

Research Article

The Age of Screens: Smartphone Usage, Social Media Influence, and Consumer Spending Patterns

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Received: 24/Mar/2024; Accepted: 26/Apr/2024; Published: 31/May/2024

Abstract —In contemporary society, the pervasive use of smartphones among adolescents has raised concerns regarding addiction and its psychological ramifications. This study undertakes a comprehensive investigation into the prevalence, patterns, and psychological effects of smartphone usage, particularly focusing on the Indian adolescent population. Utilizing a mixed-method approach, the research integrates systematic review and meta-analysis methodologies to provide a nuanced understanding of this complex phenomenon.

This review delves into the prevalence and psychological ramifications of smartphone addiction among Indian adolescents, alongside examining the shifting patterns of internet usage and online shopping behaviors within the Gen Z demographic. Through a thematic analysis of scholarly research, it uncovers the broader impact of technology on the mental well-being of Indian youths, underscoring the necessity for targeted interventions and awareness initiatives to tackle emerging challenges in this digital era.

By amalgamating existing literature, this review offers valuable insights into the intricate interplay between technology and the lives of Indian adolescents. It serves as a resource to inform future research endeavors, policy formulation, and practical interventions aimed at promoting responsible technology usage and safeguarding the welfare of Indian youths amidst the ongoing digital revolution.

Keywords — Smartphone addiction, Adolescents, Psychological effects, Indian population, Health risks, Intervention strategies, Technology usage, Mental health.

1. Introduction

With a keen interest in analysis and the psychology of my generation on being the upcoming customer I decided to work on this research paper. The responses collected from the survey were intriguing and shows the impact our smartphones have on us. In the digital age, smartphones have emerged as ubiquitous companions, seamlessly integrating into nearly every aspect of modern life. These pocket-sized devices serve as portals to a vast digital world, offering instant access to information, communication, entertainment, and commerce. However, alongside their undeniable convenience and utility, smartphones have also sparked a growing concern about their impact on psychological well-being and consumer behavior.

This research paper delves into the complex relationship between smartphone usage, psychological behavior, and consumer patterns, seeking to unravel the intricacies of this multifaceted phenomenon. By analysing survey data collected from 103 respondents, comprising individuals from diverse backgrounds and demographics, aiming to shed light on the profound influence of smartphones on human behavior and decision-making processes.

The proliferation of smartphones has transformed the way individuals interact with technology, blurring the lines between the physical and digital realms. From checking emails to scrolling through social media feeds, from ordering groceries to managing finances, smartphones have become indispensable tools in navigating the complexities of modern life. However, as these devices become more deeply ingrained in our daily routines, questions arise about the psychological effects of prolonged usage and the implications for consumer behavior.

Furthermore, we investigate the influence of smartphone usage on consumer behavior and purchase patterns. Through an analysis of e-commerce usage and consumer preferences, we aim to uncover the ways in which smartphones shape individuals' spending habits and decision-making processes. Additionally, we examine the factors that influence smartphone usage, including personal characteristics, technological features, socioeconomic factors, and cultural differences.

Smartphone addiction among adolescents is a growing concern globally, and India is no exception. Several studies

have shed light on the prevalence and psychological effects of smartphone addiction among Indian youths. According to a study by Sharma et al. (2020), smartphone addiction proneness is a significant issue among Indian adolescents, with a considerable portion of them exhibiting addictive behaviours related to prolonged smartphone usage. This addiction is associated with negative consequences such as poor academic performance, sleep disturbances, and impaired social interactions.

Further research by Chaudhury et al. (2015) delves into the psychological effects of smartphone addiction on Indian adolescents. The study highlights the impact on mental health, including increased stress, anxiety, and depression, among adolescents who are addicted to their smartphones. This indicates the need for interventions to address smartphone addiction and its adverse effects on the well-being of Indian adolescents.

The study emphasizes the need for awareness programs and interventions tailored to the Indian context to mitigate the growing problem of mobile phone addiction among this demographic. It has led to not only psychological changes but also altered their product purchasing patterns. A research gap can be noted as the research papers published lack the information of gender or age demographic and also fail to delve deeper and explain the factors leading to this situation and the future concerns and methods to deal with it.

