
A STUDY ON THE BEHAVIOUR OF WORKING WOMEN TOWARDS USING CELL PHONE IN GOBI TOWN

Article Particulars

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Abstract

The study is focused on identify the variable measurement of investment behaviour analysis and also the identification of research gap utilized for the formulation of research objectives and research questions. The purpose of the review of previous study is to inform the evaluation of investment behaviour, investment knowledge, investment choices / investment avenues, investment risk attitude and investment decision. The review was undertaken to assess and order the current literature that provides the basis for mapping the causal linkages of an evaluation framework.

Introduction

In the morden world, women are working in various categories like engineers, architects, commerce graduates, medical field, army, airways and management experts.

Working women definitely make better wives and mothers. They are interesting companions to their husbands. They can hold intelligent conversation, discuss business problems, offer advice and be sounding boards for them. They can be elegant hostesses for social gatherings. In many ways, they really can become the architects for their family and the working place.

In fact, most young women feel guilty if they do not hold a job. And it is not always money problems which drives women to take up employment. They do not like to "Stay at home doing nothing".

Cell Phones

When the cellphone first appeared in the Indian market in the LATE 1980S (after India's first mobile phone bureau started operating in Guangzhou in 1987) its cost was absolutely prohibitive and it was "in the size of a brick".

Sales of mobile phones were then under state control and stocks were limited. However one and a half decades later, things have vastly changed. Cell phones are

now available in multiple choices of companies, size, colour and function, at affordable prices for all the Indians people, in urban as well as rural areas.

With the rapid and phenomenal increase in the number of cell phone users in China – china added “63 million mobile users in 2013” that is 5.25 million a month , resulting in its occupying the top – of- table position in the world. Further short text messages have now revolutionized the contemporary communications system in morden China. So much so, that they have already been reckoned as the fifth medium on the Horizon.

What electrical power was to the industrial revolution, IT is to the information age. The mobile phones have completely transformed our lives. Communication has never been easier, and SMS have become the most commonly used IT tools.

Leave aside IT executives and tech savvy youngsters, nowadays, even house wives and older people are beginning to abandon the traditional snail- mail and switch to e-mail SMS for instant communication.

During the festival season, SMS greeting cards are slowly replacing the traditional greeting cards, as vehicles of sending best wishes to the near and dear ones. People can pass their time by using their smart phones for getting the latest stock quotes, fashion tips or just chatting away with the friends.

Statement of the Problem

The Working women are facing so many problems in their day to day life. Homemaking and parenting are the most important jobs in the world for women. These are jobs she is uniquely equipped to perform and she should stay at home and perform them.

If young women want to work today, it is mainly parents, the first and strongest influence on them who are responsible for this.

Today , parents do not want their daughters to be completely dependent on even their husbands, but this kind of independence needs changes in society that haven't taken place in India as yet . And this is the cause of marital discord and even the breakup of marriages.

Women who are not working are among the main people who contribute to this “respect”. For working women “Oh nothing I m only a housewife”. They say when they are asked what they do. Their use of this word shows a lack of self esteem and also reveals that they themselves do not seem to feel that home - making is important or something worth doing.

Objectives of the Study

- To study the behavior of working women using cell phone services.

Scope of the Study

This study aims at assessing the behavior of working women using cell phones. It is also highlights the latest technological advancement expected by the women.

Methodology

The validity of any research is based on the systematic method of data collection and analysis. The present study has used both primary as well as secondary data. The primary data were collected from the working women of various offices in Gobi taluk. For this purpose, a list of working women has been collected through direct visit of various Government and private offices at Gobi.

Questionnaire was the main tool for collecting the data. Hence, pain has been taken to prepare the questionnaire in a systematic way by covering adequate the relevant questions to ensure achieving the research objective. Questionnaire was prepared with the help of the guide and experts in the research field.

Pilot study was conducted with a few samples and necessary modifications were incorporated. After the pilot study, first hand information was collected with the help of these questionnaires through field survey by the researcher. For this purpose the researcher made a good rapport with the leading entrepreneurs, professionals and public.

Secondary Data

The secondary data were also collected for the study. Books, leading journals and magazines were referred for this purpose.

Tools for Analysis

The data thus collected from the primary sources were analysed in the simple tabular statement. Statistical tools like percentage, average etc, were used for the analysis of data.

Period of Study

The study was confined to a period of month from march 2018.

Limitations of the Study

This study is confined to the particular region. i.e., Gobi Taluk and hence conclusions must be drawn with due care, when an attempt is made to generalize the results. Further survey method was adopted to collect the data for this study, which has its own limitations.

However in order to make result reliable for drawing conclusions relevant to scope of the study, care had been taken to minimize the bias through cross checks if the accuracy and reliability of data given by the respondents were doubted.

Overall Rank for Utilities

Utilities	Total score	Rank
Making calls	912	I
Receiving calls	898	II
Sending messages	638	IV
Receiving messages	654	III
Setting reminders	446	VI
Setting alarm	447	V
Others	189	VII

From the table No. 1.0, it is clear that the working women used the cellphones firstly for making calls and secondly for receiving calls. They used the cell phones thirdly for receiving messages and fourthly for sending messages. The cell phones were used by the working women fifthly for setting alarm, sixthly for setting reminders and lastly for others.

Findings and Conclusions

The researcher had undertaken a study exclusively to analyse the behavior of working women in Gobi Taluk towards using cell phones. The behavior of working women may be different from that of non-working women. Similarly the behavior of cell phone users may be different from that non users of cell phones. The present study aimed at analyzing the behavior of working women in Gobi Taluk towards using cell phones.

- Most of the working women using cell phone are middle aged.
- The working women mainly use the cell phones for making and receiving calls.
- The working women take much care on their cell phones, only few respondents had missed the cell phones.
- The working women mostly prefer the prepaid connections

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