

**A STUDY ON MOBILE INTERNET BROWSING BEHAVIOUR OF COLLEGE  
STUDENTS**

**Dr. M. Viswanathan\***

*\*Associate Professor, Department of Management Science,  
Kongu Arts and Science College, (Autonomous) Erode – 638 107.*

**ABSTRACT**

The advent of new information and communication technologies has translated the dream of ‘global village’ into a reality. The new communication and information technologies have brought about the death of distance and facilitated meaningful interactive cum participatory communication all over the world. The emergence of Internet replaced the one to many model of traditional mass communication with the possibility of many to many web of communication. Internet is also one of the major tools of interactive communication in modern society. Interactivity has become a key term for number of new media use options evolving from the rapid dissemination of Internet access point, the digitalization of the media and media convergence. Many researchers have studied the role of Internet in modern society which has brought about connectedness. The present study evaluates the browsing behavior of Internet among the college students with special reference to Erode.

**Key words:** Information, Communication technology, Internet, Media and Modern society.

**INTRODUCTION**

The Internet is a massive network of communication which has changed the way citizens around the world live, learn work and communicate. The Internet is also known as the ‘NET’ which is a network of networks of computer databases and information services. Internet is also known as the world without bars-neither of time, space nor language. The worldwide reach and connection of Internet to any type of computer have broken the boundaries of communication.

An online popular encyclopedia from the Internet, Wikipedia explains: “The Internet is a worldwide, publicly accessible series of interconnected computer networks that transmit data by packet switching using the standard Internet Protocol (IP). It is a ‘network of networks’ that consists of millions of smaller domestic, academic, business, and government networks, which

together carry various information and services, such as electronic mail, online chat, file transfer, and the interlinked web pages and other resources of the World Wide Web (WWW)”.

## **REVIEW OF LITERATURE**

**Shanti and Prakash Babu (2013)** evaluated that the mobile phone culture is the most widely used term in the present era. Mobile phone has affected almost every field of life. Our youngsters have been completely mesmerized and hypnotized by this magical device. Now it has become an essential part of modern life and is playing a vital role in decreasing distance and increasing communication among people. This small device has done that work which was not even accomplished by great leaders and even wonderful inventions. It has made the people closer and closer day by day. The study was conducted in order to determine the effects of mobile phone on the performance of students at college level. The paper also seeks out the usage patterns of mobile phones as an information access device with respect to these features. The study hopes to address a variety of questions: What are the most common uses of mobile phones amongst the students, its impact on their career and general guidelines and policy to the students, parents and teachers on cell phone use.

**Ahmad Fauzi Mohd Ayub et al., (2014)** suggested in their study students in institutions of higher learning should take advantage of information available on the Internet in their coursework. The Internet is also utilised for social and other non-academic functions. Hence, it is desirable, for students to strike a balance in the time spent online for academic and non-academic purposes. In this study, the durations spent on the Internet for academic and non-academic purposes were investigated based on a survey on 1675 students randomly selected from five different fields of study, viz. social sciences, sciences, engineering, agriculture and computer sciences. On average, the participants accessed the Internet 4.48 hours per day. There were also significant differences in the time spent using the Internet among students in different fields of study, with computer science students spending more time online (5.61 hours per day) than the others. In terms of Internet use for academic purposes, students in social sciences, agriculture and computer sciences scored the highest. In an analysis involving all the students in this study, the total time on the Internet was found to be weakly correlated with the time spent online specifically for academic purposes. For social science students, a low but significant positive correlation

existed between the overall time spent online and the time spent on the Internet for academic research. In a similar analysis carried out for science students, a negative low correlation was observed. In the fields of agriculture, engineering and computer sciences, however, no correlation was found between Internet access duration and the use of the Internet for academic purposes. The very low correlations encountered above, even though statistically significant, showed that students who spent more time on the Internet did not make much greater use of it for academic purposes as compared with students who used the Internet less.

