A STUDY ON MOBILE USAGE AMONG GEN Z

Project Report submitted to the

ST ALOYSIUS COLLEGE (AUTONOMOUS)

ESTD : 1880

in partial fulfilment of the degree of

BACHELOR OF SCIENCES

by

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Reg No: 2121404

III B.SC (MS)

Under the supervision of

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to

The Department of Statistics

ST ALOYSIUS COLLEGE (Autonomous)

MANGALURU - 575003

Karnataka, INDIA

APRIL 2024

ST ALOYSIUS COLLEGE (AUTONOMOUS)

MANGALURU-575003

ESTD : 1880

DEPARTMENT OF STATISTICS

PROJECT CERTIFICATE

Certified that this is the bonafide record of project work done by Harshitha V Shetty during the year 2024 as a part of her/his B.Sc. (Statistics) VI semester course work.

Reg. No.	2	1	2	1	4	0	4

Project Guide

Head of the Department

Examiner

1.

2.

Date: 10/04/2024
Place: Mangaluru

DECLARATION

I, **Harshitha V Shetty**, hereby declare that the matter embodied in this report entitled "**A Study On Mobile Usage Among Gen Z**" is a bonafide record of project work carried out by me under the guidance and supervision of **Dr. Aruna Kalkur T,** Department of Statistics, St Aloysius College (Autonomous), Mangaluru, Karnataka, India. I further declare that no part of the work contained in the report has previously been formed the basis for the award of any Degree, Diploma, Associateship, Fellowship or any other similar title or recognition of any other university.

Date: 10/04/2024
Place: Mangaluru

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ACKNOWLEDGEMENTS

Firstly, I would like to thank our Principal Rev. Dr. Praveen Martis SJ for providing the necessary facilities for the completion of this project work in our college.

I gratefully acknowledge my teachers at the Department of Statistics, St Aloysius College (Autonomous), Mangaluru, for their support during my project work.

Date:10/04/2024 Harshitha V Shetty

Place: Mangaluru

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ABSTRACT

This exploratory study investigates the extent of mobile phone usage among Generation Z individuals and its implications. Findings reveal that smartphone usage has become pervasive and often addictive among young consumers, leading to detrimental effects on social life and well-being. Teenagers, in particular, are highly susceptible to cell phone addiction, with behavioral problems and lack of self-control contributing to excessive screen time. Late-night mobile phone use is associated with eye strain, mental stress, anxiety, and depression, highlighting the risks faced by Gen Z individuals. Instagram, WhatsApp, and YouTube emerge as the primary apps used by this demographic, offering entertainment, communication, and information-sharing platforms. Despite efforts to limit phone usage, many individuals struggle to adhere to self-imposed restrictions, underscoring the depth of addiction. In conclusion, this study underscores the pervasive nature of mobile phone addiction among Generation Z, emphasizing the need for awareness and strategies to promote healthier technology usage habits.

CHAPTER 1

1.1. INTRODUCTION

Generation Z, typically defined as individuals born between the mid-1999s and early 2012s, has grown up in a digital age characterized by ubiquitous access to technology. Among the most prevalent and influential technologies is the mobile phone, which has become an indispensable tool for communication, entertainment, information-seeking, and social interaction. The widespread adoption of smartphones among Generation Z has transformed the way they engage with the world, shaping their behaviors, preferences, and lifestyles.

The purpose of this study is to explore the patterns and implications of mobile phone usage among Generation Z individuals. With the rapid advancement of technology and the increasing availability of affordable smartphones and data plans, Generation Z has unparalleled access to the digital world. This has led to a multitude of opportunities and challenges, as mobile phones have become integral to nearly every aspect of their daily lives.

Understanding the dynamics of mobile phone usage among Generation Z is essential for several reasons. Firstly, it provides insights into their communication habits, preferences for social interaction, and modes of information consumption. Secondly, it sheds light on the impact of mobile phone addiction and excessive screen time on their mental health, well-being, and overall quality of life. Finally, it offers valuable implications for educators, policymakers, and technology developers seeking to promote responsible digital citizenship and support healthy technology usage habits among young people.

Through a comprehensive examination of mobile phone usage patterns, behavioral trends, and associated factors, this study aims to contribute to a deeper understanding of the complex relationship between Generation Z and their mobile devices. By identifying the challenges and opportunities presented by mobile phone usage among this demographic, we can develop strategies and interventions to foster a balanced and positive relationship with technology, ensuring the well-being and success of Generation Z individuals in an increasingly digital world.

1.2. LITERATURE REVIEW

Dora Szabo et al. (2009) examines that smartphone, serving as ubiquitous tools and status symbols for younger generations, shape behaviours and social dynamics, particularly evident in their impact on social media.

Daniela Kollarova et al. (2014) reveals Generation Z's mobile phone usage patterns during shopping, confirming correlations between mobile usage and social networking activities but disproving assumptions about product information searches.

Mustafa Ozkan et al. (2015) explores the ubiquitous presence of mobile phones in the daily lives of university students aged 18-23, analysing their addiction among Generation Z and its consequential impacts on both social and individual spheres, utilizing a newly developed scale and existing literature scales to assess its significance.

Hoque (2018) highlights the significant impact of digital device addiction on the lifestyle of Generation Z students in Bangladesh, underscoring the need for further research and monitoring to address its effects on mental and physical health, and to promote real-life social interactions over virtual ones.

McEachin-Williams et al. (2018) emphasizes that Generation Z user to navigate social networking on mobile devices are largely driven by personal values rather than competency, offering insights for potential adoption by Pre-Millennials to enhance their technological proficiency and social networking experiences.

