arthritis through mobile phone messaging. The shorter wavelength blue light that cellphones emit also poses health risks, including shoulder, back, and nerve pain. According to Markley (2018), reading on a smartphone is poorer for learning and comprehension.

28.Arora (2018):

In the similar vein, Arora (2018) notes that it has been seen that kids often use smartphones for extended periods of time when playing games, etc. Therefore, sustained use and exposure may have negative impacts, such as cancer (caused by radiation), disturbed brain function, inappropriate media, and academic misconduct. From the foregoing, it can be inferred that smartphone addiction has become ingrained in people's lives. People are so reliant on it that the younger generation believes life cannot function properly without it. As a result, several unfavourable side effects have been discovered thus far, and additional ones will be discovered through further study.

29.Jung (2019):

According to this study by Jung (2019), smartphone technology has taken on significant importance in modern society, and without it, people feel incomplete. It provides a variety of services like photo taking, GPS directions, appointment and contact tracking, as well as being useful for business. In light of the aforementioned studies, it can be said that this technology has fundamentally altered people's way of life in all spheres of human growth and prepared the way for the development of numerous features that enhance people's quality of life.

30.Butler (2019):

According to Butler's 2019 study, smartphone owners have created websites that allow users to access their financial information or private information, posing a security concern. This study has addressed the drawbacks of Smartphones.

OVERVIEW OF THE STUDY

CHAPTER 3

History Of Smartphone:

Today's smartphones have been available since Apple first made them available to the general public six years ago, but they have actually been available since 1993. Three major periods can be identified in the smartphone era. The first smartphone was called "Simon" and was released in 1993 by IBM (International Business Machines). Blackberry is regarded as the ground-breaking technology of this time period; it brought numerous capabilities as Email, Internet, Fax, Web browsing, and Camera. In 2007, Apple unveiled its first smartphone. Google released its Android operating system at the end of 2007 in an effort to enter the consumer smartphone market. The mobile operating system changes in 2008 marked the beginning of this phase, and over the next five years there have been numerous upgrades to Apple iOS, Android, and Blackberry OS. The top smartphone manufacturers (Apple, Samsung, HTC, Motorola, Nokia, LG, Sony, etc.) and most popular mobile operating systems (iOS, Android, Blackberry OS, Windows Mobile) Android played a huge part at this time since it gave all vendors the chance to create devices using the fantastic open-source Android technology.

By 2020, there will be five billion smartphone users, surpassing the current two and a half billion users. An obsession with the virtual world is implied by the prolonged use of a smartphone. Smartphone users are always linked since their educational backgrounds range from high school to universities.

Smartphones are more powerful than ever because to their speedier networking system and special features. Smartphone manufacturers are dominating the market thanks to their innovative and useful features, internet accessibility, adaptability, and enhanced global connectivity. Wireless technology is one of a smartphone's most valu These are the best tools for someone who needs to do a lot of typing because they are so simple and comfortable to use.

Today's smartphones include a variety of sensors in addition to storage, processing, and communication tools. They have the potential to develop into an intelligent, flexible, autonomous, and ultimately cost-free component of future smart

city civil infrastructure monitoring systems as a result of these qualities. In recent years, the use of mobile phone monitoring systems has drawn increasing interest in the field of civil engineering. able features. There are keypads and wireless notebook computers that can access the internet. Because they are so user-friendly and convenient, these are the greatest tools for someone who needs to type a lot.

Smartphones of today come equipped with a range of sensors in addition to storage, processing, and networking capabilities. Due to these characteristics, they have the potential to become an intelligent, adaptable, autonomous, and ultimately cost-free component of future smart city civil infrastructure monitoring systems. The usage of mobile phone monitoring systems has sparked growing interest in the discipline of civil engineering in recent years.

Smartphones have seen significant evolution. Smartphones revolutionised not only the product but also the entire world's economy, culture, and social structure. Everybody began incorporating a tonne of extra capabilities into smartphones as everyday life started to be incorporated into them. A thorough and ongoing investigation into how smartphone addiction is beneficial for students' academic performance is required because social media addiction in children, especially in students, is growing as a result of an overreliance on technology in all spheres. There are both good and negative links between smartphone addiction and academic performance, according to numerous studies on a variety of demographics.

The way we communicate, work, live, and find entertainment has been completely transformed by smartphones. Many people now use mobile devices instead of landlines, cameras, music players, and many other things. But how did Smartphones develop intelligence? Listed below is a historical chronology of smartphones: How we transitioned from call-only to the ubiquitous device we use today.

1973 — Working prototype of a mobile cellular phone:

A functioning prototype of a mobile phone was developed in 1973 by Motorola engineer Dr. Martin Cooper and his colleagues. In New York City, Dr. Cooper made the first mobile phone call to Joel Engel, a competitor researcher from Bell Labs. A revolution involving mobile devices had just begun.

1983 — First cell phone gets approval:

The Federal Communication Commission authorised the Motorola DynaTAC 8000X, the first mobile phone, ten years later. The portable cell phone, known as "The Brick," cost $3,995, weighed close to 2 pounds, and had a battery life of 30 minutes. In the same year, Ameritech released 1G and lithium-ion batteries in the United States.

1991 — 2G and lithium-ion batteries:

The same year, a lightweight, rechargeable lithium-ion battery is commercialised by Sony and its engineer Asahi Kasei. Given that this kind of battery is still in use today, this was a dramatic turning point in the development of cellphones.

1992 — First smartphone announced and first SMS sent:

Under the codename Sweet spot, IBM engineer Frank Canova developed a "smartphone" prototype. This is regarded as the original smartphone. It was shown off at a trade show for the computer industry. Despite being a success, it would take another two years before it was marketed to customers.

The first text message was sent in December 1992. A Sema Group engineer named Neil Papworth sent the "Merry Christmas" message.

1994 — First smartphone hits the market:

An improved version of Canova's prototype, the IBM Simon Personal Communicator, was made available to customers. It had a touchscreen and allowed users to send and receive emails in addition to phone conversations. The initial applications, including an address book, calendar, calculator, appointment planner, and notepad, were also released by IBM Simon. The $1,099 phone sold 50,000 units in its first six months on the market.

1997 — The term smartphone was coined and mobile gaming was introduced:

The term "smartphone" reached common usage three years after it first appeared on the market. The Swedish telecom corporation Ericsson initially used it to describe the GS88, a new mobile handset. It's difficult to imagine life without Stumble Guys, Pokemon Go, or Angry Birds. However, in actuality, mobile gaming didn't begin until 1997.

Snake was the first smartphone game. Taneli Armanto, a Finn, put the game into the Nokia 6110 hand-held mobile phones. The mobile gaming market, which is today estimated to be worth $152 billion, was thus established.

1999 — First front-facing camera phone and GPS:

The Kyocera Visual Phone VP-210, the first commercial camera phone, was made available in Japan. A single front-facing camera was present. The camera could take up to 20 pictures and email them, or it could take two pictures a second and transfer them via Japan's cellular network.

The first commercial phone incorporating GPS technology was released by mobile phone manufacturer Benefon the same year under the name Benefon Esc. Although it was largely distributed in Europe, it pioneered the use of GPS in mobile devices.

2000 — First back-facing camera phone:

Sharp offered the J-SH04 for sale in Japan. It had a built-in camera on the back. Through a carrier network, photographs might be transmitted immediately. It is regarded as the first camera phone for the general public.