**David North et al., (2014)** determined in their research mobile phones are an integral part of our modern lives. This study explores the use and role of mobile phones among South African university students. Four main categories are used to examine the students' mobile phone use: reasons to use mobile phones, pattern of mobile phone use, purchasing factors, and behaviour-related issues. Through a quantitative approach data was collected from 362 participants using a survey. The key findings indicate that the main reason South African university students (mainly from the University of Cape Town) use a mobile phone is for socializing, as well as for safety and privacy purposes. Usability and price emerged as the top purchasing factors. The respondents showed some signs of addiction to their mobile phones. Differences in mobile phone use by gender were found, with female students showing increased mobile phone use for safety and socializing, interest in brand and trends, as well as signs of addiction. The findings could prove beneficial to marketers, mobile phone developers, universities, parents, and researchers exploring mobile phone adoption and usage pattern in a developing country such as South Africa.

**Irfan Haider et al., (2014)** examined that the cell phones are dominating in the social life of university students as this becomes the essential part of our daily lives. In society, cell phones have significant impact as youth consider it a tool for social identity. This study is undertaken on the students of BZU-Bahadur campus Layyah to check the impact of cell phones on social capital of students. For this purpose 150 students are selected from different departments. A major results of this study indicate that social capital of students increases because through cell phones interaction of students increases. The study finding reveals that students are socially satisfied with the employ of mobile phones. The study also explored that social activities of female students are less affected than male students.

**Murali Kumar and Edwin Franklin Samuel (2014)** analyzed that the India has the fastest growing telecom network in the world with its high population and development potential and the mobile operators target adolescents as their subscribers because of their majority. The attractive features of the mobiles have netted the adolescents to explore it up to the maximum. The continuous usage by the adolescents to a extent made them addicted to it. This addictive behavior is also been referred to as the non-drug addiction of the 21st century. As there is growing need to sensitize the adolescents about its graving effects its important that we identify the mobile usage patterns of them. Thus, an attempt has been made by the researcher to study the mobile phone usage of the adolescents. Results show that 68% of the respondents use 2 to 3 hours per day. Also, there was no significant association between the age of the respondents and the number of mobiles used. Their major of studies doesn't influence in any way in the usage of their mobile phones. Significant association was found between the hours of mobile usage and the type of mobile used which portrays that the number of usage hours increased if the respondents possess smart phone because of its various features.

#### **NEED FOR THE STUDY.**

The college students are heavy users of the Internet compared to the general population. Use of the Internet is a part of college students' daily routine, in part because they have grown up with computers. It is integrated into their daily communication habits and has become a technology as ordinary as the telephone or television.

Internet use is a staple of college students' educational experience. They use the Internet to communicate with professors and classmates, to do research, and to access library materials. For most college students the Internet is a functional tool, one that has greatly changed the way they interact with others and with information as they go about their studies. Nearly eighty percent of college students agree that Internet use has had a positive impact on their college academic experience.

Internet is mainly used by the college students for e-mail that enables them to express ideas to a professor that they would not have expressed in class, but, some interactions are still primarily face-to-face. On the other side, the college students had accepted the mobile internet used for

information searching. So, this study occurs for examining the college student's behavior on mobile internet browsing in Erode.

### **STATEMENT OF THE PROBLEM**

The Internet provided all time and all round access to information resources and services to the mankind regardless of space and time. Researchers have emphasized the true nature of Internet as means of information sharing in the electronic form, with an electronic Internet network which provided access to, and delivery from, external worldwide information and knowledge sources. Erode has achieved remarkable progress in the field of information management in the present times.

There is growing recognition in the state about the crucial role of Internet in modern society. A synthesis of the available literature suggests that the impact of Internet on the lives of the people including the college students suffers from series of limitations. Therefore, the primary tasks of the present study were concerned with identifying reasonably representative sample of parents and college students who are directly associated with the Internet so as to assess their views on the browsing behaviour of mobile Internet which assumes profound academic significance in the new millennium. At this juncture, the research were probed the following questions :

- What are the reasons behind for choosing the mobile Internet service provider among the college students?
- What extent the browsing behavior that are satisfied the college students while browsing with mobile Internet?

