



A STUDY ON USAGE OF MOBILE PHONES DURING COVID-19 WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT

The COVID-19 pandemic continues to wreak havoc across the globe. According to the Centers for Disease Control and Prevention, limiting face-to-face interaction is the best strategy for reducing the spread of COVID-19. We investigate the impact of social distancing on social connection and well-being, while also considering the moderating influence of Smartphone use. In a survey of 400 students, the study presented herein finds that Smartphone use attenuates the negative impact of social distancing on social connection and well-being. Contrary to popular sentiments regarding the influence of Smartphone use on well-being, increased Smartphone use during the pandemic may foster social connection and well-being. Overall, the research presented provides evidence that the perceived loss of social connection with others is not a de facto outcome of social distancing. The study's findings have important implications for public policymakers, government officials, and others, including consumer researchers. These implications include stressing the important role technology can play in staying socially connected during the current pandemic and the importance of reframing "social distancing" as "physical distancing with social connectedness".

KEYWORDS: COVID – 19, Mobile phones, Mobile games.

1. INTRODUCTION

Mobile phone usage is becoming a significant aspect of our day-to-day life. It is indeed what the present mankind is dependent on. From the school-going kids to the retired elderly people, everybody's needs are filled in with these devices. The background of the project is majorly focused on how people are addicted to the usage of phones and on what basis people are using them. The factors of usage and their effects will be deep-dived in the study. Explaining the topic that usage on mobile phones there are many uses on the phone. The research will test the usage of mobile phones for educational purposes and business purposes, and for only entertainment purposes. This mobile usage is related to the customers' satisfaction. It is known that mobile phone usage is very important in the present situation. Because it's all about the present age where people are inclined towards digital consumption. Most of the users are using mobile phones to leverage their lifestyle.

2. STATEMENT OF THE PROBLEM

The paper is centrally focused on mobile phone usage among the youngsters in the select city namely Coimbatore. The problem that the research identifies is based on several factors like gender, age, educational and financial background of the users. The relationship between these factors and the mobile phone usage behavior in terms of usage time and purpose marks the significant influential elements for the problem statement. Therefore, the research problematizes these aforementioned factors with the mobile usage behavioral patterns and their significant rate of influence.

3. OBJECTIVES OF THE STUDY

The objectives of the study are:

- To Find out the awareness among the customer about using mobile phones for a



- longtime
- To identify the factors influencing the adoption of the usage of mobile phones
- To examine the effects of usage of mobile phones on consumer intention towards playing games.

4. RESEARCH METHODOLOGY

Source of Data	Both Primary and Secondary data
Sampling design	Simple Percentage Method Ranking Analysis Method
Area of the study	Coimbatore city
Sampling size	120 respondents

5. STATISTICAL TOOLS

- ❖ Percentage analysis
- ❖ Rank analysis

6. REVIEW OF LITERATURE

A review of literature is designed to identify related research, to set the current research project within a conceptual and theoretical context. Review of literature is the importance steps in research project which has to be done adequately in order to reveal the significance of the study.

R. Parthosh Raj and J. Pavithra⁴ have published a paper on “A study on using a mobile phone while driving.” The authors argue out that “As the cell phones which came in to the industry it overcome with the many features like camera, FMradio, games, and many more. It attracts people to buy it. But now they all are addicted to this mobile-like chatting, using social media, and playing games. It affects the people constantly.” The analysis of understanding the relationship between the features considered while purchasing a mobile phone, marketing techniques, purpose of using the mobile phone will be made simple

and idea-enriched with this paper.

NBoobalakrishnan, RJayaseelan,etal.⁵ published an article called “An Empirical Study on Social Media usage by College Students in Coimbatore, India.” The paper deals with how “gender influences the amount of time spent on social media during weekdays. There is no difference with respect to age and educational qualification towards their usage of social media.” This conclusion will be helpful in understanding the responses collected in terms of gender, age, and educational background, and compare with their mobile phone usage.

S.LalithKumar,EtAl.⁶ has published an article on “A Study On Brand Awareness Of Oneplus With Special Reference To Coimbatore District, Tamilnadu” The majority of the customers are very well aware of the brand that the factor influenced customer satisfaction. In this paper the customer satisfaction of the factor influences on the same basis on the same locality they have given the responses in the same way that minor things are analyses on my paper.

7. TOOLS USED TABLES

PERCENTAGE ANALYSIS

Using Mobile Brand

S.No	Using Mobile Brand	No. of Respondents	Percentage (%)
1	Apple I Phone	25	21
2	Samsung	16	13
3	Vivo	32	27
4	1+	22	18
5	Oppo	11	9
6	Real Me	14	12
	Total	120	100



RANK ANALYSIS

Factors That Influence To Buy

S.No	Factors That Influence To Buy	No. Of Respondents	Percentage (%)
1	Brand	29	24
2	Model	16	13
3	Color	6	5
4	Features	16	13
5	Price	44	37
6	Offers	10	8
	Total	120	100

8. SUGGESTION

- ❖ Mobile phones are also used for fundraising to support those who are in most need is important during lockdown when most businesses are closed. They are used for online shopping for home delivery/take away without touching cash, and therefore, contributing to prevention of COVID-19.
- ❖ This has been a source of income to many people without leaving their houses.
- ❖ Patients (parents/guardians) use phones to communicate with their Health Care Provider (HCP), such as by booking for appointments or addressing any health concern.
- ❖ Likewise, HCPs also use phones to communicate with their patients. There are also diabetes educational programs available on phones accessible in local languages.
- ❖ We believe that mobile phone is a crucial tool in people’s lives, and there should be an effort to increase their access to the general public in prioritizing the chronic diseases, such as T1D, especially during a pandemic like the one we are experiencing.

9. CONCLUSION

Smart phones have been extensively used worldwide for the last couple of decades, but have recently found numerous medical applications during COVID-19 pandemic. These phones help in avoiding the face-to-face contact of the health care provider with the patients and thus maintain social distancing and avoid virus transmission. These phones are valuable in making the clinical evaluation, diagnosis, timely advice, prescription and also in the monitoring of the patients from their home and in remote areas. If the smart phones are used correctly and with due care, repetitive stress injuries to the musculoskeletal system can be avoided.

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