Edin Guclu Sozer (2019) explores the significance of perceived ease of use in shaping mobile app usage intentions across Generation Z consumers, with factors like privacy, security, design, and compatibility playing pivotal roles.

Niaz Ahmed (2019) highlights the pervasive smartphone and social media usage patterns among Generation Z, indicating potential implications for parental guidance, educational interventions, and policymaking, based on a survey conducted among 415 students at State University of New York in Oneonta during the academic year 2017-2018.

Bernard R. McCoy (2020) revealed that college students, on average, spend approximately 19.4% of class time on digital devices for non-class purposes, with an average of 9.06 instances per school day, highlighting a significant impact on classroom focus and suggesting a potential remedy through incentivized instructor intervention.

Michela Cesarina Mason et al. (2022) investigates the concerning trend of smartphone addiction among young consumers and its detrimental impact on social life and well-being, particularly exploring the potential link between smartphone abuse and compulsive online buying behaviours among Generation Z.

1.3. OBJECTIVES

- To analyse the duration of mobile phone usage per day by Gen Z.
- To analyse the amount of google usage in mobile phone per day by Gen Z.
- To analyse the amount of YouTube usage in mobile phone per day by Gen Z.
- To investigate whether individuals have made repeated unsuccessful attempts to cease using mobile phone's internet connection with individual's qualification.
- To determine whether the phone usage frequency is increasing day by day.
- To determine whether there has been an increase in mobile phone usage following the COVID-19 Pandemic.
- To test whether there is relationship between the phone usage frequency and educational qualification.

CHAPTER 2

2.1. METHODOLOGY

- Data collection: I have created a google form and conducted a survey of 358 people. The data was analysed using SPSS. The data was represented using 4 different types of tests. In this project I have used,
  - Independent-samples T test
  - Data visualization
  - Paired-samples T test
  - One Way ANOVA
  - Chi square test
- Independent-samples T test: The independent samples t-test is used to compare two sample means from unrelated groups. This means that there are different people providing scores for each group. The purpose of this test is to determine if the samples are different from each other.
- Chi square test: The Chi-Square test is a statistical procedure for determining the difference between observed and expected data. This test can also be used to determine whether it correlates to the categorical variables in our data. It helps to find out whether a difference between two categorical variables is due to chance or a relationship between them.
- Paired-samples T test: The paired *t*-test is a method used to test whether the mean difference between pairs of measurements is zero or not. You can use the test when your data values are paired measurements. For example, you might have before-and-after measurements for a group of people. Also, the distribution of differences between the paired measurements should be normally distributed.
- One Way ANOVA: The one-way ANOVA compares the means between the groups you are interested in and determines whether any of those means are statistically significantly different from each other.
- Data visualization: Data visualization is a graphical representation of information and data.
  - Pie chart: A pie chart (or a circle chart) is a circular statistical graphic which is divided into slices to illustrate numerical proportion. In a pie chart, the arc length of each slice is proportional to the quantity it represents.
  - Bar graph: A bar graph can be defined as a graphical representation of data, quantities, or numbers using bars or strips. They are used to compare and contrast different types of data, frequencies, or other measures of distinct categories of data.

- Scatter/Dot plot graph: A dot plot, also known as a dot diagram, is a statistical chart consisting of data points on a relatively simple scale. Dot plots are considered as one of the easiest statistical plots, used for small data sets. Dot plots are used for highlighting clusters, gaps, skews in distribution, and outliers.
- Area chart: A graph that combines a line chart and a bar chart to show how numerical values change over time, usually in a relation to another variable.

❖ Data Labeling: SPSS Variable Labels and Value Labels are two of the great features of its ability to create a code book right in the data set.

- Variable labelling
- Value labelling

Variable labelling**:** SPSS doesn't limit variable names to 8 characters like it used to, but we still can't use spaces, and it will make coding easier if we keep the variable names short. I then use Variable Labels to give a nice, long description of each variable.

Value labelling: Value Labels are descriptions of the values a variable can take. Labelling values right in SPSS means we don't have to remember if 1=Strongly Agree and 5=Strongly Disagree or vice-versa. And it makes data entry much more efficient–we can type in 1 and 0 for Male and Female much faster than you can type out those whole words, or even M and F. But by having Value Labels, our data and output still give us the meaningful values.

2.2. STATISTICAL ANALYSIS

2.2.1. To analyse the duration of mobile phone usage per day by Gen Z.

H_0: There is no significant difference in mean duration of mobile phone usage per day between the gender.

H_1: There is significant difference in mean duration of mobile phone usage per day between the gender.

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
How long do you use your mobile phone in a day?	Male	101	1.98	.761	.076
	female	257	1.78	.801	.050

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
How long do you use your mobile phone in a day?	Equal variances assumed	3.335	.069	2.176	356	.030	.202	.093	.019	.385
	Equal variances not assumed			2.226	191.815	.027	.202	.091	.023	.381

Since p value is lesser than Level of significance(0.05), we reject the null hypothesis. Therefore we conclude that there is significant difference in mean duration of mobile phone usage per day between the gender.

2.2.2. To analyse the amount of google usage in mobile phone per day by Gen Z.

H_0: There is no significant difference in the mean amount of google usage in mobile phones between the gender.

H_1: There is significant difference in the mean amount of google usage in mobile phones between the gender.

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
How many hours a day do you use Google?	Male	101	2.29	2.007	.200
	female	257	2.51	2.153	.134

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
How many hours a day do you use Google?	Equal variances assumed	6.660	.010	-.913	356	.362	-.226	.248	-.714	.261
	Equal variances not assumed			-.941	195.294	.348	-.226	.241	-.701	.248

Since p value is lesser than Level of significance(0.05), we reject the null hypothesis. Therefore we can conclude that there is significant difference in the mean amount of google usage in mobile phones between the gender.