### **OBJECTIVES OF THE STUDY**

- To study the internet browsing behavior in general and in particular to college students in Erode.
- To examine the reasons for selecting the mobile internet service provider in Erode.
- To find out the utilizing behavior of the mobile internet among the college students in the study area.

## **RESEARCH METHODOLOGY**

Research Methodology is a study of systematically solving the problem. The validity of any research is based on the systematic method of formulating the objectives, data collection and analysis interpretation.

The present study is based on primary data. Questionnaire was the main tool for collecting the primary data. The questionnaire was designed in a systematic way of covering adequate & relevant questions, which covered almost all aspects of the study.

Questionnaire was prepared with the help of the opinions and suggestions by the guide & experts in the research field. Convenient sampling technique was adopted to select the representative samples. The sample consists of 250 college students have been taken whose are having browsing behavior in mobile internet in Erode.

## **SCOPE OF THE STUDY**

The research would generate tips and ideas for how to get the most value from the mobile internet as an information source. The study would help in maximizing the benefits of mobile internet and produce a whole new level of effectiveness for college students. The study would generate knowledge on the exposure, access, uses and gratification of mobile internet among college students in Erode. The study would bring new ways of utilization of information services through mobile internet among the college students of Erode.

This study is propelled by the increased cyber activity among students. Most societies are affected by the effects of increased cyber activity. This study will benefit the educational administrators, teachers, parents, students and social scientists in particular and the society in general. The increased dependence on mobile internet among college students is also considered as one of the factors for the need to do a study on this area.

## **LIMITATIONS OF THE STUDY**

- Owing to lack of time, it was also not possible to study the perception of all the stakeholders on the uses of mobile internet among college students of Erode.
- The study confined in Erode only and so the results of the study may not be applicable other than the selected respondents and other geographical area of the study.

- It was not possible to contact all the college students, their parents, policy makers and activists associated with educational institutions of Erode mainly due to large numbers, lack of time and other constraints.

## **RESULTS AND DISCUSSION**

### **AGE AND LEVEL OF SATISFACTION**

An attempt has been made to know the age of the respondents and their level of satisfaction. For the purpose of this study, age has been classified into three categories viz., below 20 years, 21-25 years and above 25 years. The sample consists of 60 (24%) respondents belong to below 20 years, 114 (45.6) respondents are 21-25 years and 76 (30.4%) respondents belong to above 25 years. The distribution of sample respondents according to age of the respondents and level of satisfaction is shown in the following table.

**TABLE NO.1**

**AGE AND LEVEL OF SATISFACTION**

<b>S. No.</b>	<b>Age</b>	<b>No. of Respondents</b>	<b>%</b>	<b>Mean Score</b>	<b>Range</b>		<b>S.D</b>
					<b>Min</b>	<b>Max</b>	
1.	Below 20 years	60	24.0	3.69	3.2	4.7	0.33
2.	21-25 years	114	45.6	3.68	2.4	4.7	0.37
3.	Above 25 years	76	30.4	3.67	2.6	4.6	0.36
	<b>Total</b>	<b>250</b>	<b>100.0</b>				

From the above table, it is observed that the level of satisfaction of below 20 years aged respondents ranged between 3.2 and 4.7 with an average of 3.69. The level of satisfaction of 21-25 years aged respondents ranged between 2.4 and 4.7 with an average of 3.68. The level of satisfaction of above 25 years aged respondents ranged between 2.6 and 4.6 with an average of 3.67. It is found from the analysis that maximum level of satisfaction perceived by the respondents of below 20 years aged categories.

With a view to find the degree of association between age of the respondents and their level of satisfaction, a two-way table was prepared and it is shown in the following table.

