Usage Pattern on Pre-paid Mobile Recharge Cards with Reference to Medical College Students, Chennai

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Introduction

India is widely seen as the very big market for mobile phone growth. India's love affair with cell phones started in the mid-1990s, as the mobile revolution took hold and India had just 10 million mobile and landline connections. Growth then soared in the last four years due to regulatory change and falling costs of calls and handsets. In the year 2007, India is expected to be the world's third-largest mobile market by number of users, behind China and the United States. Companies are planning to introduce handset models in India with lower price points to drive volumes. Nearly all the companies are now specifically focusing on India, with models at much lower price point.

Research Methodology

Basically this study is one of the descriptive in nature. The researcher used Convenience Sampling method to collect the responses from the medicine students. 200 questionnaires were handed over to the students for circulation among the various students studying in various courses. After sufficient time interval, the researcher received 184 questionnaires in which two were partly uncompleted. So finally the researcher used 181 questionnaires for this study.

Sample Profile

In the total respondents, 37% of respondents were studying Medical courses (M.B.B.S., M.S., M.D), 25% were studying Paramedical courses like B.Pharm, B.PT., 23% were studying M.B.A. (Hospital Management), and M.Sc., and 15% were studying Dental Courses (B.D.S., M.D.S.,).

Objective of the Study

● To find out the recharging amount that was spent by the medical students per month.

● To know their time of recharge and their average minimum balance.

● To find out the purpose of the mobiles used by the respondents.

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Analysis

Table –1 : Amount Spent for Recharging per Month

Amount spent for Recharge Per month	Family Income Per Month										Total	
	Below Rs.10000		Rs.10001 to Rs.20000		Rs. 20001 to Rs.30000		Rs. 30001 to Rs.50000		Rs.50001 & above			
	N	%	N	%	N	%	N	%	N	%	N	%
Less than Rs. 100	10	21	3	7	4	10	1	7	2	6	20	11
Rs. 100 to Rs. 350	14	30	22	49	16	41	4	27	15	43	71	39
Rs. 351 to Rs. 550	18	38	15	33	14	36	6	40	10	29	63	35
Rs. 551 to Rs. 1000	2	4	3	7	4	10	2	13	5	14	16	9
Rs. 1000 and above	3	6	2	4	1	3	2	13	3	9	11	6
Total	47	100	45	100	39	100	15	100	35	100	181	100

Degree of freedom	Overall χ^2 Value	Level of significance
16	16.44	0.05

H_0: There is no significant association between the income of the respondents and their amount of recharge per month.

From the above table it is being found that, 39% of respondents were spending between Rs. 100 to Rs. 350 every month for recharging their mobile phone sim-cards. Next to that 35% of respondents were spending between Rs. 351 to Rs. 550 for recharge. 11% were spending only less than Rs. 100 for recharge. Only 9% were spending Rs. 551 to Rs.1000 for their mobile recharge. And it is also found that only 6% were spending more than Rs. 1000 for recharging their sim-cards.

The amount of recharge based on their income association is statistically proved by using analysis of variance test (Chi-Square). The calculated value 16.44 is not significant from the tabular value (i.e. 26.3) at 5% level. So, the above stated null hypothesis is accepted.

Table – 2 : Frequency of Outgoing Calls

Gender	Frequency of Outgoing Calls					Total	Mean	S.D	t Value
	Very	Frequent	Often	Occasional	Rare				
Boys	49	40	10	9	0	108	21.60	21.5	2.636
Girls	18	25	14	15	1	73	14.60	8.73	
Total	**67**	**65**	**24**	**24**	**1**	**181**			

H_o: There is no significant difference between the boys and girls students for their out going calls made through their mobiles.

From the above table, it is being proved that boy students were more frequently (i.e., weighted average of 4.19) using their mobile phones for making outgoing calls compare to girl students (weighted average of 3.60). 't' test value also proved that there is no association between the boys and girls outgoing calls.

Table – 3 : Time of Recharge

Time of Recharge	Gender of Respondents				Total	
	Male		Female			
	N	%	N	%	N	%
Before expiry date	59	55	30	41	89	49
Actual time	32	30	27	37	59	33
After expiry date	17	16	16	22	33	18
Total	**108**	**100**	**73**	**100**	**181**	**100**

From the above table it is found that, 49% of respondents recharging their sim-cards before recharge date, and 33% were recharging at the actual time or day of recharge. Only 18 percent were recharging after recharge date. This behaviour is commonly found in both the gender of respondents.