2.2.3. To analyse the amount of YouTube usage in mobile phone per day by Gen Z.

H_0: There is no significant difference in the mean amount of YouTube usage in mobile phones between the gender.

H_1: There is significant difference in the mean amount of YouTube usage in mobile phones between the gender.

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
How many hours a day do you use YouTube?	Male	101	1.21	.553	.055
	female	257	1.18	.497	.031

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
How many hours a day do you use YouTube?	Equal variances assumed	1.193	.276	.545	356	.586	.033	.060	-.086	.151
	Equal variances not assumed			.519		.604	.033	.063	-.092	.158

Since p value is greater than Level of significance(0.05), we accept the null hypothesis. Therefore we conclude that there is no significant difference in the mean amount of YouTube usage in mobile phones between the gender.

2.2.4. To investigate whether individuals have made repeated unsuccessful attempts to cease using mobile phone's internet connection with individual's qualification.

H_0: There is no association between qualification and making unsuccessful efforts to stop usage of internet.

H_1: There is association between qualification and making unsuccessful efforts to stop usage of internet.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Your qualification * Have you repeatedly made unsuccessful efforts to control or stop using the internet connection with your mobile phone?	359	100.0%	0	0.0%	359	100.0%

Your qualification * Have you repeatedly made unsuccessful efforts to control or stop using the internet connection with your mobile phone? Crosstabulation

Count

		Have you repeatedly made unsuccessful efforts to control or stop using the internet connection with your mobile phone?			Total
		Yes	No	sometimes	
Your qualification	1	7	3	6	16
	2	13	8	15	36
	3	93	81	85	259
	4	8	9	14	31
	5	6	6	5	17
Total		127	107	125	359

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.773[a]	8	.782
Likelihood Ratio	4.892	8	.769
N of Valid Cases	359		

a. 1 cells (6.7%) have expected count less than 5. The minimum expected count is 4.77.

Since p value is greater than Level of significance(0.05), we accept the null hypothesis. Therefore we conclude that there is no association between the qualification and unsuccesful efforts been put to control or stop using internet.

2.2.5. To determine whether the phone usage frequency is increasing day by day.

H_0: There is no association between gender and opinion about phone usage day by day.

H_1: There is association between gender and opinion about phone usage day by day.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Do you feel that the amount of time spent on social media is increasing day by day?	358	100.0%	0	0.0%	358	100.0%

Gender * Do you feel that the amount of time spent on social media is increasing day by day? Crosstabulation

Count

		Do you feel that the amount of time spent on social media is increasing day by day?			Total
		Yes	No	Sometimes	
Gender	Male	45	37	19	101
	female	96	83	78	257
Total		141	120	97	358

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.924[a]	2	.085
Likelihood Ratio	5.165	2	.076
N of Valid Cases	358		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 27.37.

Since p value is greater than Level of significance(0.05), we accept the null hypothesis. Therefore we conclude that there is no association between gender and whether amount of time spent on social media is increasing day by day.

2.2.6. To determine whether there has been an increase in mobile phone usage following the COVID-19 Pandemic.

H_0: There is no difference in the before and after pandemic.

H_1: There is difference in the before and after pandemic.

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Amount of mobile usage pre-covid	1.34	358	.623	.033
	Amount mobile usage post-covid	1.54	358	.663	.035

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Amount of mobile usage pre-covid & Amount mobile usage post-covid	358	.366	.000

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Amount of mobile usage pre-covid - Amount mobile usage post-covid	-.193	.725	.038	-.268	-.117	-5.029	357	.000

Since p value is lesser than Level of significance(0.05), we reject the null hypothesis. Therefore we conclude that there is a difference between before and after the pandemic.

2.2.7. To test whether there is relationship between the phone usage frequency and educational qualification.

H_0: There is no significant difference between the phone usage frequency and educational qualification.

H_1: There is significant difference between the phone usage frequency and educational qualification.

ANOVA

How long do you use your mobile phone in a day?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.675	4	1.419	1.698	.150
Within Groups	295.729	354	.835		
Total	301.404	358			

Since p value is greater than Level of significance(0.05), we accept the null hypothesis. Therefore we conclude that there is no significant difference between amount of mobile usage frequency and educational qualification.

