



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

An Analysis of Mobile Phone Usage and Utility Compared to Landline Services: A Study in Maharashtra State

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ABSTRACT

The present study attempts to analyze the reasons for using mobile phones, the shift from landline connections to mobile services, and the comparative utility of mobile phones over landlines in Maharashtra State. Based on primary data collected from 600 respondents across five regions—Marathwada, Western Maharashtra, Konkan, Khandesh, and Vidarbha—this research highlights the evolving communication preferences of customers. The results reveal that quick communication, anytime contact, and mobility are the dominant factors influencing mobile phone usage, while prestige and cost economy also play notable roles. The findings confirm that mobile phones offer very high utility compared to landline services, thereby explaining their widespread adoption.

Keywords: mobile phones, landlines, communication, economy, widespread.

1. Introduction

The rapid advancement of telecommunication technology has transformed the way individuals communicate, conduct business, and access information. Traditionally, the landline telephone was the primary medium of telecommunication in India. However, the introduction and widespread adoption of mobile phones have significantly altered this landscape. Mobile phones, unlike landlines, offer portability, instant connectivity, and multifunctional services, making them indispensable in modern life.

India has witnessed exponential growth in mobile phone subscribers over the past two decades, driven by affordable tariffs, improved network coverage, and technological innovations. Maharashtra, being one of the most industrially and socially diverse states in the country, presents a unique case for analyzing consumer preferences in telecommunication services. With both urban and rural populations actively engaging in mobile technology, the state offers an insightful perspective on the shift from landline to mobile services.

The increasing popularity of mobile phones can be attributed to various factors such as the need for quick communication, ease of accessibility, cost efficiency, and mobility. While landline services once symbolized reliability and stability, their relevance has declined considerably in the face of mobile phone advantages. Today, the mobile phone is not merely a communication device but a tool for social status, business development, and personal convenience.

This study, therefore, seeks to analyze the reasons for mobile phone adoption, the factors influencing consumers to replace landlines with mobiles, and the comparative utility of mobile phones over landline services in Maharashtra State. By focusing on regional variations and consumer perceptions, the study aims to contribute to the understanding of changing telecommunication trends and their implications for both users and service providers.

2. Objectives of the Study

- To identify the major reasons behind the use of mobile phones among customers.
- To analyze the factors influencing the shift from landline to mobile phone services.
- To evaluate the comparative utility of mobile phones vis-à-vis landlines.

3. Research Methodology

The study is based on **primary data** collected from **600 respondents** across five major regions of Maharashtra: Marathwada, Western Maharashtra, Konkan, Khandesh, and Vidarbha during **2020–21**. A structured questionnaire was administered to collect data, which was analyzed using descriptive statistics, percentages, and tabular presentations.

4. Reasons for Using the Mobile Phones

There are many reasons accounted for using the mobile phone. This study has been carried out to analyze which major factor induces the customers to use the mobile phone for their day to day use. The major reasons analysed are general use, easy communication, prestige, quick communication, official purpose, contact while traveling cost economy, any time contact, development of business, to curtail telephone expenses etc. Out of the various reasons, the best have been analyzed in the table below.

