Perception Of Youngsters Towards Smartphones

Dr. Rajesh Bahurupi
Bhiwapur Mahavidyalaya, Bhiwapur, India
Professor Megha Mehta
Sai Sinhgad Business School, Pune, India

Abstract:
This research paper basically tells us about the Smartphone. Smartphone are becoming a dominant form of mobile computing the world. The Smartphone, as a platform, blends a traditional general computing platform with a specialized mobile phone platform. However, each platform comes with its own tradition of social practices and policies. The general computing tradition is historically open, allowing its owners, i.e., users and administrators, to install whatever software they choose, and to add or remove hardware as they please. The cellular tradition has historically been very tightly controlled and locked down since telecommunications networks are considered critical national infrastructure. Smart phones are not only used by the business class but mostly it is been used by young generations too. Changing circumstances forces this youngster to acess Smartphone service. Today in market numbers of smart phone are available but which phone is mostly preferred by them? And what is the reason behind using them? This two question is a basic one. Whether its style, looks, features, etc are preferable or there are some other reasons. For this purpose primary data is collected and sample size of 50 was used.

Key words: Smartphones, traditioanal, hardware, software, telecommunications, network, young generations, services, style, market

1.Introduction

Smartphone is not only changing the way people of the world communicate but they are also changing many aspects of most people's daily lives. Since their creation smart phones have come a long way in what they can do. Smart phone now allows user to talk, text, tweet, search, email, check the weather, get directions, take pictures, find restaurants, bills, shop, listen to music, and do such more from the palm of our hands. While this makes life easier are smart phones causing problems? Problems with security and social issues arising with the increased use of Smartphones, smart hones may be not such a smart idea after all.

2.Background

Smartphone have been around since 1993. IBM created the first smart phone called SIMON. This phone was created to combine "voice and data services into one package, as the device acted as a mobile phone, a PDA and even a fax machine" (Reed, 2012). This Smartphone was rare possession considering it could be purchased for the price of $899. While the Pilot created by Palm is not a smart phone, it is credited for popularizing handheld PDA (Personal Digital Assistant) devices (Reed, 2012). In the late 90's the Nokia 9110 Communicator was the start of keyboards on phones with its original fold out keyboard (Reed, 2012). In 2002 the first phone capable of receiving emails and web browsing was created, the Blackberry by RIM (Reed, 2010). With a few more attempts from other companies the Smartphone was never a huge success until 2007 when Apple released its first iPhone. Its success was in its advanced web browsing and touch screen display (Reed, 2012). In 2007 Android introduced the Droid to Verizon customers (Reed, 2010). Since then, there have been more advances in Smartphone technology. With Sprint is competing for profit in the Smartphone industry they invented their own Smartphone and multiple new iPhones have been released.

3.Objectives Of The Study

- To know which smart phones are mostly preferred by young generation.
- To understand the benefits behind using smart phones.
- To identify the security concerns with the smart phones.

4.Top Five Smart Phone Companies In India
Recently released IDC report shows that local Smartphone players in the country are steadily growing giving stiff competition to large Smartphone maker like Samsung. While Samsung still has a strong hold on the market, with a market share of 26 percent, Micromax has now climbed the ladder and accounts for 22 percent of the total Indian Smartphone market. The gains posted by Miramax are significant given that the handset maker claimed an 18.8 percent of the market in the previous quarter. At the third position is Bangalore-based handset maker Karbonn, which now holds 13 per cent of the total market in the country. The data shows vendors were able to ship a total of 9.3 million smart phones in the second quarter of this year. This is up from the 3.5 million units registered in the second quarter of 2012. The data surprisingly shows that that both Nokia and Sony control 5 percent of the total Indian Smartphone market. Nokia, once the leader in the Indian market, now struggles to keep up with both the international brands as well as local price warriors. The report further says the Micromax has crossed the two million unit mark in shipment. And the bulk of sales has been attributed to the rising popularity of phablets. Micromax, with its Canvas series, seems to have made quite an impact in that category. Karbonn has made an impact through its Titanium and A series phones. The biggest of them, Samsung, took away a major pie of the Smartphone market through its recently launched Galaxy Star Smartphone, according to the report. Samsung's mid-tier smart phones have played a big role in moving the needle for the company. In addition, high-end smart phones like the Note 2 and the Galaxy S4, backed by a range of cashback, zero percent interest and EMI schemes, have also added to the overall sales figure. Additionally the report also that India should overtake the US by 2017 to become the second largest Smartphone market in the world, after China.