2001 — Hello, 3G networks:

Mobile phones could now use the 3G network to access the internet for the first time. The widespread use of the internet on mobile devices began at this point.

2004 — Live-assisted GPS technology:

GPS with live assistance was created and tested by American electronics company Qualcomm. This greatly increased the precision of real-time location.

2007 — First iPhone by Apple:

At the Macworld convention, Apple CEO Steve Jobs unveiled the first iPhone. The first iPhone, according to Jobs, was a "revolutionary and magical product." A touch screen, GPS, camera, iPod, and internet connectivity were all features of the initial model. The smartphone market underwent a sea change because to its software capabilities. More than 1.4 million first iPhones were sold by Apple in the first year they were available.

2008 — First Android smartphone:

The first mobile device running on Android hit the market. Its name was T-Mobile G1, also referred to as HTC Dream. It had an internet connection, a QWERTY keyboard, and a touch screen. The phone physically slid to reveal the keyboard, and it had a trackball that looked like a BlackBerry for navigating.

2009 — 4G network:

4G was made available for commercial use by the Swedish firm Telia Sonera. quicker data transmission speeds—roughly ten times quicker than 3G—were made possible by the 4G service.

2019 — 5G network:

The first 5G network in the world was launched by Verizon. It had a comparatively limited presence in Minneapolis and Chicago.

RESEARCH METHODOLOGY

The specific process or technique used to identify, select, process, and analyze information about a subject is known as research methodology. The methodology section of a research paper gives the reader the chance to assess the general validity and reliability of a study. The technique used to accumulate data and information in order to render business decisions. The methodology could include both present and historical information, as well as publication research, interviews, surveys, and other research methods.

Research methodology is a collective term for the structured research process (Girija & Kalaivani, 2018). This chapter reports the methodology of the research adopted to accomplish the objectives of the research. As described before, the study evaluates the effect of service quality dimensions on customer satisfaction and word-of-mouth behaviour. The methodology adopted in the study is presented as follows.

3.1 RESEARCH DESIGN

A research design is the set of methods and procedures used in collecting and analysing measures of the variables specified in the problem research. The emphasis of a descriptive research design is on describing rather than interpreting or judging. Descriptive research aims to verify formulated hypotheses that refer to the present situation to construe it.

The research design used for this study is a systematic approach. The data has been collected through a standard questionnaire from respondents. Additionally, this process provides a flexible approach, allowing for the emergence of significant new issues and questions throughout the period of the research.

3.2 PERIOD OF STUDY

The data used for analysis in this study are collected for a period of months from January 2023-May 2023.

3.3AREA OF THE STUDY

In this study the data has been obtained from respondents in Ooty.

3.4 SOURCES OF DATA

The information for this study has been collected from Primary data and Secondary data.

• Primary Data

Primary data has been collected from selected towards young generation by administering questionnaire.

• Secondary Data

Secondary data has been collected from various Journals, Magazines and Websites.

3.5 SAMPLING DESIGN

A sample design is a method for selecting a sample from a given population. It refers to the method by which the researcher will select respondents for the sample. The

sampling unit, sample size, sampling area, and sampling technique are all part of the sample design**.**

3.5.1 SAMPLING POPULATION

The sampling population was Youngsters'.

3.5.2 SAMPLING UNIT

The Sample was taken only from young generation who are using smartphone.

3.5.3 SAMPLING PROCEDURE

The researcher was used Convenience Sampling technique to choose the respondents. Data was collected only from youngsters.

3.5.4 SAMPLE SIZE

The present study was conducted for the total number of 100 respondents. Online distribution of the questionnaire was used (Google Form). The youngsters had received the questionnaire, which was intended to collect information.

3.5.5 SAMPLING TECHNIQUE

Convenience random sampling technique has been adopted to select sample respondents for the study.

3.5.6 TOOLS AND TECHNIQUES

The data collected from primary source arranged in an orderly form to frame simple tables. The data distributed in these tables were systematically analyzed with the aid of some statistical techniques. The following statistical tools have been used to analyze the data with reference to the selected objectives of the study.

- Percentage Analysis
- Descriptive Statistics
- Chi-Square
- ANOVA (Analysis of Variance)

PERCENTAGE ANALYSIS:

Calculating percentages is a useful method for comparing samples with various numbers of observations. One of the statistical techniques used to describe the characteristics of a sample or population as a whole is percentage analysis. To perform a percentage analysis, values for the variables chosen for the study must be obtained.

DESCRIPTIVE STATISTICS:

The respondents were asked to rate how much they agreed with the comments made about the reasons why smartphones affect young people. There are five items on the scale. A five-point Likert-type scale was developed to gauge the respondents' level of agreeability. Strongly disagree (1) to Strongly agree (5) were the values on the scale. The agreed-upon level will be higher the higher the rating.

CHI-SQUARE:

A test that assesses how predictions stack up against actual observed data (or model outcomes) is the chi square (2) statistic. A chi square statistic can only be calculated with data that is random, unprocessed, mutually exclusive, obtained from independent variables, and drawn from a sizable enough sample. Chi-squared tests are frequently created using the sample variance or the sum of squared errors. Since independent normally distributed data are assumed in test statistics that follow the chi squared distribution, this assumption is frequently true according to the central limit theorem.

One-way ANOVA:

The t-test is a sort of inferential statistics used to assess whether there is a significant difference between the means of two groups. ANOVA is a statistical test that searches for significant differences between means on a measure. Here, ANOVA and the t-test are employed to determine whether the sociodemographic variables and level of agreeability differ significantly from one another**.**

Negative sides of smartphone:

1) Effects of Mobile Phones on Children:

The negative impacts include spending hours on end staring at a mobile device. It affects a child's mentality and growth. A lack of communication between parents and children, according to child specialists, might cause developmental issues. Children are exposed to inappropriate behaviours when using the internet on mobile devices. They have quick access to websites with inappropriate content. This may have a detrimental effect on the children's psyches and result in unsettling behaviours.

2) Effects on Education:

The impact of mobile phones on education is a significant social issue that should not be disregarded. Mobile phone use in class has been observed to distract students, which can have a negative effect on learning outcomes. People who use smartphones in class typically perform poorly on tests because they can't recollect as much information. Researchers have discovered that excessive mobile phone use causes headaches, impatience, rage, and isolation from others.

3) Impact of Mobile Phone on Health:

The use of mobile phones has been linked to an increased risk of cancer, according to numerous research. The radiation from mobile phones has been labelled as potentially carcinogenic by the International Agency for Research on Cancer (IARC). Insomnia is caused by alterations in sleep patterns brought on by excessive mobile phone use. Lack of sleep contributes to a wide range of health issues, including a higher risk of diabetes, heart attacks, and depression as well as a lack of confidence, self-esteem, and a sense of worthlessness.

4) Impact of Mobile Phone on Social Life:

Our friendships are suffering as a result of using smartphones. For the majority of people, texting is preferable than face-to-face communication. People these days are more preoccupied with their smartphones than with their actual environment. Their social life are strained by this amount of contact. It fosters social isolation, which breeds emotional difficulties including anxiety, depression, anger, and management problems, among others.