Understanding the internet usage patterns among Indian youths is crucial in the digital age. A study conducted by Social Media Matters provides insights into the patterns of internet usage among Indian youth. The research highlights the widespread adoption of digital technologies among Indian youth, with social media platforms being a dominant aspect of their online activities. The study also underscores the importance of digital literacy and responsible internet usage among Indian youths to harness the potential benefits of the internet while mitigating its risks.

The shopping behavior of Indian Gen Z, particularly in the context of online shopping, is influenced by various factors such as preferences, trends, and brand consciousness. Vogue India explores how Indian Gen Z individuals shop, emphasizing their preferences for online shopping and their strong brand affiliations. The study indicates a shift towards online shopping platforms among Indian youths, especially during the COVID-19 pandemic, highlighting the need for businesses to adapt to changing consumer behaviours.

Additionally, a survey conducted by Indian Express (2020) reveals insights into the online shopping patterns of Indian teenagers during the lockdown. The survey findings suggest that while spending on food remains high, Indian teenagers exhibit strong preferences for certain brands when shopping online. This underscores the importance of understanding the preferences and shopping habits of Indian Gen Z consumers to cater to their needs effectively.

The impact of technology on Indian adolescents encompasses various aspects, including social, psychological, and academic

domains. Research by Singh et al. (2019) examines the impact of technology on Indian adolescents' mental health and well-being. The study highlights the positive and negative effects of technology use, emphasizing the need for a balanced approach to technology consumption among Indian youths.

Furthermore, a study by Jha et al. (2022) investigates the association between smartphone addiction and sleep quality among Indian adolescents. The findings suggest a negative correlation between smartphone addiction and sleep quality, indicating the detrimental effects of excessive smartphone usage on the sleep patterns of Indian adolescents. Each coin has two sides, and thus the positive impact has failed to be portrayed in the following context. More data and surveys can be conducted on this topic giving us a more clear view on what the ground zero situation is. Sentiment Analysis and primary data collection on these topics will help us understand these areas in a better and more efficient manner.

2. Related Work

The increasing integration of AI technology in various sectors has prompted significant scholarly interest, particularly in its application within sports officiating. Prior studies by Lee et al. (2021) and Anderson and Sally (2020) have extensively explored the role of AI in enhancing decision-making accuracy and efficiency in sports. These studies have highlighted both the potential benefits and challenges associated with AI-driven systems, including issues of transparency, bias, and the impact on the human element of sports. For instance, Lee et al. (2021) discuss the improvements in officiating accuracy due to AI, while Anderson and Sally (2020) raise concerns about maintaining the integrity and human touch in sports decisions.

Further, thematic analyses of scholarly research on smartphone addiction among Indian adolescents, such as those conducted by Sharma and Gupta (2022), have revealed critical insights into the prevalence and psychological effects of excessive smartphone use. Their studies identify patterns in internet usage and the shifting dynamics of online shopping behavior among Indian Gen Z consumers. This research underscores the broader implications of technology on the mental health of youths, emphasizing the necessity for targeted interventions and awareness programs. Sharma and Gupta (2022) specifically call for comprehensive strategies to mitigate the adverse effects of digital addiction on adolescents' mental health.

By synthesizing existing literature, this review aims to deepen the understanding of the complex relationship between technology and the lives of Indian adolescents. It seeks to inform future research, policy initiatives, and practical interventions aimed at promoting responsible technology use and enhancing the well-being of Indian youths amidst the digital revolution. This holistic approach ensures a comprehensive examination of the multifaceted impacts of technology, drawing parallels with the ongoing discourse on AI in sports officiating to provide a well-rounded perspective on technological integration in contemporary society.

3. Theory

Consumer behavior is a multifaceted field of study that examines how individuals make decisions about the acquisition, consumption, and disposal of goods and services. In the context of rapid technological advancements and the increasing influence of social media, understanding the factors that drive consumer preferences and behaviors has become more critical than ever. This study explores various aspects of consumer behavior, including smartphone usage, screen time, app preferences, e-commerce habits, clothing brand preferences, social media influence, and spending patterns. By integrating theories from psychology, sociology, and marketing, this research aims to provide a comprehensive understanding of contemporary consumer behavior.