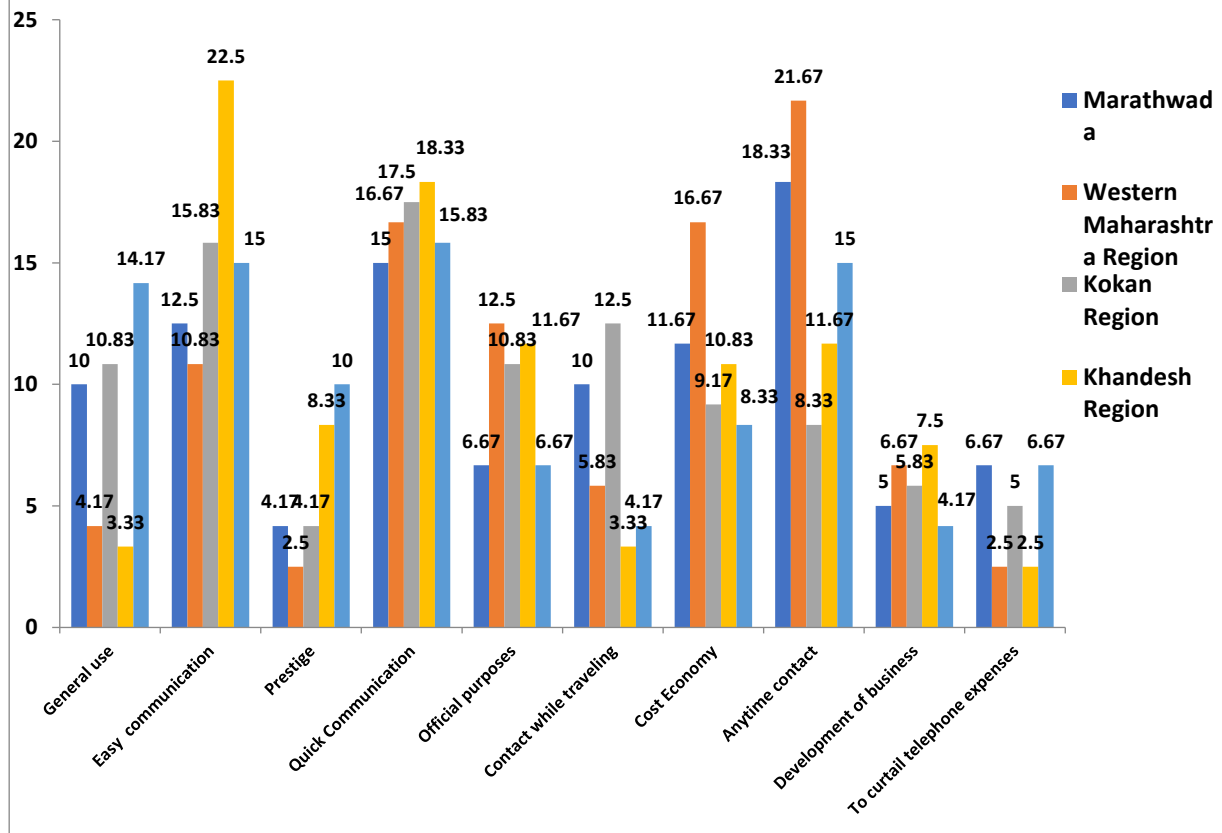
The analysis of collected data indicates most of the respondent (100 out of 600) had preferred cell phones to establish contact for quick communication (16.67%). 15.33% or 92 out of 600 respondents had preferred mobile phones for easy communication. 15% of the respondents (90 out of them) had preferred cell phones for any time contact and 11.33% of the respondents or 68 out of them had preferred the cell phones for their cost of economy. It is concluded that the factors for the use of the cell phones had varied from customer to customer.

Table No.1

Reasons for Using Mobile Phone by the Respondents

Reasons	Marathwada Region		Western Maharashtra Region		Kokan Region		Khandesh Region		Vidarbha Region		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
General use	12	10.00	5	4.17	13	10.83	4	3.33	17	14.17	51	8.50
Easy communication	15	12.50	13	10.83	19	15.83	27	22.50	18	15.00	92	15.33
Prestige	5	4.17	3	2.50	5	4.17	10	8.33	12	10.00	35	5.83
Quick Communication	18	15.00	20	16.67	21	17.50	22	18.33	19	15.83	100	16.67
Official purposes	8	6.67	15	12.50	13	10.83	14	11.67	8	6.67	58	9.67
Contact while traveling	12	10.00	7	5.83	15	12.50	4	3.33	5	4.17	43	7.17
Cost Economy	14	11.67	20	16.67	11	9.17	13	10.83	10	8.33	68	11.33
Anytime contact	22	18.33	26	21.67	10	8.33	14	11.67	18	15.00	90	15.00
Development of business	6	5.00	8	6.67	7	5.83	9	7.50	5	4.17	35	5.83
To curtail telephone expenses	8	6.67	3	2.50	6	5.00	3	2.50	8	6.67	28	4.67
Total	120	100.00	120	100.00	120	100.00	120	100.00	120	100.00	600	100.00