5) Impact on Relationships:

Intimacy can suffer if partners talk on the phone more often than they do with one another. Communication is hampered when someone is constantly checking their phone during a date or meal. It fosters a sense of rejection, which has a detrimental effect on a person's psychological well-being. Particularly for women, even a small sense of rejection can seem immensely devastating. The injured feelings might result in low self-esteem, resentment, wrath, and a bad mood. In the end, this causes strife and may even result in divorce.

6) Dangerous Driving:

Even though it is forbidden to use a phone while driving, most individuals can't help but answer. Mobile phone use while driving reduces a driver's ability to see the road ahead, increasing the chance of accidents that could be fatal.

7) Peer Pressure:

Many parents have noticed that their kids keep asking for the most expensive or most recent smartphone available. It's now recognised as being comparable to smoking or abusing drugs as a result of peer pressure. Children see their buddies or the adults in their social group utilising the most recent smartphones. They believe they must have that version in order to fit in with the group.

8) Affected Relationships:

Smartphones have made social networking websites more accessible. The way our youth interact and form relationships in the actual world has also been altered. Online friendships are simple to form, and messaging is preferred to face-to-face interaction for them.

9)Social Media Addiction:

Young people use social media sites to share information and keep others informed about their activities. They upload everything, including their activities and meals, and then wait for reactions from followers. They begin to feel worthless and useless if they don't receive as many likes or comments on their pals. It's unhealthy to base one's self-worth on numerous likes and comments on social media.

10)Fear of Missing Out (FOMO):

It's not a novel idea to compare our life to those of others. However, social media platforms and mobile phones have made it worse. We are all aware that social media frequently exaggerates reality and is not always truthful. However, young people's thoughts are influenced by cellphones and are drawn into the FOMO idea.

11)Cyberstalking:

Our capacity for face-to-face communication has decreased as a result of our dependence on smartphones. Children encounter the same problem, particularly when they like someone. They begin stalking their social media profiles to find out more about them rather than approaching them. Some people grow so dependent on this behaviour that they risk hurting themselves or someone else.

12)Negative Effects of Smartphones on Students:

Children who often use their smartphones develop a daily, hourly social media addiction, according to research. It might seem harmless. But many were reported to develop attention deficit disorder as a result of it. Not to mention that since kids are susceptible to smartphone addiction, they carry them to school and lectures, which diverts their focus. It is one of the main reasons intelligent kids have to deal with poor grades. To counteract the detrimental impacts of cellphones on students, we need take proactive measures.

13)Difficult to Make Friends in Real Life:

Having access to social media on smartphones has made it simple to meet people all around the world. However, it has an impact on how students act and communicate with other kids in the real world. They no longer know how to make friends in person and prefer to make acquaintances online (even on gaming platforms).

14)Negative Influence on Parenting:

In the current digital era, smartphone addiction affects everyone, even parents. They occasionally lose focus on their children sitting next to them because they are so preoccupied with their iPhones. Children feel unwanted and think they are unimportant

at this point. It can cause a variety of social and mental problems for the kids as they get older.

15) Increased Mental Laziness:

Due to rapid availability to smartphones, children prefer utilising mobile phone calculators over pen and paper for even basic computations. Additionally, excessive smartphone use can hinder pupils' ability to think critically.

16)Negative impact of Smartphones on Health:

Some people contend that kids shouldn't have unrestricted access to smartphones around the clock. If your child must carry a smartphone, make sure they are aware of the dangers associated with excessive smartphone use. We must not overlook the fact that smartphone addiction affects both youngsters and adults. It may have some serious negative impacts on both our physical and emotional wellbeing.

17)Disturbed Sleeping Pattern:

Even after a long day of work, we frequently check our smartphones before bed. But because we get caught up in checking our social media feeds and lose track of time, this activity might interfere with our sleep patterns.

18)Weak Eyesight:

Parents have been warned against spending too much time staring at screens since it can harm children's eyesight. When we spend too much time in front of any digital device, including cellphones, the same thing takes place. These gadgets generate blue light, which if stared at over an extended period of time might damage eyesight.

19)Negative Effects of Smartphones on Society:

Smartphones have made it simple to connect with individuals around the world and keep in touch with our loved ones. But our relationship with those we live or often interact with is badly impacted by smartphones. People hardly ever converse with the person sitting across from them anymore. Even friends who reconnect after a lengthy absence wind up spending more time taking pictures than conversing. Find out more about how mobile phones harm society as you read on.

20)Unrealistic Expectations:

Everywhere they go, people carry their smartphones. Having a way to get in touch with the appropriate person when you need something is beneficial. One of the biggest negative effects of smartphones is that some users anticipate an immediate response to messages they send. It is unrealistic and has an impact on relationships, particularly those between lovers and friends.

Positive sides of smartphone:

• When connected whenever, wherever, and to whoever they choose, people behave more effectively. People can communicate easily and affordably through chat, text, email, tweets, posts on Facebook and Instagram, and video conferences.

• You can watch TV on your phone, download entertaining games, and play on your phone.

• Many businesses have their own marketing apps for Android, which makes the business go extremely easily.

• Internet access is more affordable. The newest trend is online marketing. Most things are bought by consumers online.

1)Emergency cases can be many:

The use of a cell phone in these circumstances enables us to contact the relevant parties and obtain the assistance we need.

2)Improves communication and connection:

Smartphones can be a terrific way to remain in touch with friends and family, especially if you live far away. Teenagers can use smartphones to establish and maintain ties if a friend or relative is no longer close by.

3)Helps with organization:

With the advent of mobile apps, you can now use your phone to make reminders, mark days on the calendar, manage your schedule, and take notes. This can be quite useful for teenagers to keep track of their obligations for school, work, or other things.

4)Help in Emergencies:

In an emergency, smartphones may be crucial equipment. If you need assistance, they are a quick and simple way to reach someone. Additionally, tracking systems provide you access to others' locations in case someone goes missing or gets into trouble.

5)Provides a wealth of access to information:

There are several ways smartphones can be useful to pupils if utilised appropriately. Teens now have access to a variety of excellent tools to enhance learning through cellphones, including instructional apps, online learning platforms, and even educational movies.

6)Resources for health and wellbeing:

Numerous smartphone apps offer support and information on a range of health conditions. There are apps available that boost mental health and can even create reminders to move around or drink more water.

7)Communication:

Communication is the primary benefit of mobile phones. You can communicate with anyone, anytime, anywhere, thanks to mobile phones. The new cellphones being produced today are compact and lightweight, making it quite simple to carry them. As your cell phone is not connected to anything, you do not need to sit next to the receiver.

8)Entertainment:

Mobile devices are becoming a never-ending source of entertainment. Things that we never imagined being achievable on a mobile phone are becoming realities. Smartphones allow you to play games, listen to music, and perform a variety of other tasks in addition to making calls, which helps you stay amused.

9) Beneficial in Studies:

You can benefit from a smartphone in your academics or in your professional life. You can utilise instructional apps while you're in college on cellphones running the Android, Apple iOS, or Windows Phone operating systems. If you work in business, you can download programmes like Skype to help you stay in touch with clients while you're on the go.