**TABLE NO. 2**

**AGE AND LEVEL OF SATISFACTION (TWO-WAY TABLE)**

S. No.	Age	Level of Satisfaction			Total
		Low	Medium	High	
1.	Below 20 years	17 (28.3%)	35 (58.3%)	8 (13.3%)	60
2.	21-25 years	10 (8.8%)	84 (73.7%)	20 (17.5%)	114
3.	Above 25 years	13 (17.1%)	54 (71.1%)	9 (11.8%)	76
	<b>Total</b>	<b>40</b>	<b>173</b>	<b>37</b>	<b>250</b>

It could be observed from the above table that the percentage of high level of satisfaction was highest (17.5%) among 21-25 years aged respondents and same was the lowest (11.8%) among above 25 years aged respondents. The percentage of medium level of satisfaction was highest (73.7%) among 21-25 years aged respondents and the same was the lowest (58.3%) among below 20 years aged respondents. On the other hand, the percentage of low level of satisfaction was the highest (28.3%) among below 20 years aged respondents and the same was the lowest (8.8%) among 21-25 years aged respondents.

In order to find the relationship between the age of the respondents and level of satisfaction, the following hypothesis was framed and tested with the help of Chi-square test and the result is shown in the following table.

- H<sub>0</sub> : There is no significant relationship between age of the respondents and their level of satisfaction.
- H<sub>1</sub> : There is a close significant relationship between age of the respondents and their level of satisfaction.

**TABLE NO. 3**

**AGE AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)**

Factor	Calculated $\chi^2$ Value	Table Value	D.F	Remarks
Age	11.994	9.488	4	Significant at 5% level



It is noted from the above table that the calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence, the hypothesis “age of the respondents and level of satisfaction are not associated” does not hold good. From this analysis, it is identified that there is a close significant relationship between the age of the respondents and level of satisfaction.

### **REASONS FOR SELECTING THE COMPANY**

An attempt has been made to know the reasons for selecting the company of the respondents. For the purpose of this study, thirteen reasons are taking wide network coverage, relations and friends have the connection of the same service provider, easy availability of recharge facility. Customer care facility, brand image, rate cutter plan, GPRS plan, STD plan, SMS packs, roaming packs, supplementary and value-added services, media/advertisement and dealer’s recommendations. To identify the most important reason, Henry Garrett ranking technique was employed and the details of the ranking of reason for selecting the company of the respondents are shown in the following table.

**TABLE NO. 4**  
**REASONS FOR SELECTING THE COMPANY**

<b>S.No</b>	<b>Reasons</b>	<b>Total Score</b>	<b>Mean Score</b>	<b>Rank</b>
1	Wide network coverage	15084	60.3	IV
2	My relations and friends have the connection of the same service provider.	14322	57.3	V
3	Easy availability of recharge facility	13698	54.8	VI
4	Customer care facility	11412	45.6	IX
5	Brand image	16354	65.4	III
6	Rate cutter plan	11698	46.8	VIII
7	GPRS plan	17846	71.4	I
8	STD plan	9599	38.4	XI
9	SMS packs	16692	66.8	II
10	Roaming packs	12369	49.5	VII
11	Supplementary and value-added services	11156	44.6	X
12	Media / advertisement	8594	34.4	XIII
13	Dealer’s recommendations	8997	36.0	XII

It is examined from the above table that most of the respondents have selected the company for ‘GPRS plan’ as the first rank with the Garrett score of 17846 points. It is followed by the second and third ranks assigned to ‘SMS pack and brand image’ with the Garrett scores of 16692 and 16354 points respectively. It is followed by the fourth and fifth ranks assigned to ‘wide

network coverage and relations and friends have the connection of the same service provider' with the Garrett scores of 15084 and 14322 points respectively. It is followed by the sixth and seventh ranks assigned to 'easy availability of recharge facility and roaming packs' with the Garrett scores of 13698 and 12369 points respectively. It is followed by the eighth and ninth ranks assigned to 'rate cutter plan and customer care facility' with the Garrett scores of 11698 and 11412 points respectively. It is followed by the tenth and eleventh ranks assigned to 'supplementary and value-added services and STD plan' with the Garrett scores of 11156 and 9599. The last two ranks assigned to 'dealer's recommendations and media/advertisement' with the Garrett scores of 8997 and 8594 points respectively. It is found from the analysis that majority of the respondents have selected the company for GPRS plan and SMS packs.