5.Methodology Of Study

5.1.Primary Data
Mainly the data has been collected through personal interview from the selected respondents.

5.2.Sample Size
50 Working People from different income groups in Pune City

5.3.Tool of Analysis
Questionnaire, Personal Interview

5.4.Type of Sampling Technique
Convenient Sampling

5.5.Security Issues Of Smart Phones
- Insider theft of information
- New malware opportunities
- Additional wireless attack vectors
- Loss of sensitive corporate data
- Inability to appropriately control personal devices

6.List Of Smart Phones

Figure 1

- **NOKIA LUMIA 1520**
- **BLACKBERRY Z20**
- **SAMSUNG GALAXY S4**
- **APPLE I PHONE 4S**
- **GOOGLE NEXUS 4 (BY LG)**
- **HTC ONE MAX**
- **PANASONIC T31**
- **SONY X PERIA C**
- **L G OPTIMUS F5**
- **LGG PRO LITE DUAL**

7.Tool Of Analysis

7.1.Questionaire

- Are you aware of smartphone?
- Which brands do you know and which brands do you prefer and why**?**
- According to your opinon ,What are the benefits of using smartphones as compared to laptop?
- What are the limitations of using smartphones?
- What other benefits do you expect?
- What are the security issues concerned with smartphones?
- How often you consume different types of information on your smartphone?
- What types of news do you usually read?

8.Findings

- All respondents are aware about smart phones.
- Following mentioned brands are known to youngster which is as follows:
- Samsung, Nokia, Micromax, Carbon, Apple, Intex, Blackberry, lava. Most of the youngsters prefer Samsung and Nokia the most because of cheap price, durability factors, better service, and battery backup, net purpose.
- The findings reveal that the benefits of using smart phones as compared to laptops are mainly carrying purpose.i.e. It is easy to handle, kept in pocket too and required less space as compared to laptops.
- Youngsters mostly used Smartphone for accessing different types of services such as email, message, videos, audios, and books.
- Youngster typically read breaking news, and national new in high proportion

9.Limitations

The major limitations of smart phone are as follows:

- File cannot be stored, limited storage, data is less secure, and have limited functions like no android support in some smart phones and availability of fewer applications.
- Youngsters expect more benefits such as it should have a big screen, more free accessories, features and as well as less price so it can be easy to afford it.
- Security issues is a major concern in Smartphones.People mainly misuse it on large extend, confidentially of data cannot sustain ,one can easily hack it. And others issues also do creates problems such as hack frequency is too high, virus, downloading problems,etc.

10.Conclusion

From the study we can conclude that smart phones are very much popular among youngsters. In fact, youngster provides first priority to the smart phones. Looks, style, features are major sources of attraction towards smart phones. But on other side , it has some drawbacks like cost of phone i.e. prices are too high and the misuse of the phones which are affecting on to the society as a whole.

11.Suggestions

- Price of Smartphone is too high and because of it youngster switch to the others features phones. If enterprises start manufacturing Smartphone at reasonable cost than more numbers of people start accessing to it, and ultimately the market share of smart phones enterprises will increase drastically.
- Securities issues of smart phone are too high. In reality, almost everyone is anxious of using it due to such issues. Smartphone's enterprises should develop such software in order to deal with such issues or if such crime is committed by any person than it should link directly with cyber law and cyber law can easily traced the person.

- Smartphone's enterprises should launch an awareness camps in rural area too. Most of them are unaware about Smartphone in order to increase their literacy about Smartphone and advantage of using it they should conduct promotional activities. So, that people will get educated and start using it.

12.References
1. Android Debug Bridge.http://developer.android.com/guide/developing/tools/adb. Html.
2. Apple App Store. http://www.apple.com/iphone/ Apps-for-iphone/.
3. IPhone Stored Location in Test Even if Disabled. http://online.wsj.com/article/SB10001424052748704123204576283580249161342. Html.
4. Soot: a Java Optimization Framework. http://www.sable.mcgill.ca/soot.
5. T.J. Watson Libraries for Analysis (WALA). http://wala.sourceforge.net.
6. Vulnerability in HTC Peep: Twitter Credentials Disclosure. http://seclists.org/fulldisclosure/2011/Feb/49.
7. A. R. Beresford, A. Rice, N. Skehin, and R. Sohan. Mock- Droid: Trading Privacy for Application Functionality on Smartphone. In Proceedings of the Twelfth Workshop on Mobile Computing Systems & Applications, Hot Mobile '11, May 2011.