ANALYSIS AND INTERPRETATION OF THE STUDY

CHAPTER 4

ANALYSIS AND INTERPRETATION OF THE STUDY

4.1 PERCENTAGE ANALYSIS

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 -percent) for better understanding of collected data. Percentage Analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding. It refers to a special kind of rates percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

4.1.1 GENDER OF RESPONDENTS

TABLE 4.1.1

Gender of respondents

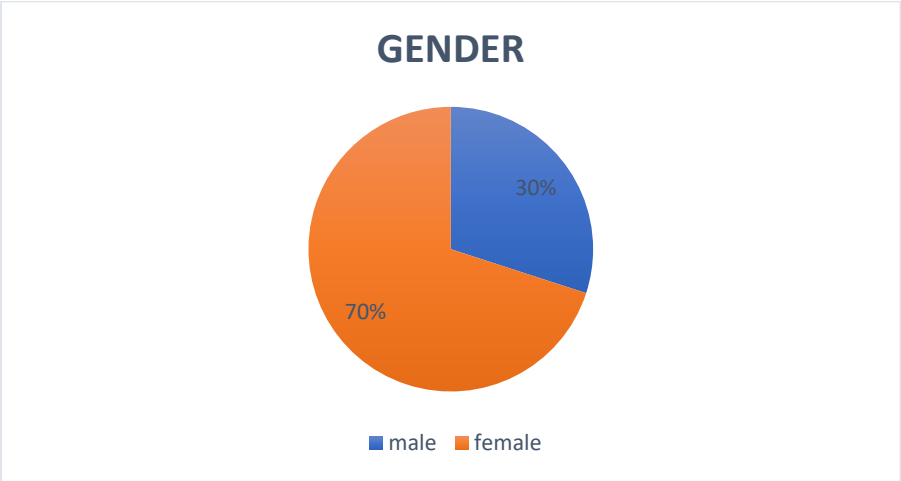
	Frequency	Percent
Male	30	30.0
female	70	70.0
Total	100	100.0

It has been inferred from the table 4.1.1 that, 30.0% of the respondents belong to male and 70.0% of the respondents belong to females.

Hence, it is found that most of the respondents are fema

CHART NO .4.1.1

Gender of Respondents



4.1.2 USAGE OF SMARTPHONE

TABLE 4.1.2

Usage of smartphone

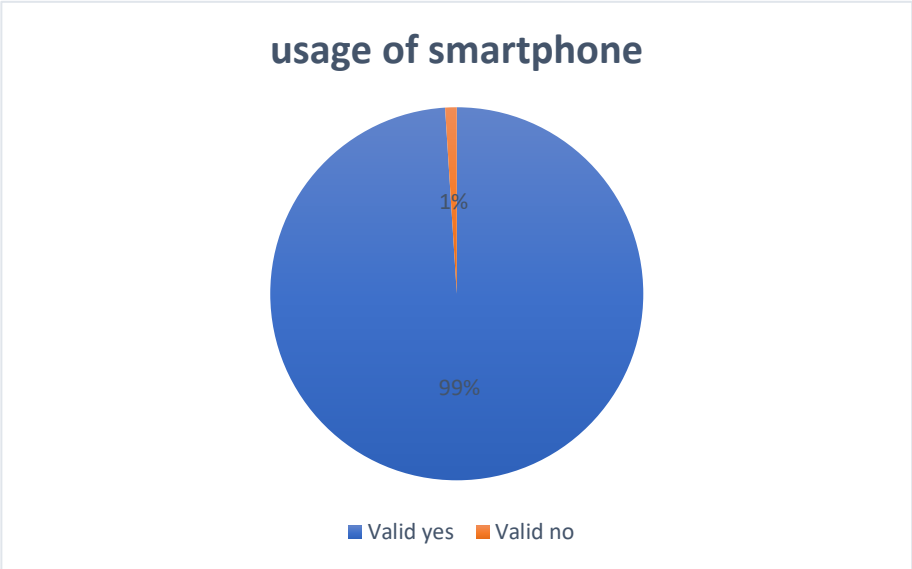
	Frequency	Percent
yes	99	99.0
no	1	1.0
Total	100	100.0

It has been inferred from table 4.1.2 that, 99.0% of the respondents belongs to the yes, the usage of smartphone is more, 1.0% of the respondents belongs to the no the usage of smartphone is less.

Hence, it is found that most of the respondents are yes, the usage of smartphone

CHART NO. 4.1.2

Usage of Smartphone



4.1.3AGE OF RESPONDENTS

TABLE4.1.3

AGE OF RESPONDENTS

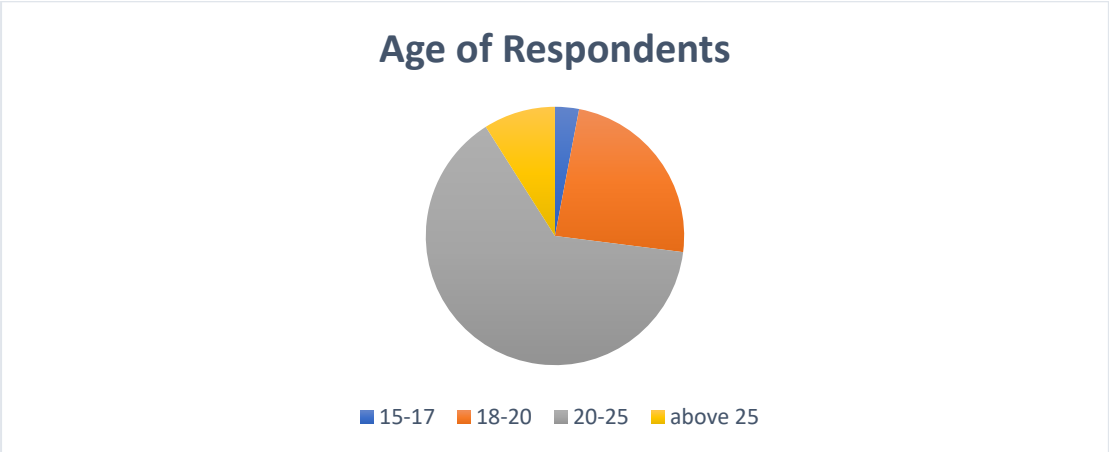
AGE	Frequency	Percent
15-17	3	3.0
18-20	24	24.0
20-25	64	64.0
above 25	9	9.0
Total	100	100.0

It has been inferred from table 4.1.3 that,3.0% of the respondents belongs to the age group of in between 15-17 years, 24.0% of the respondents belongs to the age group of in between 18-20 years, 64.0% of the respondents belongs to the age of in between 20-25 years, and 9.0% of the respondents belongs to the age group of above 25years.

Hence, it is found that a greater number of respondents belongs to the age group in between 20-25 years.

CHART NO 4.

Age of respondents



4.1.4 AREA OF RESPONDENTS

TABLE 4.1.4

Area of Respondents

		Frequency	Percent
Valid	rural	57	57.0
	urban	17	17.0
	town	26	26.0
	Total	100	100.0

It has been inferred from the table 4.1.4 that 57.0% of the respondents belong to rural, 17.0% of the respondents belong to urban, 26.0% of the respondents belong to town.

Hence, it is found that most of the respondents are rural.

4.1.5 MARITAL STATUS

TABLE 4.1.5

Marital Status

		Frequency	Percent
Valid	married	8	8.0
	unmarried	92	92.0
	Total	100	100.0

It has been inferred from the table 4.1.5 that 8.0% of the respondents belong to married, 92.0% of the respondents belong to unmarried.