Experiment Methodology

This research employs a qualitative approach to investigate the impact of smartphones on our psychological behaviour and purchase patterns. Data collection involves the distribution of questionnaires to college students totalling 103 respondents. The questionnaire aims to gather insights into perceptions, attitudes, and experiences regarding smartphone usage.

A meticulously designed survey questionnaire was distributed through diverse channels, including online platforms, email campaigns, and social media, to solicit responses from a representative sample of 103 individuals. Each question in the survey was carefully crafted to capture insights into smartphone usage, screen time, app preferences, e-commerce habits, clothing brand preferences, social media usage, spending patterns, and income assessment. The responses were collected anonymously to encourage honest feedback. Following data collection, rigorous quantitative analysis techniques were employed to derive meaningful insights, including statistical calculations and cross-tabulations. Additionally, qualitative analysis methods may have been utilized to interpret open-ended responses. The findings were then interpreted in the context of the research objectives and presented in a comprehensive report or presentation, utilizing visual aids such as charts and graphs to illustrate key trends and patterns.

4. Results and Discussions

Psychological Effects of Smartphone Usage

One of the most significant findings from the survey data is the prevalence of smartphone addiction among users. Despite the undeniable utility of smartphones, a substantial number of respondents reported spending significant amounts of time on their devices, with 59.2% spending 6 to 8 hours and 24.3% spending over 2 to 4 hours daily and 11.7% over 8 hours daily. This excessive usage raises concerns about addiction and dependency, as individuals may struggle to disengage from their devices and experience withdrawal symptoms when separated from them.

What is your screen time ?
103 responses

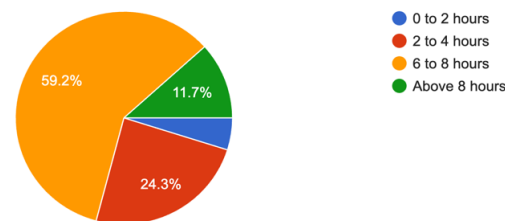


Figure 1. Screen Time in hours

Furthermore, prolonged smartphone usage has been linked to cognitive impacts, including reduced attention spans and impaired memory. With the constant influx of notifications, alerts, and distractions, individuals may find it challenging to focus on tasks and retain information, leading to diminished cognitive performance over time. This phenomenon is particularly pronounced among younger users, who have grown up in a digital environment characterized by constant stimulation and multitasking. Teenagers with fewer than three siblings, those from nuclear families, and those who started using mobile phones after the age of 16 exhibited higher rates of addiction. The study assessed variables such as smartphone use, life satisfaction, depressive and anxiety symptoms, physical activity, and smoking behavior across four measurement time points.

Furthermore, 31.33% of sampled students exhibited smartphone dependence, which correlated significantly with gender, family type, type of mobile phone used, average daily mobile phone usage, and years of mobile phone usage. Mobile phone dependence has been identified as a new public health concern. The majority of respondents (84%) reported smartphone usage, with the primary purposes being communication, internet browsing (especially social networking), and studying.

Additionally, a study conducted in Uttarakhand found that excessive mobile phone use adversely affected academic performance and behavior among adolescents. Regression analysis revealed that mobile phone overuse accounted for 49% of the variations observed in certain factors among adolescents.

How does using social media make you feel?
103 responses

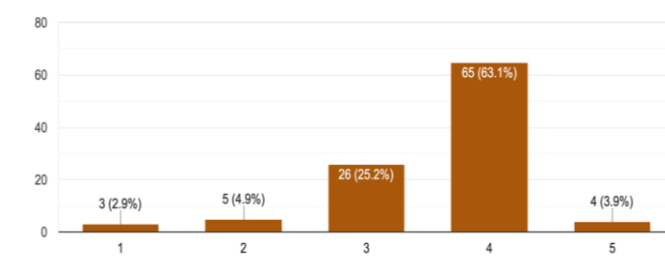


Figure 2. How does Social Media make respondents feel ?

63% of the respondents feel good on using social media while 25.2% feel moderate.