Source:- Primary Data.(2020-21)

Graph No.1 Reasons for Using Mobile Phone by the Respondents

5. Reasons for Using the Mobile Phones Instead of the Land Line

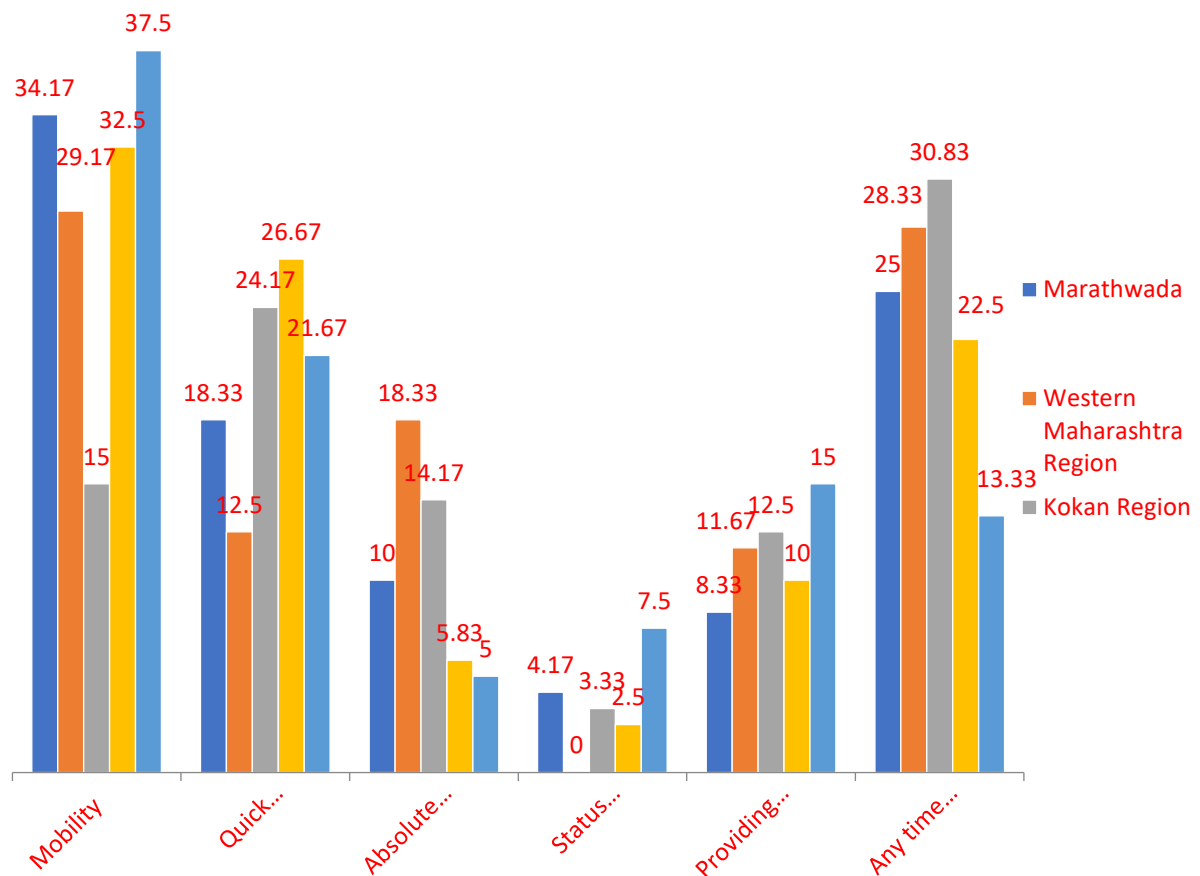
Table No.2

Reasons for Using Mobile Phone Services Instead of Land Line Connections

Reasons	Marathwada Region		Western Maharashtra Region		Kokan Region		Khandesh Region		Vidarbha Region		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Mobility	41	34.17	35	29.17	18	15.00	39	32.50	45	37.50	178	29.67
Quick Communication	22	18.33	15	12.50	29	24.17	32	26.67	26	21.67	124	20.67
Absolute Necessity	12	10.00	22	18.33	17	14.17	7	5.83	6	5.00	64	10.67
Status Symbol	5	4.17	0	0.00	4	3.33	3	2.50	9	7.50	21	3.50
Providing more service	10	8.33	14	11.67	15	12.50	12	10.00	18	15.00	69	11.50
Any time contact	30	25.00	34	28.33	37	30.83	27	22.50	16	13.33	144	24.00
Total	120	100.00	120	100.00	120	100.00	120	100.00	120	100.00	600	100.00