2.3. DIAGRAMATIC AND GRAPHICAL REPRESENTATION

2.3.1. To examine the time spent on various mobile phone platforms by this demographic.

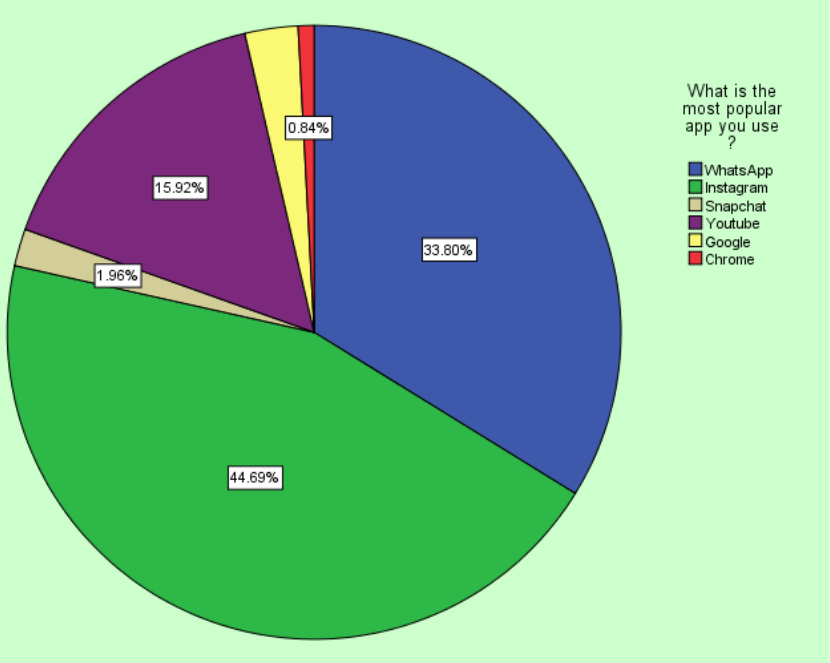

Figure 2.3.1

Figure 2.3.1 represents most of the Gen Z using Instagram more than any other social medias. 44.69% of the Gen Z tells that Instagram is well used by this generation for entertainments. 33.80% of the Gen Z tells that second most used app is whasApp. YouTube is a free to use service and a can be a great space for teens to discover things they like. Here, we can observe that Chrome is the least app used by people in this generation. On comparing Instagram with Chrome, Instagram has more weightage.

2.3.2. To determine the purpose of mobile phone in this generation.

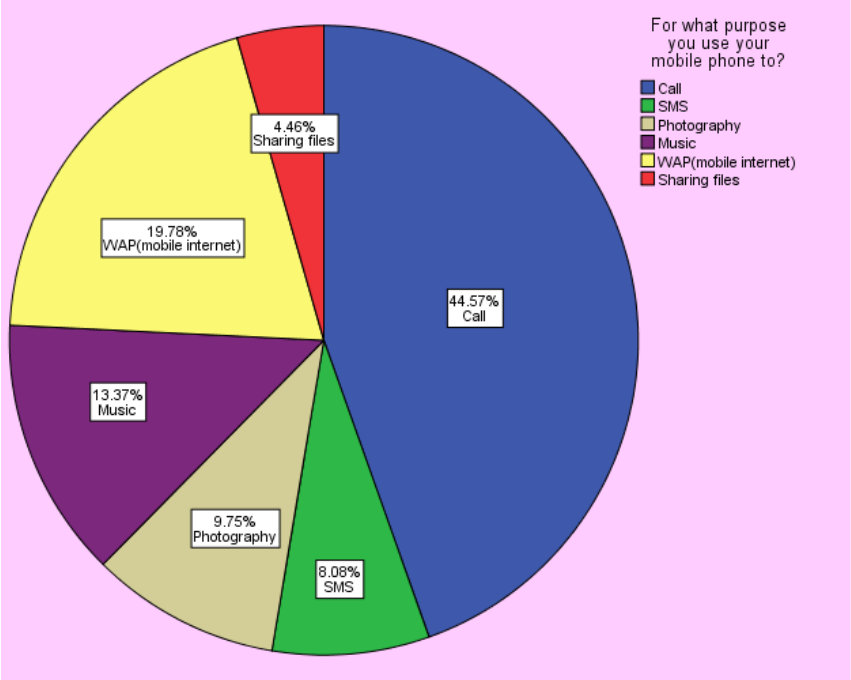

Figure 2.3.2

Figure 2.3.2 represents that 44.57% of the people use mobile phones to call. Making phone calls and knowing about each other's builds a strong relationship between them. The second most used is WAP (mobile internet) i.e.,19.78, Music is the most used app i.e., 13.37%, photography is used 9.75%. The least one is sharing files. Hence, I conclude that the purpose of the phone has more weightage on calls compared to SMS, photography, music, WAP, sharing files.

2.3.3. To determine whether they spend more time rather than they would like taking on the mobile phone, sending SMS or using social media.

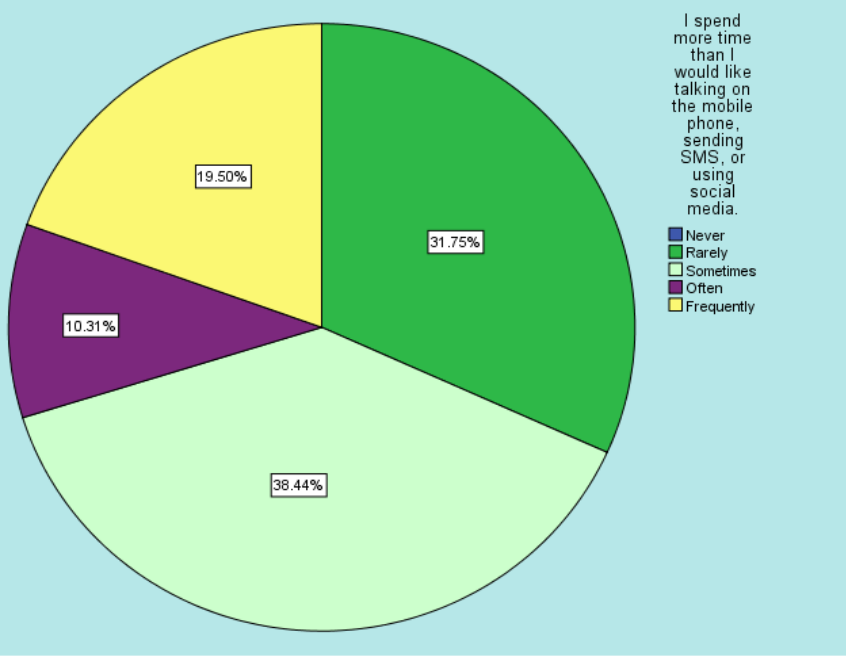

Figure 2.3.3

Figure 2.3.3 represents that 38.44% of the GenZ are tells us that they sometimes spend more time than they would like talking on the mobile phone, sending SMS or using social media, 31.75% of the Gen Z use the mobile phone rarely for talking, sending SMS etc, 10.31% of the GenZ use the mobile phone often for talking, sending SMS etc. Here we conclude that there are people who are more addicted to mobile phone in the same way we can tell that there are people who use their mobile phones within limits.