Emotional well-being is another area of concern associated with smartphone usage. While smartphones offer unprecedented connectivity and social interaction, they can also exacerbate feelings of stress, anxiety, and loneliness. The survey data revealed that a significant portion of respondents (96.1%) use social media platforms, which have been implicated in negative emotional outcomes such as social comparison, fear of missing out (FOMO), and cyberbullying. Additionally, the constant bombardment of news, updates, and online content can contribute to information overload and feelings of overwhelm, further impacting emotional health.

Do you use social media ?

103 responses

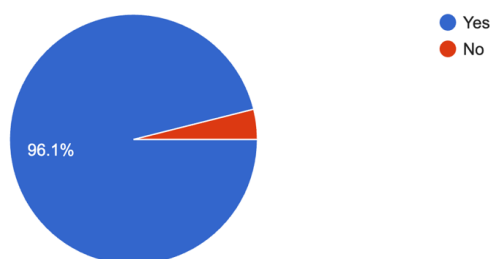


Figure 3. Social Media Usage of Respondents

Social behavior is also influenced by smartphone usage, with respondents reporting varied patterns of interaction and engagement on digital platforms. While smartphones facilitate communication and connection with others, they can also alter the dynamics of interpersonal relationships. For example, the rise of social media has transformed how individuals form and maintain relationships, with virtual interactions often replacing face-to-face communication. Moreover, the survey data revealed that 83.5% of respondents actively follow social media trends, indicating a desire for validation and belonging within online communities. The dressing sense is now majorly influenced by what's trending on the Internet. Being born into the age of the Internet, most of their existence unfolds in the digital realm. Consequently, this generation exhibits a pervasive pursuit of visual allure, seeking what is photogenic and worthy of a double-tap. The subconscious question of "Will this make a great Instagram post?" subtly influences some and overtly guides others. This impulse drives them to be the true aficionados of hype. Their aspirations lean not towards traditional markers of luxury but rather towards items that hold cult status. Their aim is not to impress their parents' acquaintances or society as a whole, but rather to leave an impression on their peers. EY's analysis of World Bank Population Projections and Estimates data for 2020 forecasts that the upcoming decade will be significantly influenced by the maturation of Generation Z, encompassing individuals born between 1995 and 2015. With a staggering population of 1.8 billion, this cohort represents nearly a quarter of the global populace. In India, where this segment numbers 375 million, they constitute 27 percent of the total population, surpassing even millennials, who account for 24 percent.

What emerged from these candid conversations were revealing insights into their shopping ethos: a penchant for instant gratification, a quest for trendiness while maintaining individuality, an affinity for aesthetics aligned with their Pinterest mood boards, and a penchant for supporting small businesses and Instagram thrift stores. Comfort reigns supreme in their fashion choices, with a preference for streetwear, athleisure, and gender-neutral attire, alongside a growing appreciation for sustainability and ethical practices.

According to Nimish Shah, creative director of Bhaane, Generation Z exhibits a distinct confidence and sense of responsibility, eschewing formal aspirations in favour of reliability. Their purchasing decisions prioritize uniqueness and personalization, with a focus on intangible qualities over price tags. As highlighted by Deepika Gehani, senior VP of marketing, PR, and design at Reliance Brands Ltd, Generation Z gravitates towards products that reflect their individuality and resonate with sustainable values, favouring uncommon and differentiated offerings.

Thus, as Internet natives, the online experience holds significant importance for Generation Z. While Instagram influences their purchases, they are discerning consumers, valuing both the cool factor and the classic. Sustainability is not merely a buzzword but a genuine concern, shaping their consumption choices and driving them towards brands that align with their values. Vogue delves deeper into the shopping preferences of Generation Z to unearth these insights.

Do you follow social media trends ?

103 responses

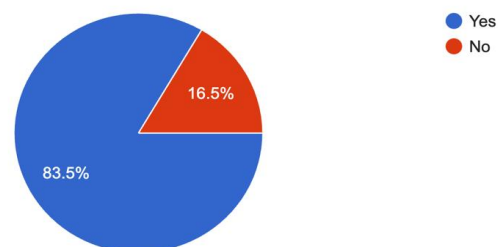


Figure 4. Social Media Trends followed by Respondents

Purchase Patterns and Consumer Behavior

The influence of smartphone usage extends beyond communication and entertainment to shape consumer behavior and purchase patterns. Analysis of survey data from respondents offers valuable insights into how smartphones impact individuals' spending habits and decision-making processes, particularly in the realm of e-commerce and investment preferences.