Hence, it is found that most of the respondents are unmarried.

4.1.6 QUALIFICATION

TABLE 4.1.6

Qualification

		Frequency	Percent
Valid	under graduation	54	54.0
	post-graduation	38	38.0
	Ph.D.	1	1.0
	other	7	7.0
	Total	100	100.0

It has been inferred from the table 4.1.6 that 54.0% of respondents belong to under graduation, 38.0% of respondents belong to post graduation, 1.0% of respondents belong to Ph.D., 7.0% of respondents belong to others.

Hence, it is found that most of respondents are from under graduation.

4.1.7 FAMILY TYPE

TABLE 4.1.7

Family type

		Frequency	Percent
Valid	joint family	34	34.0
	nuclear family	66	66.0
	Total	100	100.0

It has been inferred from the table 4.1.7 that 34.0% of respondents belong to joint family, 66.0% of the respondents belong to nuclear family.

Hence, it is found that most of respondents are from nuclear family.

4.1.8 OCCUPATION

TABLE 4.1.8

Occupation

		Frequency	Percent
Valid	student	72	72.0
	private company	19	19.0
	government company	1	1.0
	entrepreneur	8	8.0
	Total	100	100.0

It has been inferred from the table 4.1.8 that 72.0% of respondents belong to student, 19.0% of respondents belong to private company, 1.0% of respondents belong to government company, 8.0% of respondents belong to entrepreneur.

Hence, it is found that most of respondents are from students.

4.1.9 CHECKING OF MOBILE REPEATEDLY

TABLE 4.1.9

Checking of Mobile Repeatedly

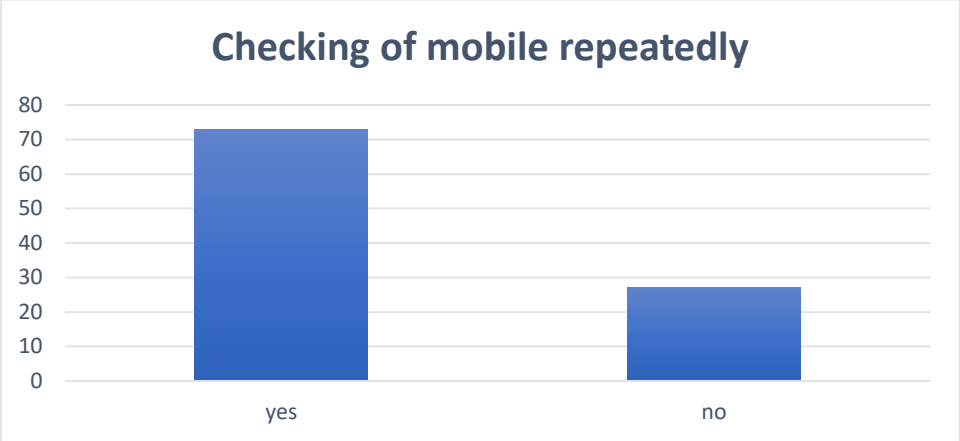
	Frequency	Percent
yes	73	73.0
no	27	27.0
Total	100	100.0

From the above table 4.1.9, it has been inferred from table 4.1.4 that, 73.0% of the respondents belongs to the yes, the checking of mobile repeatedly is more, 27.0% of the respondents belongs to the no checking of mobile repeatedly is less.

Hence, it is found that most of Respondents are yes, the checking of mobile repeatedly.

CHARTS NO 4.1.9

Checking of Mobile Repeatedly



4.1.10 HOURS SPENDING ON MOBILE

TABLE 4.1.10

Hours Spending on Mobile

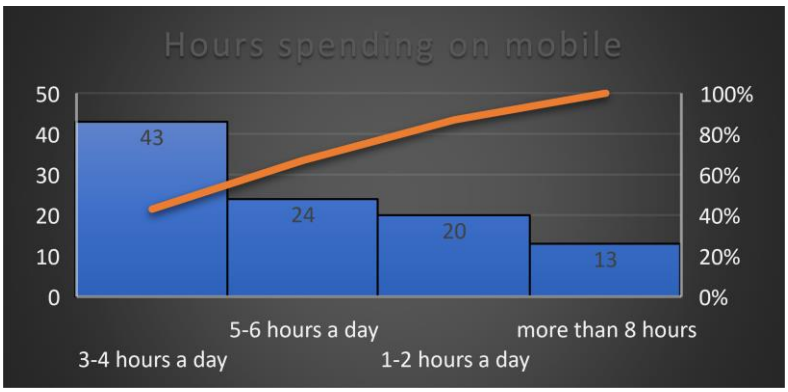
		Frequency	Percent
Valid	1-2 hours a day	20	20.0
	3-4 hours a day	43	43.0
	5-6 hours a day	24	24.0
	more than 8 hours	13	13.0
	Total	100	100.0

It has been inferred from table 4.1.10 that 20.0% of the respondents belongs to the hours spending on mobile of in between 1-2 hours a day, 43.0% of the respondents belongs to the hours spending on mobile of in between 3-4 hours a day, 24.0% of the respondents belongs to the hours spending on mobile of in between 5-6 hours a day, 13.0 of the respondents belongs to the hours spending on mobile of more than 8 hours.

Hence it is found that a greater number of respondents belong to the hours spending on mobile of in between 3-4 hours a day.

CHART NO 4.1.10

HOURS SPENDING ON MOBILE



4.1.11 USAGE OF INTERNET

TABLE 4.1.11

Usage of Internet

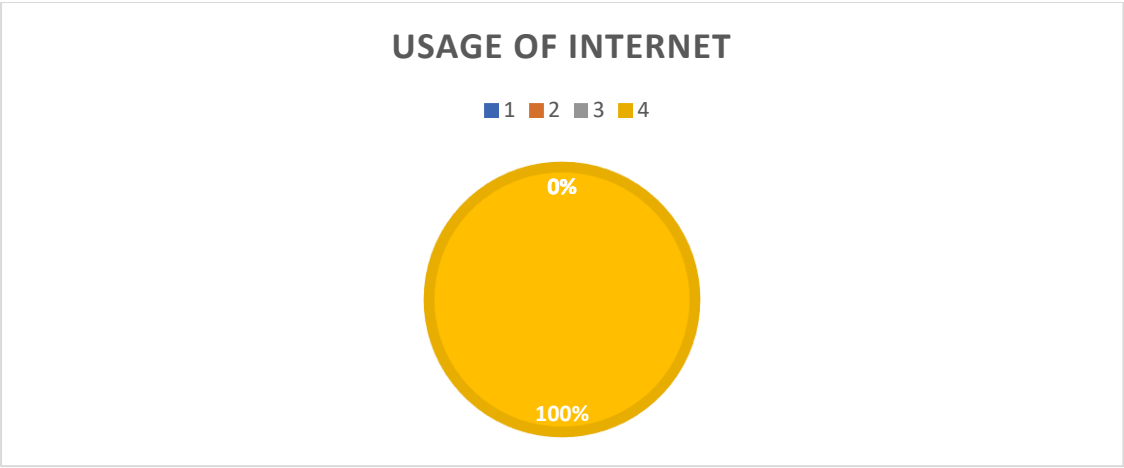
	Frequency	Percent
Once in a while	4	4.0
Almost everyday	53	53.0
Depends on the need	42	42.0
I don't have access on internet	1	1.0
Total	100	100.0

It has been inferred from the table 4.1.11 that 4.0% of the respondents belong to usage of internet is once in a while ,53.0% of the respondents belong to usage of internet is almost every day, 42.0% of the respondents belong to usage on internet is depends on the need, 1.0% of the respondents belong to usage on internet is I don't have access on internet.