2.3.4. To investigate the amount of time Gen Z individual's stay awake at night, focusing on their mobile phone usage.

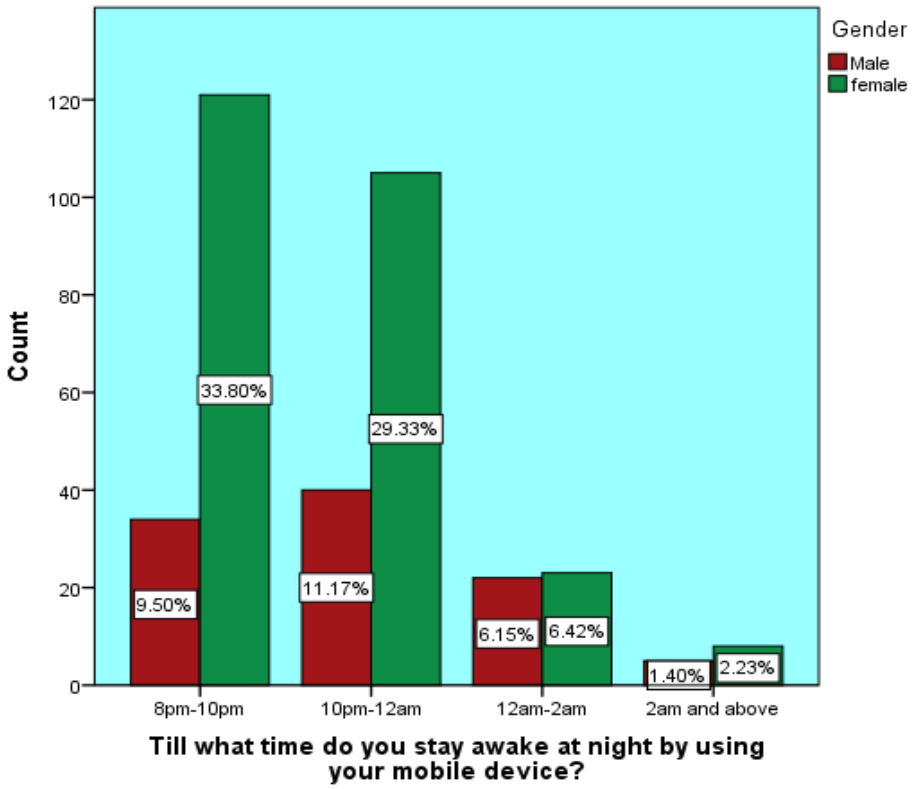

Figure 2.3.4

Figure 2.3.4 represents that around 8pm -10pm, women's uses mobile phones a lot compared to men. Here there is a huge difference for men and women scrolling their mobile phones at night. In females, around 33.80% of the people watch their mobile phones art night but in men's around 9.50% of the people watch their mobile phone at 8pm to 10pm. Around 10pm-12am again women use mobile phones compare to men. In this graph it is crystal clear that women use their mobile phones more than men. By comparing the timings, we see that, there is less usage of using phones at 2am and above than comparing to 8pm-10pm. Hence, I conclude that women's use more mobile phone than men.

2.3.5. To determine the type of communication GenZ's prefer based on gender.

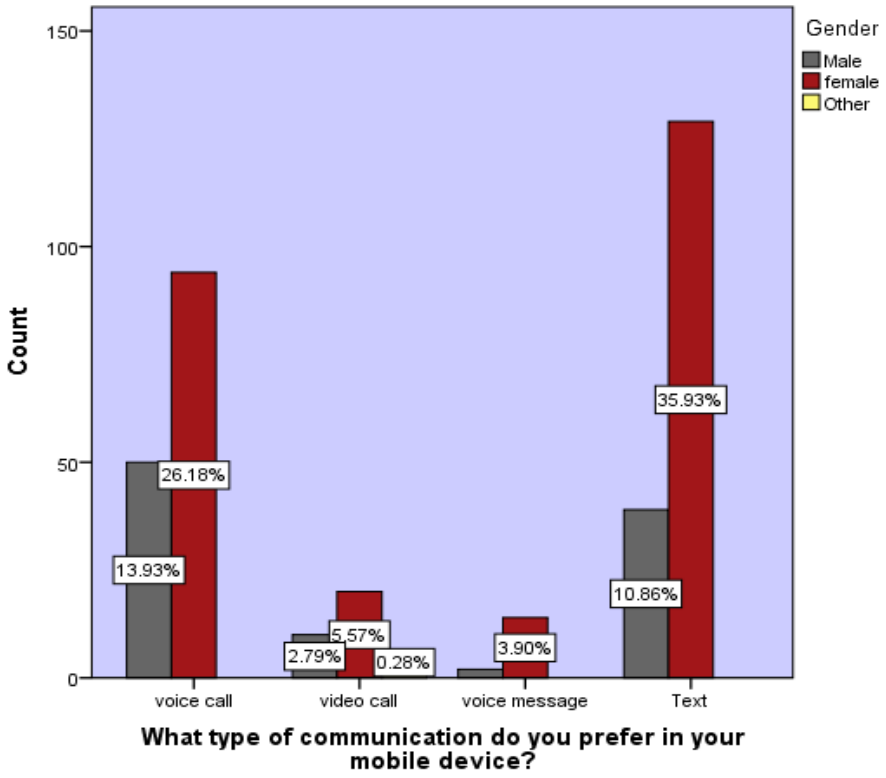

Figure 2.3.5

Figure 2.3.5 represents that most of the people prefer text message for communication. Overall, we see that females are the one who use all the types of communication the most, compared to men. Voice message is the lowest preferred type of communication i.e., 0.28%. Voice message is the second most preferred type of communication. Since GenZ's are having a great knowledge about mobile phones, people in this generation prefer to text rather than voice call.