E-commerce usage emerges as a prominent feature of respondents' consumer behavior, with an overwhelming majority (98.1%) reporting usage of e-commerce websites. Among these platforms, Amazon stands out as the preferred choice, with 79.1% of respondents indicating its use. This dominance reflects the convenience and accessibility offered by e-commerce platforms, allowing individuals to browse and purchase a wide range of products from the comfort of their smartphones.

Moreover, the data elucidates a spectrum of spending preferences among respondents, showcasing a varied array of interests. Notably, fashion and clothing emerge as the primary focus, capturing the attention of 47.6% of participants. This trend underscores the significant demand for fashion-related products and services among today's adolescents. Following social media trends and hopping on to the bandwagon has led to this field being the most chosen one. Social media platforms such as Instagram, Snapchat, Youtube, etc. have become so influential that any type of clothing that goes viral on these platforms would then be adopted by the adolescents without any hesitation. The most preferred brands are also the ones like Zara, Armani, H&M, Bonkers, etc. which keep on changing their clothing styles based on social media trends and stand as a fashion icon among the youth.

In parallel, technology garners substantial interest, with 27.2% of respondents expressing a preference for investments in this domain. This inclination towards technology highlights the pervasive role of smartphones and digital devices in modern lifestyles, shaping consumer behavior and preferences. Furthermore, a noteworthy portion of respondents, accounting for 12.6%, exhibit an interest in books and literature. This suggests a diminishing appreciation for traditional forms of knowledge and entertainment among the surveyed population due to increased use of smartphones and developing technology.

In terms of financial priorities, investments in shares, stocks, and other valuable assets also command a share of 12.6%. This inclination towards financial investments signifies a growing awareness and interest in wealth accumulation and asset management, facilitated by smartphone technology. It reflects a shift in consumer priorities towards long-term financial security and wealth generation, indicating a desire for financial independence and stability among adolescents.

The prevalence of e-commerce usage and financial investments highlights the significant role of smartphones in facilitating consumer transactions and financial decision-making. With the rise of mobile banking, investment apps, and digital wallets, smartphones have become indispensable tools for managing finances and conducting transactions on the go. This seamless integration of financial services into smartphone ecosystems has democratized access to banking and investment opportunities, empowering individuals to take control of their financial futures.

What would you spend on the most?
103 responses

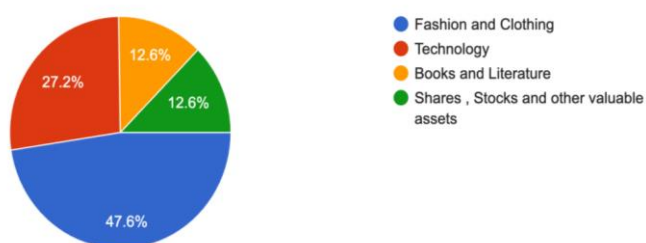


Figure 5. Respondent Spending Pie Chart

Moreover, smartphones play a crucial role in shaping consumer preferences and purchase decisions through targeted advertising and personalized recommendations. The constant stream of advertisements, promotions, and deals delivered to users' smartphones influences their purchasing behavior, prompting impulse buys and brand loyalty. Additionally, the data reveals a correlation between social media usage and fashion preferences, with 11.7% of respondents indicating that social media trends impact their fashion choices. This highlights the role of digital platforms in shaping consumer tastes and driving trends in the fashion industry.