Hence it is found that a greater number of respondents belong to the usage of internet is almost every day.

CHART 4.1.1

USAGE OF INTERNET



4.1.12 FREQUENCY OF INTERNET USAGE

TABLE 4.1.12

Frequency of Internet Usage

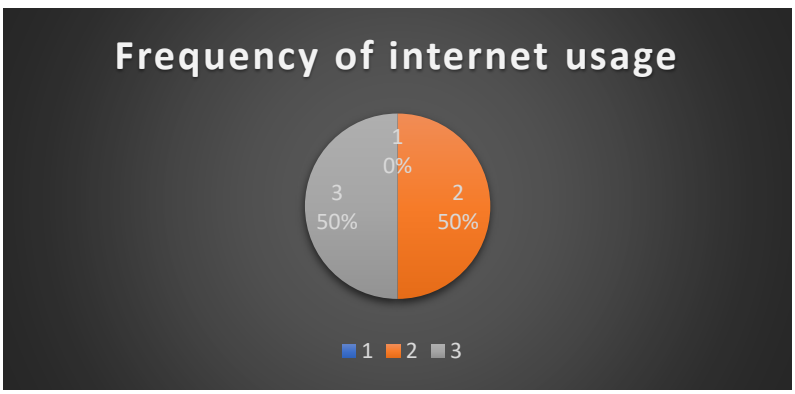
		Frequency	Percent
Valid	yes	94	94.0
	no	6	6.0
	Total	100	100.0

It has been inferred from the table 4.1.12 that 94.0% of the respondents belong to frequency of internet usage is yes, 6.0% of the respondents belong to frequency of internet usage is no.

Hence it is found that most of the respondents are frequency of internet usage is yes.

CHART 4.1.12

Frequency of Internet Usage



4.1.13 COMMUNICATION

TABLE 4.1.13

Communication

		Frequency	Percent
Valid	yes	74	74.0
	no	26	26.0
	Total	100	100.0

It has been inferred from table 4.1.13 that 74.0% of the respondents belong to YES, and 26.0% of the respondents belong to NO.

Hence, it is found that most of the respondents are YES.

4.1.14 PURCHASE OF ONLINE PRODUCT

TABLE 4.1.14

Purchase of Online Product

		Frequency	Percent
Valid	yes	79	79.0
	no	21	21.0
	Total	100	100.0

It has been inferred from table 4.1.14 that 79.0% of the respondents belong to YES, and 21.0% of respondents belong to NO.

Hence, it is found that most of respondents are YES.

4.1.15 YEARS OF USING SMARTPHONE

TABLE 4.1.15

Years of Using Smart Phone

		Frequency	Percent
Valid	1 year	6	6.0
	2 years	11	11.0
	3 years	13	13.0
	more than 3 years	70	70.0
	Total	100	100.0

It has been inferred from the table 4.1.15 that 6.0% of the respondents belong to the year of using smartphone is 1 year, 11.0% of the respondents belong to the year of using smartphone is 2 years, 13.0% of the respondents belong to the year of using smartphone is 3 years, 70.0% of the respondents belong to the year of using smartphone is more than 3years.

Hence, it is found that most of respondents is more than 3 years

4.1.16 PREFERENCE OF GOING OUT OR WITH SMARTPHONE

TABLE 4.1.16

Preference of Going Out or with Smart Phone

		Frequency	Percent
Valid	yes	84	84.0
	no	16	16.0
	Total	100	100.0

It has been inferred from the table 4.1.16 that 84.0% of the respondents belong to YES, 16.0% of the respondents belong to NO.

Hence, it is found that most of respondent is YES.

4.2 DESCRIPTIVE STATISTICS

Descriptive statistics describe, show, and summarize the basic features of a dataset found in a given study, presented in a summary that describes the data sample and its measurements. It helps analysts to understand the data better

4.2.1 LEVEL OF AGREEABILITY

TABLE 4.2.1

	N	Minimum	Maximum	Mean	Std. Deviation
using smart phone helps me to study more efficiently	100	1.00	5.00	3.2400	1.20705
using a smartphone increase my course work productivity	100	1.00	5.00	2.9800	1.07290
using a smartphone improves my performance in studying	100	1.00	5.00	3.0900	1.11096
overall, find a smartphone useful in my studies	100	1.00	5.00	3.1500	1.17529
Valid N (listwise)	100				

It is seen from the above table 4.2.1 that the highest mean rating is 3.2400 for the item “using smart phone helps me to study more efficiently” That is on the average agree a level of the respondents is between agree and strongly agree. The second highest mean rating is 3.1500 for the item “overall, find a smartphone useful in my studies” The lowest mean rating is 2.9800 for the item “using a smartphone increase my course work productivity” That is on the average that it has their agree level between strongly disagree and disagree. It also seen from the table that the rating of the items vary between minimum of 1 to a maximum of 5.

4.2.2 LEVEL OF AGREEABILITY

TABLE 4.2.2

Level Of Agreeability

	N	Minimum	Maximum	Mean	Std. Deviation
with a smartphone, I can maintain social relationship with others	100	1.00	5.00	3.0000	1.14592
with a smartphone, I can interact with others using multiple tools	100	1.00	5.00	3.1700	1.04500
with a smartphone, I can interact with others no matter where they are	100	1.00	5.00	3.1700	1.09226
with a smartphone, I can easily have a longer conversation with others	100	1.00	5.00	3.2000	1.16342
with a smartphone, I can get feedback quickly	100	1.00	5.00	3.2900	1.17461
Valid N (listwise)	100				

It is seen from the above table 4.2.2 that the highest mean rating is 3.2900 for the item “with a smartphone, I can get feedback quickly” That is on the average agree a level of the respondents is between agree and strongly agree. The second highest mean rating is 3.2000 for the item “with a smartphone, I can easily have a longer conversation with others” The lowest mean rating is 3.0000 for the item “with a smartphone, I can maintain social relationship with others” That is on the average that it has their agree level between strongly disagree and disagree. It also seen from the table that the rating of the items vary between minimum of 1 to a maximum of 5.

4.2.3 LEVEL OF AGREEABILITY

TABLE 4.2.3

Level Of Agreeability

	N	Minimum	Maximum	Mean	Std. Deviation
using smart phone helps me to study more efficiently	100	1.00	5.00	3.2400	1.20705
using a smartphone increase my course work productivity	100	1.00	5.00	2.9800	1.07290
using a smartphone improves my performance in studying	100	1.00	5.00	3.0900	1.11096
overall, find a smartphone useful in my studies	100	1.00	5.00	3.1500	1.17529
Valid N (listwise)	100				

It is seen from the above table 4.2.3 that the highest mean rating is 3.2400 for the item “using smart phone help me to study more efficiently” That is on the average agree a level of the respondents is between agree and strongly agree. The second highest mean rating is 3.1500 for the item “overall, find a smartphone useful in my studies” The lowest mean rating is 2.9800 for the item “using a smartphone increase my course work productivity” That is on the average that it has their agree level between strongly disagree and disagree. It also seen from the table that the rating of the items vary between minimum of 1 to a maximum of 5.