2.3.6. To determine the app used by most of the Gen Z.

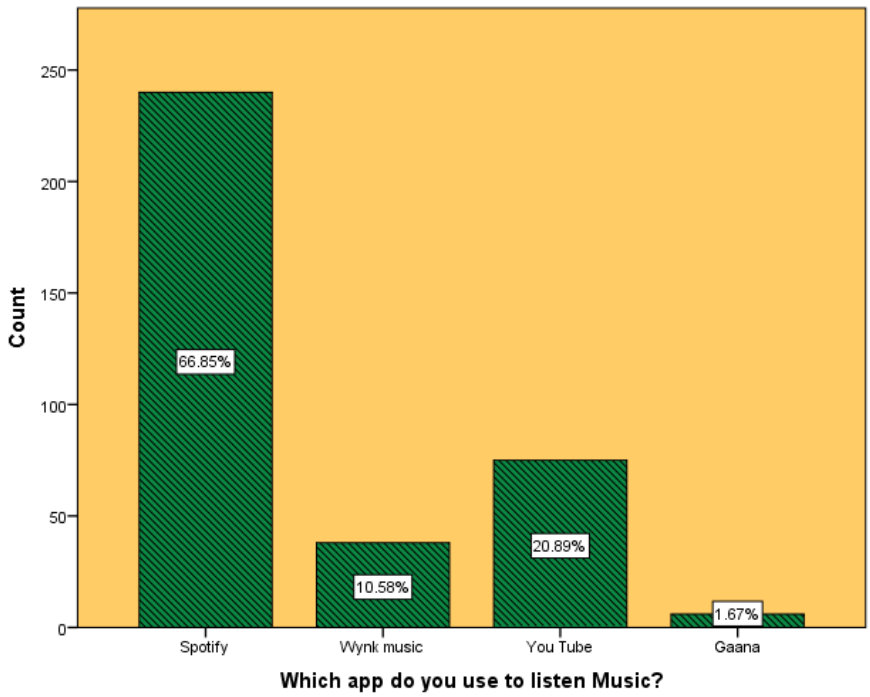

Figure 2.3.6

Figure 2.3.6 represents that 66.85% of the GenZ use Spotify as the app to listen music. Next most used app is You tube i.e., 28.89%. Comparing Spotify and Gaana, we see that Gaana (1.67%) is the least used app for listening music. Hence, I conclude that Spotify has more weightage as compared to other musical apps.

2.3.7. To determine whether the GenZ will feel bad if the mobile is broken and takes a long time to fix it.

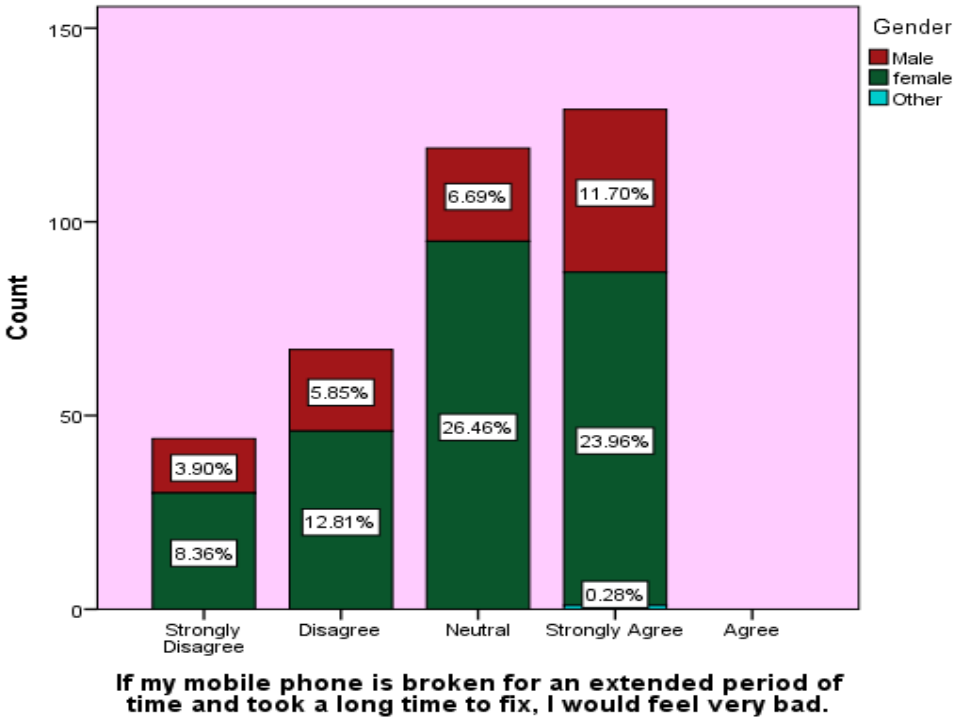

Figure 2.3.7

Figure 2.3.7 represents that most of the GenZ's strongly agrees to the statement that they will feel bad if the mobile is broken and takes a long duration of time to fix it. 26.46% of the females says that they might feel bad if the mobile is broken and takes a long duration of time to fix it. Whereas 11.70% of the males says that they strongly agree to the fact that they will feel bad if the mobile is broken and takes a long duration of time to fix it. 0.28 % of the others strongly agree to the statement of feeling sad if mobile is broken and takes a long duration of time to fix it.