Source:- Primary Data.(2020-21)

Graph No.2 Reasons for Using Mobile Phone Services Instead of Land Line Connections



Form the table No. 2 it could be inferred that most of the respondent for some reasons or the other had started using the cell phones keeping landline phones aside. Since the cell phones were handy and they could be carried to any place for their anytime contact. The analysis of collected data indicates 29.67% of the respondent or 178 out of 600 had felt that the cell phones had facilitated mobility. As many as 144 out of 600 respondents accounting for 24% of the sample respondents had switched over to cell phones for their anytime contact.

The respondents having mobility were observed maximum in the Vidarbha region 45(37.50%) and minimum 18 (15%) in theKokan region.Respondents having reasons of quick communication were observed maximum in the Khandesh region 32 (26.67%) and minimum 15 (12.50%) in the Western Maharashtra region. Respondents having reasons of absolute necessity were observed maximum in theWestern Maharashtra region 22 (18.33%) and minimum only 6 (5%) in the Vidarbharegion.Respondents having reasons of status symbol were observed only 9(7.50%) in the Khandesh region and Vidarbharegion.Respondents having reasons of providing more services were observed maximum in Vidarbha region 18 (15%) and minimum 10 (8.33%) in the Marathwada region.

It is concluded that 29.67% sample respondents had switched off use of landline phone for mobility of cell phone.

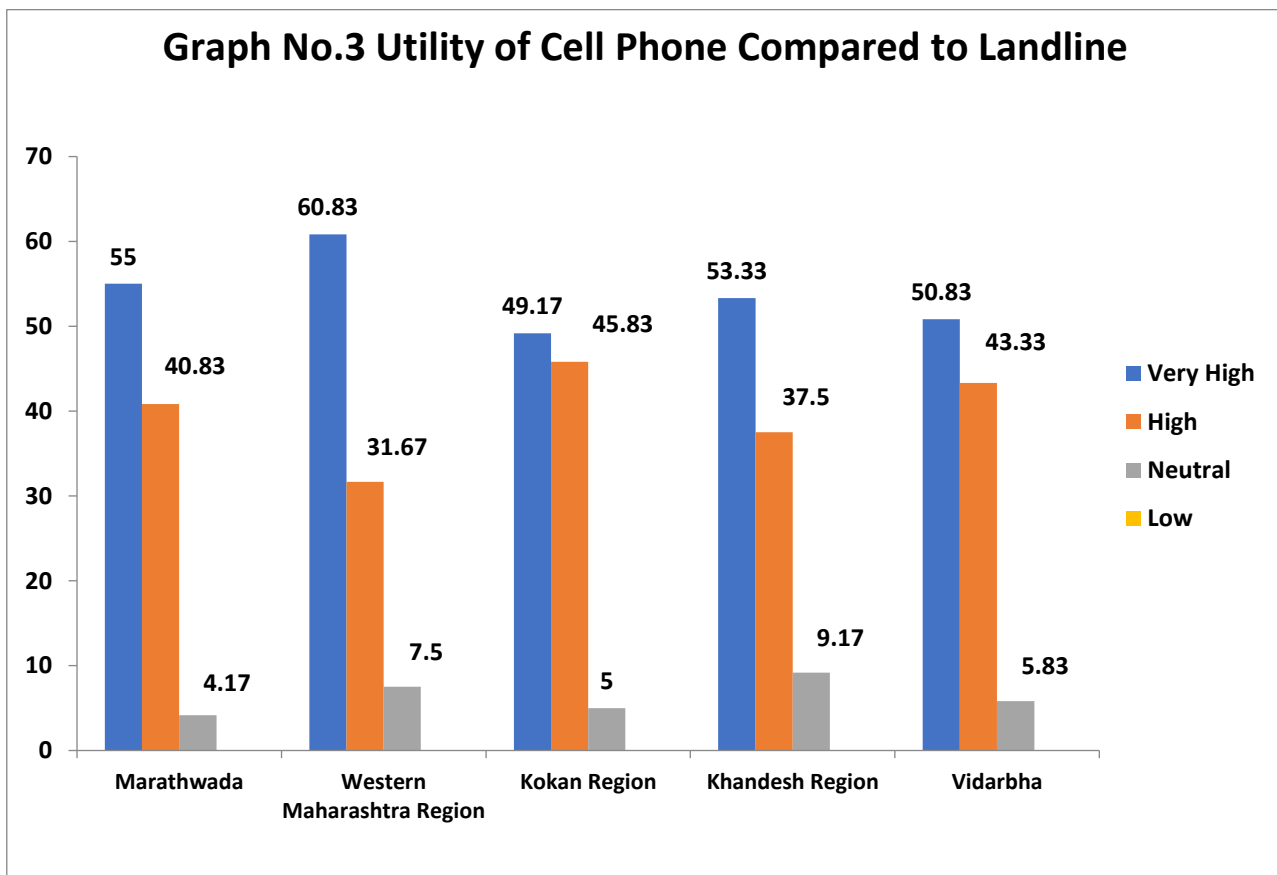
6. Utility of Cell Phone Compared To Landline