4.3 COMPARATIVE STUDY

A chi square ($\chi 2$) statistic is a test that measures how expectations compare to actual observed data (or model results). The data used in calculating a chi square statistic must be random, raw, mutually exclusive, drawn from independent variables, and drawn from a large enough sample. Chi- squared tests are often constructed from a sum of squared errors, or through the sample variance. Test statistics that follow a chi squared distribution arise from an assumption of independent normally distributed data, which is valid in many cases due to the central limit theorem.

Here the key result in the chi-square test table is the Pearson Chi-square.

Ho: There is no significance association between the factors influencing and the factor “Qualification *with a smartphone, I currently search for information”.

Significant@ 5%

TABLE 4.3.1.1

QUALIFICATION

		with a smartphone, i currently search for information					
		strongly disagree	disagree	neutral	agree	strongly agree	Total
qualification	under graduation	3	1	23	18	9	54
	post-graduation	4	3	9	12	10	38
	Ph.D.	0	1	0	0	0	1
	other	1	1	2	3	0	7
Total		8	6	34	33	19	100

TABLE 4.3.1.2

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.505[a]	12	.017
Likelihood Ratio	16.015	12	.191
Linear-by-Linear Association	1.408	1	.235
N of Valid Cases	100		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .06.

The value of the test statistics is 24.505. The corresponding p-value of the test statistics is p= .017. since the p-value is greater than our chosen significance level (a=0.05). There is no significance association between the factors influencing and the factor “Qualification *with a smartphone, I currently search for information”. Hence the null hypothesis is accepted.

HO: There is no significance association between the factors influencing and the factor "Qualification * with a smartphone, I currently wort on assignments presentation".

Significant@ 5%

TABLE 4.3.2.1

QUALIFICATION

		with a smartphone, i currently wort on assignments presentation					
		strongly disagree	disagree	neutral	agree	strongly agree	Total
qualification	under graduation	2	5	23	18	6	54
	post-graduation	2	4	12	12	8	38
	Ph.D.	1	0	0	0	0	1
	other	2	1	2	2	0	7
Total		7	10	37	32	14	100

TABLE 4.3.2.2

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.712[a]	12	.030
Likelihood Ratio	13.703	12	.320
Linear-by-Linear Association	2.891	1	.089
N of Valid Cases	100		

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.712[a]	12	.030
Likelihood Ratio	13.703	12	.320
Linear-by-Linear Association	2.891	1	.089

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .07.

The value of the test statistics is 22.712. The corresponding p-value of the test statistics is p= .030. since the p-value is greater than our chosen significance level (a=0.05). There is no significance association between the factors influencing and the factor "Qualification * with a smartphone, I currently wort on assignments presentation". Hence the null hypothesis is accepted.

HO: There is no significance association between the factors influencing and the factor "Qualification * with a smartphone, I currently register for course".

Significant@ 5%

TABLE 4.3.3.1

QUALIFICATION

		with a smartphone, I currently register for course					
		strongly disagree	disagree	neutral	agree	strongly agree	Total
qualification	under graduation	3	3	25	17	6	54
	post-graduation	1	7	10	11	9	38
	Ph.D.	0	1	0	0	0	1
	other	2	1	3	1	0	7
Total		6	12	38	29	15	100

TABLE 4.3.3.2

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.748[a]	12	.022
Likelihood Ratio	19.304	12	.081
Linear-by-Linear Association	3.052	1	.081
N of Valid Cases	100		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .06.

The value of the test statistics is 23.748. The corresponding p-value of the test statistics is p= .022. since the p-value is greater than our chosen significance level (a=0.05). There is no significance association between the factors influencing and the factor “Qualification * with a smartphone, I currently register for course”. Hence the null hypothesis is accepted.

HO: There is no significance association between the factors influencing and the factor “Qualification * with a smartphone, I currently take test”.

Significant@ 5%

TABLE 4.3.4.1

QUALIFICATION

		with a smartphone, I currently take test					
		strongly disagree	disagree	neutral	agree	strongly agree	Total
qualification	under graduation	2	10	30	9	3	54
	post-graduation	7	4	16	10	1	38
	Ph.D.	0	0	1	0	0	1
	other	2	4	1	0	0	7
Total		11	18	48	19	4	100

TABLE 4.3.4.2

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.624[a]	12	.056
Likelihood Ratio	21.111	12	.049
Linear-by-Linear Association	7.463	1	.006
N of Valid Cases	100		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .04.

The value of the test statistics is 20.624. The corresponding p-value of the test statistics is p= .056. since the p-value is greater than our chosen significance level (a=0.05). There is no significance association between the factors influencing and the factor “Qualification * with a smartphone, I currently take test”. Hence the null hypothesis is accepted.

4.3 ONE-WAY ANOVA

ANOVA is statistical test that looks for significant differences between means on a measure and t-test is the type inferential statistics used to determine if there is significant difference between the means of two groups. Here ANOVA and t-test are used to analyse whether there is a significant difference between the socio demographic factors and the level of agreeability.

HO: There is **no significance difference** between the factor “I always have my phone with me” and the residential status.

Significant@ 5%

TABLE 4.4.1

ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
I do not go anywhere without my phone	Between Groups	4.202	3	1.401	1.061	.370
	Within Groups	126.758	96	1.320		
	Total	130.960	99			
my phone is great for when I'm bored	Between Groups	1.789	3	.596	.465	.708
	Within Groups	123.171	96	1.283		
	Total	124.960	99			
I take my phone at the dinner table	Between Groups	1.131	3	.377	.326	.807
	Within Groups	111.109	96	1.157		
	Total	112.240	99			
I always have my phone with me	Between Groups	1.720	3	.573	.473	.702
	Within Groups	116.390	96	1.212		
	Total	118.110	99			

Comparing the table 4.3.1 the value F is .1.061 which, reaches the significance of .370is higher than the alpha value 0.05, this means, there is **no significance difference** between the means of factor “I do not go anywhere without my phone” and residential status. The value f is .465 which, reaches the significance of .708 is higher than the alpha value 0.05, this means, there is **no significance difference** between the means of factor “my phone is great for when I’m bored” and residential status. The value f is .326 which reaches the significance of .807 and it is higher than the alpha value 0.05, therefore it has **no significance difference** between the factor “I take my phone at the dinner table” and the residential status. The value f is .473 which has the significance of .702 which is higher than the alpha value 0.05, therefore there is **no significance difference** between the factor “I always have my phone with me” and the residential status. Hence the null hypothesis is accepted.

FINDINGS, SUGGESTIONS AND CONCLUSION

CHAPTER V

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

Percentage Analysis

70.0% of the respondents belongs to Female.
99.0% of the respondents belong to the Usage of Smartphone.
64.0% of the respondents belong to 20-25 years.
57.0% of the respondents belong to rural.
92.0% of the respondents are unmarried.
54.0% of the respondents belong to under-graduation.
66.0% of the respondents are nuclear family.
72.0% of the respondents belong to student.
73.0% of the respondents are checking of mobile repeatedly.
43.0% of the respondents belong to 3-4 hours a day.
53.0% of the respondents belong to usage of internet.
94.0% of the respondents belong to frequency of internet usage.
74.0% of the respondents are prefer communicating face to face more than over phone.
79.0% of the respondents belong to purchase of online product.
70.0% of the respondents belong to the year of using smartphone is more than 3 years.