Table – 4 : Average Minimum Balance

Average Minimum Balance	Owning a Vehicle						Total	
	Car		Two–wheeler		None			
	N	%	N	%	N	%	N	%
Less than Rs. 50	21	53	15	41	56	54	92	51
Rs. 50 to 100	10	25	14	38	25	24	49	27
Rs. 100 to 200	6	15	4	11	16	15	26	14
Rs. 200 to 300	1	3	1	3	3	3	5	3

Average Minimum Balance	Owning a Vehicle						Total	
	Car		Two–wheeler		None			
	N	%	N	%	N	%	N	%
Rs. 300 to 500	1	3	1	3	3	3	5	3
More than Rs. 500	1	3	2	5	1	1	4	2
Total	40	100	37	100	104	100	181	100

In the total 181 respondents, 51% were maintaining a minimum balance of only less than Rs. 50, next to that 27% of respondents were maintaining a minimum balance of between Rs. 50 to 100. 14% of respondents were maintaining between Rs. 100 to Rs.200 as minimum balance. Only 8% of respondents were maintaining more than Rs. 200 as minimum balance. This behaviour is commonly found in all the category of respondents owning either car or two-wheeler or none of the two vehicles.

Table – 5 : Opinions of the Respondents about their Outgoing Purpose.

Maximum Amount Used for	Name of the Course								Total	
	Medical		Paramedical		M.B.A/ M.Sc		Dental			
	N	%	N	%	N	%	N	%	N	%
Academic purpose	9	13	6	13	5	12	2	7	22	12
Friends	23	34	14	31	19	46	17	61	73	40
Family members	33	49	23	51	13	32	5	18	74	41
Lover	1	1	2	4	4	10	3	11	10	6
General Use	1	1	0	0	0	0	1	4	2	1
Total	67	100	45	100	41	100	28	100	181	100

From the above table it is found that, 41% of respondents were using their mobile phones for communicating their family members. 40% of the students told that they were using their mobile phone for communicating and chatting with their friends. Next to that 12% of students were using their mobile phones for academic purpose. It is also found from the above table that 6% of respondents were spending their amount in mobile phone for communicating their lover. It is also found from the above table that 61% of B.D.S students were using their mobile phone for chatting with their friends. 51% of paramedical students told that they are using their mobile phone for communicating their family members. And it is also found that 11% of B.D.S students and 10% of M.B.A. / M.Sc students were using their mobile for chatting / communicating their lover.

Table – 6 : Per Day Average Amount to Spend for Outgoing Calls

S. No	Per day average amount to spend for outgoing calls	Numbers	Percentage
1.	Less than Rs. 10	53	29
2.	Rs. 10 – 20	50	28
3.	Rs. 20 – 50	43	24
4.	Rs. 50 – 100	16	9
5.	More than Rs. 100	19	10
	Total	**181**	**100**

From the above table it is found that 29% of respondents were spending less than Rs.10 per day, 28% of respondents were spending between Rs.10 to Rs.20 per day. 24% of the students were spending between Rs. 20 to Rs.50 per day in their mobile phone. It is also found that 9% and 10% of respondents accept that they were spending between Rs. 50 to 100 and more than Rs.100 per day respectively.

Findings of the study

- 39% of respondents were spending between Rs.100 to Rs.350 every month for recharging their mobile phone sim-cards. Next to that 35% of respondents were spending between Rs. 351 to Rs. 550 for recharge.

- Boy students were making outgoing calls very frequently compare to female students.

- Only 18 percent of respondents were recharging their pre-paid card after the recharge date / time. 49% of respondents recharging before the recharge date, and 33% were recharging at the actual time or day of recharge.

- Only 8% of respondents were maintaining more than Rs. 200 as minimum balance. Majority of 51% were maintaining a minimum balance of only less than Rs. 50.

- 41% of respondents were using their money in mobile phones for communicating their family members. 40% of the students told that they were using their mobile phone for communicating and chatting with their friends.

- 29% of respondents were spending less than Rs.10 per day in their mobile phones, 28% of respondents were spending between Rs.10 to Rs.20 per day.

Conclusion

The results of the study contribute to the existing scarce literature on consumer behaviour in mobile phone markets. For the results provide interesting aspects of how the students segment spend their money for their mobiles, their behaviour of making outgoing calls, how do they use the pre-paid recharge cards and other facilities how much they spend per day and per month etc.

Reference

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