Table No. 3

Utility of Cell Phone Compared to Landline

Utility	Marathwada Region		Western Maharashtra Region		Kokan Region		Khandesh Region		Vidarbha Region		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Very High	66	55.00	73	60.83	59	49.17	64	53.33	61	50.83	323	53.83
High	49	40.83	38	31.67	55	45.83	45	37.50	52	43.33	239	39.83
Neutral	5	4.17	9	7.50	6	5.00	11	9.17	7	5.83	38	6.33
Low	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Total	120	100.00	120	100.00	120	100.00	120	100.00	120	100.00	600	100.00

Source:- Primary Data.(2020-21)



Everybody knows that the utility of cell phone is always higher compared to that of landline phone. Here, an attempt is made to study the customers' opinions related to the efficacy of cell phone compared to landline phone. The analysis of collected data indicates 53.83% of the respondents or 323 out of 600 had very high utility of cell phone compared to landline. As many as 239 out of 600 respondents accounting for 39.83% of the sample respondents had high utility of cell phone compared to that of the landline.

Respondents having very high utility of cell phone compared to landline were observed maximum in the Western Maharashtra region 73(60.83%) and minimum 59 (49.17%) in the Kokan region. Respondent having high utility of cell phone compared to landline were observed maximum in the Kokan region 55 (45.83%) and minimum 38 (31.67%) in the Western Maharashtra region. The overall neutral utility of landline was only 6.33% and no lower utility of cell phone is compared to landline phones.

It is concluded that Cell phones, no doubt, have a very high utility value and are mostly preferred by all the customers

7. Findings

1. **Quick communication, easy communication, and anytime contact** are the top three reasons for mobile phone usage.
2. **Mobility (29.67%)** was the most cited reason for abandoning landline phones, indicating the importance of portability in modern communication.
3. Customers perceive **mobile phones as far more useful than landlines**, with over 93% of respondents rating their utility as high or very high.
4. Prestige and status symbol, though present, were **not major factors** in mobile phone adoption.
5. Regional variations were observed, with Vidarbha showing the strongest preference for mobility and Western Maharashtra reporting the highest perception of utility.

8. Conclusion

The study concludes that mobile phones have surpassed landline telephones in terms of popularity, accessibility, and utility among customers in Maharashtra. The ability to establish quick communication, remain connected at any time, and enjoy mobility are the key reasons driving this transition. The very high utility rating given by a majority of respondents reinforces the fact that mobile phones have become indispensable in modern life. Landlines, while still relevant in certain contexts, are increasingly being sidelined as mobile technology continues to dominate.

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