Descriptive Statistics

Based on high mean ranking it has been concluded that most of the respondents found using smart phone helps them to study more efficiently .

CHI-SQUARE

Demographic factors vs Smartphone self-efficacy,

There is no significant difference between the socio demographic factors namely under graduation, Post graduation, Ph.D., Other, as the calculated chi-square value is lesser than the table value at 5% significant level. Hence the null hypothesis is accepted.

Demographic factors vs Smartphone self-efficacy,

There is no significant difference between the socio demographic factors namely under graduation, Post graduation, Ph.D., Other, as the calculated chi-square value is lesser than the table value at 5% significant level. Hence the null hypothesis is accepted.

Demographic factors vs Smartphone self-efficacy,

There is significant difference between the socio demographic factor namely under graduation, Post graduation, Ph.D., Other, as the calculated chi-square value is lesser than the table value at 5% significant level. Hence the null hypothesis is accepted.

ANOVA

Demographic factors vs Smartphone problematic use.

The ANOVA results shows that there is no significant difference in the mean score of the factors influencing the level of agreeability and socio demographic factors namely I do not go anywhere without my phone, my phone is great for when I'm bored, I take my phone at the dinner table, I always have my phone with me. Hence the null hypothesis is accepted at 5% level of significance.

5.2 SUGGESTIONS:

If parents demonstrate a positive relationship with their phone or tablet by their own actions, it will be much simpler for them to educate their children how to do the same. Children can be entertained with gadgets like the LeapFrog or Amazon Fire Kids Edition, for instance. With these technologies, children may achieve responsible digital literacy, which may not be possible with tools like smartphones or other tablets that weren't designed with children in mind. Additionally, parents should be aware that some apps in particular app stores are more appropriate for children than others. When parents get into the swing of things, it's still important to note. Smartphones are great navigational aids that provide instant access to a wealth of knowledge sources. Smartphones are confident in giving users access to a wide range of applications and a large communication platform because they know that anything can happen at any time and anywhere. Smartphones have fundamentally changed how people live their lives. The world becomes well-known in a short period of time. Smartphones with distinctive features and capabilities Services that keep track of every minute have improved the quality of people's lives. There is a growing religion of the selfie in today's society. Amazing smartphone technology makes it an excellent learning tool for everyone, but particularly for teenagers. The development of technological innovations has made living more convenient and comfortable. Thanks to compact computers, students from kindergarten to college can acquire digital literacy and research skills earlier than previous generations. This is not to say that all technology is bad; rather, it is to remind us that it would be useful to look more closely at the detrimental impacts it can have on society. There is no way to prevent a technological takeover; we can only limit it. Perhaps we should return to the good old days of reading rather than handing a young child an iPad. Because users are now more aware of this behaviour, this is a positive indication that they are practising self-control. But once you've tried employing these reminders, the prompts are all too easy to change or ignore, which is why the first reminder is so crucial.

5.3 CONCLUSION

It is clear that smartphones are excellent navigational aids and enable instant access to a wealth of information resources. Smartphones have significantly changed how people live, and they are confident in providing users with a huge platform for

communication and access to a variety of applications. Anything that occurs anywhere in the world, at any time, is quickly made public. Smartphones have made people's lives more fun and keep track of every moment thanks to their intriguing features and services. In the modern world, taking selfies has become the new cult craze. The smartphone has amazing technological capabilities and is a great learning tool for everyone, but especially for young people. These modern conveniences have greatly improved our quality of life. Because it makes it possible to accomplish a lot of tasks related to business, entertainment, sports, research, education, etc. In addition to that, smartphones allow users to access online shopping, the most recent news, sports, and social networks. However, when used improperly, it has also demonstrated harmful effects. Teenagers are especially addicted to it, which has a significant impact on their health (such as eye and vision difficulties, back and neck pain, alienation, and brain tumours) as well as their financial situation. A brand-new phobia known as NOMOPHOBIA (fear of being without a phone) has been identified as a very prevalent issue among teenagers. Other major concerns include health-related problems such nerve problems, anxiety, and depression. Smartphone overuse may result in physiological and psychological complications. To ensure their wellbeing, however, as well as to instill morals, good behaviour, and knowledge, items should be used in moderation and usage hours should be limited.

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APPENDIX

"A STUDY ON IMPACT OF SMARTPHONE ON YOUNG GENERATION WITH REFERENCE TO OOTY"

QUESTIONNAIRE: -

1.Name :

2. Gender:

a.male

b.female

3.Age :

a.17 to 20

b.20 to 23

c.23 to 25

d.above 25

4. Area :

a.rural

b.urban

5. Marital status:

a. married

b. unmarried

6.Education Qualification

a. under graduation

b. Post graduation

c. Ph.D.

d. others

7.Family type

a. Joint family

b. Nuclear

8.Occupation

a. Student

b. Private company

c. Government company

d. Entrepreneurs

9.Do you use smartphone:

a. yes

b.no

10.Do you feel the urge to check your mobile repeatedly while studying?

a. yes

b.no

11. How many hours do you spend on your mobile?

a.1-2 hours a day

b.3-4 hours a day

c.5-6 hours a day

d. more than 8 hours

12.How often you use internet on your mobile?

a. once in a while

b. almost everyday

c. depends on the need

d. i don’t have access on internet

13.Do you feel frequency of internet usage has increased since you got your smartphone?

a. yes

b.no

14.Do you prefer communicating face to face more than over phone?

a. yes

b.no

15.Do you purchase online products with your smartphone?

a. yes

b.no

16.Do you prefer going out with friends instead of passing your time on social media on your day off?

a. yes

b .no

17.How many years you have been using your smartphones?

a.1 year

b.2 years

a. 3 years

b. More than 3 years

18.Academic performance.

no		Strongly disagree	disagree	neutral	agree	Strongle agree
1	Using a smartphone helps me to study more efficiently?					
2	Using a smartphone increase my course work productivity.					
3	Using a smartphone improves my performance in studying.					
4	Overall, I find a smartphone useful in my studies.					

19.Interaction competency.

no		Strongly disagree	disagree	neutral	agree	Strongle agree
1	With a smartphone, I can maintain social relationships with others.					
2	With a smartphone, I can interact with others using multiple tools.					
3	With a smartphone, I can interact with others no matter where they are.					
4	With a smartphone, I can easily have a longer conversation with others.					

5	With a smartphone, I can get feedback quickly.					

20.Smartphone self-efficacy,

no		Strongle disagree	disagree	netural	agree	Strongle agree
1	With a smartphone, I currently take tests.					
2	With a smartphone, I currently register for courses.					
3	With a smartphone, I currently wort on assignments, presentations.					
4	With a smartphone, I currently search for information.					

21.Smartphone problematic use.

no		Strongle disagree	disagree	netrual	agree	Strongle agree
1	I do not go anywhere without my phone.					
2	My phone is great for when I'm bored.					
3	I take my phone at the dinner table.					
4	I am addicted to my phone.					
5	I have never lost my phone.					
6	I always have my phone with me.					