### **FINDINGS**

- It is identified from the analysis that maximum level of satisfaction perceived by the respondents of below 20 years aged categories. The Chi-Square analysis resulted that there is a close significant relationship between the age of the respondents and level of satisfaction.
- It is cleared from the analysis that majority of the respondents have selected the company for GPRS plan and SMS packs.

### **SUGGESTIONS**

- From the study findings, majority of the college students who belongs to below 20 years aged male use high level of mobile internet than other age category of the respondents. They are mainly use their mobile for online chatting and entertainment. Through this activity, they pursue much more for making friends and entertainment on the internet with possible reason that their extracurricular activities are monotonous and they overindulge themselves in the virtual world of Internet. So, it is recommended to the college students that they control themselves and divert to some physical activities that support to balancing their mental behavior and can concentrate to study well.
- On the other side, most of the research scholars are satisfied while utilizing the mobile internet. It is a healthy growth of the college students. So, it is recommended to the college

students they should use their mobile internet for the purpose of their study at the maximum level. It leads to encourage the college students in positive way of development.

- It is suggested to the educational institutions that the prevalence of mobile phone would have more problems for students. For instance, usage rate, life or economic pressure or psychological factors are all the possible factors affecting student's mobile communication anxiety. Hence, it is recommended to the parents as well as college management, arrange the counselor and thus they can take some precautions program to reduce student's mobile internet browsing behavior and guide students correctly using the mobile phone.

## **CONCLUSION**

The characteristics of browsing behaviors of college students reveals that neither shall lower the guard in terms of education work about students' Internet surfing, nor worry too much about it. Although the dispersivity of students' Internet surfing increases the difficulty of corresponding work, its other characteristics such as high need-hierarchy, concentrated value orientation and various types also provide convenience for education work. As a special group preparing to step into the society, the college students stay far away from the family, live independently at college and are in less contact and communication with parents; the college management is relatively loose, aiming mainly to cultivate their ability of independence.

## **REFERENCE**

- Shanti, S. & Prakash Babu, R. (2013). Cell phone in the hands of students- boon or to Ban. *International Journal of Commerce, Business and Management*, 2(4), 216 -223.
- Shih-hsien Yang (2012). Exploring college students' attitudes and self-efficacy of Mobile learning. *The Turkish Online Journal of Educational Technology* – 11(4), 148 – 154.
- Shields, N., & Kane, J. (2011). Social and Psychological Correlates of Internet Use among College Students. *Cyberpsychology. Journal of Psychosocial Research on Cyberspace*, 5(1).
- Xiaolei Liu & Zhen Bao (2010). Internet Use and Internet Addiction Disorder among Medical Students: A Case from China. *Asian social science*, 6(1), 28-34.
- Tasuku Igarashi, Tadahiro Motoyoshi, Jiro Takai & Toshikazu Yoshida (2008). No mobile, no life: Self-perception and text-message dependency among Japanese high school students. *Computers in Human Behavior*, 2311–2324.

Yi-Fan Chen (2006). Social Phenomena of Mobile Phone Use: An Exploratory Study in Taiwanese College Students. Second International Conference on Digital Communication Conference of the National Chung-Cheng University, 220 – 244.

**WEBSITE**

<http://www.cyberpsychology.eu/>

<http://www.educause.edu>

<http://www.ijbnpa.org>

<http://www.informationr.net>

\*\*\*\*\*