How would you rate your income to your purchase or spending patterns?
103 responses

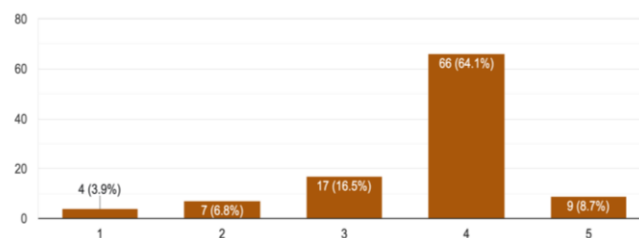


Figure 6. Purchase or Spending Patterns of Respondents

On the analysis of the spending patterns of the adolescent's as consumers we found out that the majority of respondents, constituting 64.1%, rated their income as being strongly correlated with their purchase or spending patterns, indicating a significant reliance on their financial resources to support their consumption habits. The substantial percentage of respondents who indicated a strong correlation between income and spending patterns suggests a high level of dependency on smartphones and social media platforms for making purchasing decisions. This reliance on technology may indicate that individuals are heavily influenced by online advertisements, promotions, and peer recommendations facilitated by social media. On the other hand, a smaller percentage of respondents, represented by 8.7%, rated their income as having little to no impact on their spending behaviour. This may suggest a higher degree of financial awareness and planning among this subset of respondents, who prioritize budgeting and financial discipline over impulsive purchases influenced by smartphone and social media usage.

A notable portion of respondents, accounting for 16.5%, fell into the middle ground, indicating a moderate correlation between income and spending patterns. This group may exhibit varying degrees of influence from both financial constraints and external factors such as social media trends and peer pressure.

Factors Influencing Smartphone Usage

Smartphone usage patterns are shaped by a myriad of factors, including personal characteristics, technological features, socioeconomic factors, and cultural influences. Analysis of survey data from respondents provides valuable insights into the diverse factors that influence individuals' smartphone usage behaviours.

1. Personal Characteristics:

Individual demographics and personal traits play a significant role in determining smartphone usage patterns. Age, for instance, emerges as a defining factor, with younger individuals typically exhibiting higher levels of smartphone usage compared to older demographics. This trend is reflected in the survey data, where respondents aged 16 to 21 reported spending more time on their smartphones than those aged 27 and above. Additionally, personality traits such as extraversion and openness to experience may influence the frequency and intensity of smartphone usage, with more extroverted individuals often seeking social interaction and stimulation through their devices.

2. Technological Features:

The features and functionalities of smartphones themselves shape users' behaviors and preferences. The survey data reveals distinct brand preferences among respondents, with Apple emerging as the dominant brand (67%) followed by OnePlus and Samsung. This indicates that factors such as operating system, user interface, and design aesthetics influence individuals' choices when selecting a smartphone. Moreover, the availability of apps and services on specific platforms may further drive usage behaviors, with users gravitating towards ecosystems that offer the functionality and content they desire.

3. Socioeconomic Factors:

Socioeconomic status also plays a role in shaping smartphone usage patterns, as access to technology and digital resources may vary across different socioeconomic groups. Individuals with higher incomes and levels of education are more likely to own smartphones and utilize advanced features such as mobile banking and e-commerce. Conversely, individuals from lower-income backgrounds may rely on smartphones as their primary means of accessing the internet and conducting everyday tasks, making them more susceptible to the negative effects of excessive smartphone usage.

4. Cultural Differences:

Cultural norms and values influence how smartphones are used and perceived within different societies. In some cultures, smartphones may be seen as status symbols or tools for social advancement, leading to higher levels of adoption and usage. Conversely, in cultures where technology is viewed with skepticism or where digital literacy levels are lower, smartphone usage may be more limited or regulated. Cultural attitudes towards privacy, communication, and technology also shape individuals' behaviors and preferences when using smartphones.

Mitigation Strategies

As the prevalence of smartphone usage continues to rise and concerns about its potential negative impacts on psychological well-being and consumer behavior grow, it becomes imperative to develop effective mitigation strategies. Drawing on insights from the analysis of survey data from respondents, this section proposes a range of strategies aimed at promoting responsible smartphone usage and mitigating its adverse effects.

1. Digital Well-being Tools:

One approach to addressing the negative effects of excessive smartphone usage is through the implementation of digital well-being tools. These tools, integrated into smartphone operating systems, aim to help users monitor and manage their screen time, set usage limits, and establish healthy digital habits. Features such as screen time tracking, app usage statistics, and notification management empower users to take control of their smartphone usage and make informed decisions about their digital behaviors.