2.3.8. To assess whether individuals within this age group have implemented self-imposed limits on mobile phone usage.

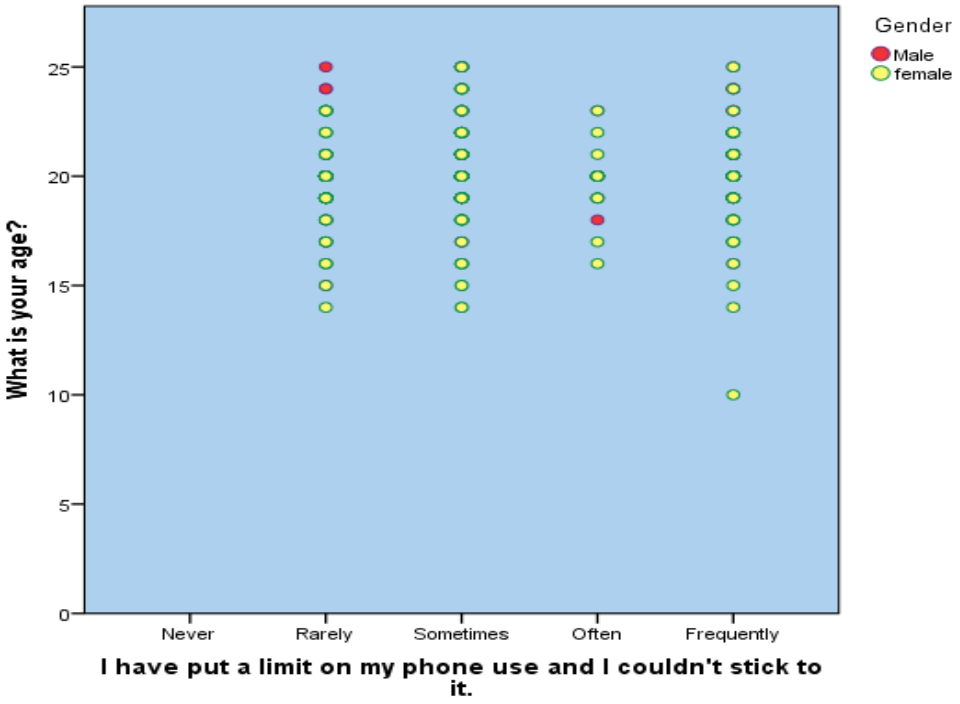

Figure 2.3.8

Figure 2.3.8 represents that every Gen Z have put a limit for the usage of mobile phone but they could not stick to it. We can also observe that females put more limitations to mobile phones compared to males. Most of the Gen Z have frequently put limitations to the mobile phone in the age of approximately 10-25yrs and we can also see that in the age of 16-23yrs limitations have been put oftenly. Hence I conclude that people have tried to put limitations to mobile phones but have failed to stick to it.

2.3.9. To determine how often gen Z update their mobile phone.

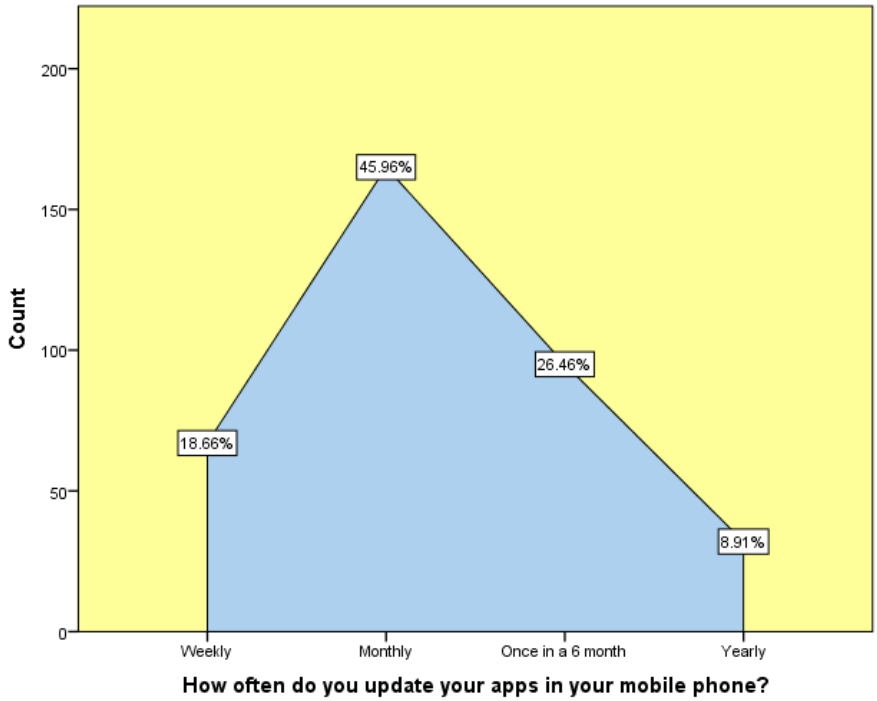

Figure 2.3.9

Figure 2.3.9 represents that 45.96% of the GenZ update their mobile phone apps monthly, 26.46% GenZ update their phone once in a 6 month and 18.66% GenZ update their phone weekly. This helps to clear the bugs present in the app. It also enhances smooth flow of the app without any interruption. Very less people update their phone yearly (8.91) %. Hence, I conclude that most of the Gen Z's update their phones monthly.

CHAPTER 3

3.1. DISCUSSION

3.1.1. Research indicates that Gen Z are using their mobile phones for a longer duration each day. The results suggest that there is a difference in mobile phone usage between males and females among Gen Zs. This could be due to various factors such as social norms, cultural differences, or individual preferences and habits.

3.1.2. The association between Google usage frequency and gender suggests that there might be a difference in how often people of different genders use Google. This association could be due to various factors, such as differences in interests, needs, or preferences between genders, which influence how often they use Google for searching or other activities.

3.1.3. The reason for not finding an association between YouTube usage frequency and being a Gen-Z could be due to several factors. One possibility is that YouTube usage is widespread across all age groups, so being a part of Gen-Z doesn't significantly influence how often someone uses YouTube. Additionally, individual preferences, interests, or other demographic factors might play a stronger role in determining YouTube usage frequency rather than just belonging to a particular age group.

3.1.4. Based on the result of the chi-square test the decision implies that the observed changes in social media usage frequency are consistent across genders, indicating that gender does not play a significant role in influencing the trend of increasing phone usage for social media over time and qualification. It was expected that phone usage frequency day by day might bring changes in one’s daily life need because of qualification. The research finding revealed that there is no association between the qualification and unsuccesful efforts been put to control or stop using internet.

3.1.5. The paired sample t-test result indicates that there is a statistically significant difference in mobile phone usage before and after the COVID-19 pandemic period. This suggests that the pandemic has had an impact on mobile phone usage habits, with usage increasing following the pandemic. The increased reliance on mobile phones post-pandemic could be attributed to various factors, such as remote work and learning, increased use of digital communication and entertainment platforms to stay connected while physically distant, and heightened reliance on mobile devices for accessing information, news, and services.

3.1.6. The result of the ANOVA test indicates that that the amount of phone usage per day does not vary significantly across different levels of educational qualification. Several factors could contribute to this outcome. It's possible that phone usage has become ubiquitous across all educational levels, with similar usage patterns observed regardless of educational background. Additionally, individual preferences, habits, and lifestyle factors may play a stronger role in determining phone usage frequency than educational attainment alone.

3.1.7. Most of the Gen Z use Instagram more than any other social medias. Instagram is the most popular platform among Gen Z. Is it due to its user-friendly interface, visual content, or influencer presence. WhatsApp is a close second. Is it because of its messaging features, privacy options, or group chat capabilities, diving into the reasons behind the smaller percentages for platforms like Chrome and Snapchat. They less used because they serve specific purposes. The discussion could revolve around understanding the preferences, behaviors, and motivations of Gen Z when it comes to mobile phone usage and social media platforms.

3.1.8. Analysing the discrepancy in responses between females and males, females strongly agree and neutrally agree compared to males. It is due to differences in attachment to their devices, reliance on them for communication or entertainment, or other factors. A significant percentage of both genders either strongly agree or neutrally agree that they would feel bad if their mobile is broken and takes a long time to fix. Is it because mobile phones have become indispensable tools for various aspects of daily life, such as communication, work, and entertainment. Overall, this could provide insights into the significance of mobile phones in the lives of Gen Z individuals, as well as the factors influencing their attitudes towards device repair and maintenance.

3.1.9. Analysing the notable difference between males and females in the time spent awake at night using their mobile phones. The factors might contribute to females spending more time on their phones during the evening and night. Exploring that a significant percentage of females are active on their phones between 8 p.m. and 10 p.m. compared to males, females more likely to engage in social interactions, messaging, or entertainment during these hours. The strategies for promoting healthier technology usage habits, such as setting boundaries on nighttime phone use, implementing digital curfews, or utilizing features like blue light filters. Overall, the discussion could provide insights into the relationship between nighttime phone usage and gender among Gen Z individuals, as well as its implications for sleep habits and digital well-being.

3.1.10. Majority opts for monthly updates. This is due to software updates, security patches, or new features released by manufacturers and app developers. A significant percentage of individuals update their phones weekly. They early adopters who prioritize having the latest software versions and improvements, or do they update frequently to ensure optimal performance and security. The importance of raising awareness about the benefits of regular software updates and security patches among smartphone users are necessary. There are barriers preventing some individuals from updating their phones more frequently, such as concerns about data usage or compatibility issues. Overall, the discussion could provide insights into the practices and motivations surrounding phone updates among different user groups, as well as their implications for device security, performance, and user experience.

CHAPTER 4

CONCLUSION

The study is, by necessity, an exploratory one, aimed at identifying the amount of mobile usage among Gen Z. This study found that smartphone usage has become an addiction nowadays, especially among young consumers. The abuse of these digital devices affects individuals' social life and well-being. A mobile phone could both be an advantage or a disadvantage; depending on how it is used by the prospective user. While used only when needed, it is of course an advantage, but when used beyond a certain limit or for a totally different purpose for which it intended to, it is definitely a disadvantage.

Social media platforms have a significant impact when it comes to influencing Gen Z's purchasing decisions. Teens are more likely to become addicted to cell phones than any other age group. According to a study, adolescents under 20 years old are the most at-risk for cell phone addiction because this age group is more likely to experience behavioural problems. Teens can't always manage screen time effectively, and are also the group known for spending the most time on their phones, mostly because they haven't developed self-control skills yet.

Use of mobile till late night causes problems related to eyes with many cases of eye power detected in young teens and adolescents. Even though if they put limits for the usage of mobile phones, they couldn't stick to it. This shows us how much these Gen z's are addicted. This also clearly shows us the amount of risk they might face in future. Late night use of mobile also causes mental problems.

Most of the people use Instagram, WhatsApp, you tube as their major apps. Instagram is well used for entertainments, news etc., Most of them use mobile phone for calling as a major purpose. They use Spotify to listen music. Listening music apps is completely based on one's own interest. Most of the Gen Z update their apps once in a month. This gives them much more updated version of the apps they use.

In overall conclusion, this study shows us that in this generation people are more addicted to mobile phones and are unable to come out of it.

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