2. Education Campaigns:

Education campaigns play a crucial role in raising awareness about the potential risks associated with excessive smartphone usage and promoting healthy digital habits. By providing information and resources on topics such as digital literacy, online safety, and mental health awareness, these campaigns empower individuals to make informed choices about their smartphone usage. Educational initiatives targeted at schools, workplaces, and community organizations can help foster a culture of responsible digital citizenship and promote digital well-being among users of all ages.

3. Regulatory Measures:

Regulatory measures can also play a role in mitigating the negative impacts of smartphone usage, particularly in areas such as advertising, privacy protection, and content moderation. Government agencies and regulatory bodies can implement policies and regulations aimed at promoting transparency, accountability, and ethical practices within the technology industry. For example, regulations requiring app developers to disclose the potential risks and benefits of their products or limiting the use of targeted advertising to children can help mitigate the negative effects of smartphone usage on vulnerable populations.

4. Behavioural Interventions:

Behavioural interventions, such as cognitive-behavioural therapy (CBT) and mindfulness-based practices, offer effective strategies for managing smartphone addiction and promoting healthier usage habits. These interventions focus on identifying and challenging maladaptive thought patterns and behaviours associated with excessive smartphone usage, while also promoting self-awareness, self-regulation, and mindfulness. By equipping individuals with coping skills and resilience strategies, behavioural interventions empower them to navigate the digital landscape more effectively and develop a balanced relationship with their smartphones.

5. Technological Solutions:

Technological innovations can also be leveraged to mitigate the negative effects of smartphone usage. For example, artificial intelligence (AI) algorithms can be employed to personalize and optimize digital experiences, reducing the likelihood of addictive behaviours and promoting user well-being. Similarly, advances in smartphone design, such as ergonomic features and built-in health monitoring tools, can enhance user comfort and encourage healthy usage habits.

In conclusion, mitigating the negative impacts of smartphone usage requires a multifaceted approach that addresses

individual, societal, and technological factors. By implementing a combination of digital well-being tools, education campaigns, regulatory measures, behavioural interventions, and technological solutions, stakeholders can promote responsible smartphone usage and foster a culture of digital well-being in the digital age.

6. Conclusion and Future Scope

The findings from the survey data paint a nuanced picture of the influence of smartphones on human behavior. From the prevalence of smartphone addiction to the cognitive impacts of constant connectivity, from the emotional well-being implications of social media usage to the complexities of consumer decision-making in the digital age, smartphones exert a profound influence on individuals' lives.

One of the key takeaways from this research is the importance of understanding the diverse factors that shape smartphone usage behaviours. Personal characteristics, technological features, socioeconomic factors, and cultural influences all play a role in determining how individuals interact with their devices and the impact these interactions have on their well-being.

Moreover, this research underscores the need for proactive measures to mitigate the negative effects of excessive smartphone usage. Digital well-being tools, education campaigns, regulatory measures, behavioural interventions, and technological solutions all have a role to play in promoting responsible smartphone usage and fostering digital well-being among users.

As we navigate the complexities of the digital age, it is essential to strike a balance between harnessing the potential of smartphone technology for positive outcomes and mitigating its negative impacts on individuals and society. By fostering a culture of responsible digital citizenship and promoting digital well-being initiatives, we can ensure that smartphones continue to enhance our lives while safeguarding our mental and emotional health.

In conclusion, the insights gleaned from this research provide valuable guidance for policymakers, technology developers, educators, and individuals alike as we seek to navigate the evolving landscape of smartphone usage in the 21st century. By working together to address the challenges and opportunities presented by smartphones, we can build a future where technology enriches our lives while preserving our humanity.

Data Availability

There were no data availability limitations.

Funding statement

There is no funding source to this article it has been written down with deep rooted interest and passion for the field of Business Analytics.

Conflict of Interest

There is no conflict of Interest about this paper.

Author contributions

Kush Vyas has researched and collected data for this topic . He has collected responses from the respondents and filtered and sorted the data to make the graphs and charts .He has also drawn conclusions and written the strategies and remedies .

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Kush Vyas is an aspiring Business Analyst pursuing his degree in BBA Business Analytics at MIT World Peace University, Pune. He has received multiple certificates for his extensive interest in the field. His main research domains are Sustainable Data Warehousing and Analysis, Business Analytics and Marketing Analytics.

