



Consumer Perception Towards 3G Mobile Technologies

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ABSTRACT

Consumer perception towards 3G mobile technology gives some positive and some negative influences Attitude towards Using (ATU) 3G services. Perceived Ease of Use (PEU) positively influences Perceived Usefulness of 3G services. Perceived Risk (PR) negatively influences Perceived Usefulness of 3G services. Intrinsic Motivation (IM) positively influences Attitude towards Using (ATU) 3G services. Perceived Service Quality (PSQ) negatively influences Attitude towards Using (ATU) 3G services.

By using non-probability convenience sampling a survey of 200 customers of Ahmedabad was carried out using a structured questionnaire on Consumer Perception. Analysis was carried out using descriptive statistic & Anova. This paper is intent to measure the perception of consumer towards 3G mobile technology.

KEYWORDS: 3G mobile technology & consumer perception

INTRODUCTION

Customer perception is an increasing challenge for telecommunication companies. In the last few years, the mobile telecom market has witnessed a substantial growth and rapid changes globally, as well as domestically in India. Customer satisfaction is a critical issue in the success of any business system. 3G (Third Generation) is the latest wireless technology. It is also known as UMTS (Universal Mobile Telecommunications System), an improvement over 2G (Second Generation) providing wireless access to the data and information to the users from anywhere and anytime. It is the latest mobile technology and in fact it is described by Cellular (2004) as being a generic name for the most of mobile technologies.

LITERATURE REVIEW

The availability of appealing, diverse mobile applications such as multimedia messaging and mobile internet is likely to contribute to the growth of 3G mobile. Blackwell and Engel (2009) examined the impact of various external factors on user adoption of 3G and found that price, convenience and service quality are all significant predictors of perceived value. Further, it was mentioned that the relationship between variety of service and perceived value is mediated by convenience and perceived value has a strong relationship with purchase intention (David et al, 1993).

Consumer perception theory is any attempt to understand how a consumer's perception of a product or service influences their behavior & try to understand why consumers make the decisions they do, and how to influence these decisions (Evans, 2006). Usually, consumer perception theory is used by marketers when designing a campaign for a product or brand. (Schiffman et al 2010).

RESEARCH METHODOLOGY OBJECTIVES

Our objective was to find out consumer perception towards the usage of 3g mobile technologies and to study the consumer's usage pattern of 3G mobile Technologies in Ahmedabad.

SAMPLING FRAME

Sample size : 200 respondents
 Sampling Unit: students of different colleges and professionals of well-known private companies of Ahmadabad.
 Collection method: Primary as well as secondary
 Primary data: Using Questionnaire
 Secondary: website, books.
 Sampling technique: Convenience sampling
 Analysis Tool: Statistical tools and Graphical presentation
 Statistical tools: Mean, Anova.

DATA ANALYSIS AND INTERPRETATION

Data analysis of descriptive statistic for the consumers' usage pattern of 3g mobile technologies. Total 15 statements on Five point Likert type

scale (5= Highly Agree to 1= Highly Disagree) to measure the same. The result of the descriptive is given below.

Sr. No.	Statements	Mean	Standard deviation
1)	Speed of 3G mobile technologies is higher than other generations of technologies in India.	4.29	0.87735
2)	Smart phones are more suitable for using 3G technologies than mobile phones in India.	4.08	0.9098
3)	3G mobile technologies focus more on internet facility than other facilities.	2.875	1.594392
4)	Additional facilities like video calling, mobile television, telemedicine, improved music quality, etc. are having edge over other generation technologies.	4.1	0.80201
5)	Using Applications in 3G Handsets are more complex than other 2G handsets.	3.105	1.24569
6)	3G phones have of hardware and software faults.	2.945	1.1439

Parameter with a mean higher than 3 is considered to be agreed whereas mean equals to 3 implies unbiased response of respondent and mean lesser than 3 is considered to be disagree.

As parameter 1 is having highest mean (4.29) which stipulates that majority of the respondents prefer 3G mobile technologies due to the higher speed over other generations of technologies. 3G technology provides speed of up to 21 Mbps over 2G mobile technologies that permits the speed up to only 3.2 mbps. Parameter 2 is having mean (4.1) which stipulates that majority of the respondents believe that additional facilities like video calling, mobile television, telemedicine, improved music quality, etc. are having edge over other generation technologies as the customers will get a high speed network for their communication which is far better than the 2G technology, particularly in data communication, the customer will get wireless broadband, customer can see video or satellite based programs like TV programs using this technology, customers can use all the facilities at same time, It may also be cheap than the other traditional media we are using, as a result of price war, the many in one services will be available at the same network and due to use of the DTH (Direct To Home) & the 3G technology, everyone will use this multiple services to avoid time loss and keeping records for different service providers. Parameter 3 is having mean (4.08) which stipulates that majority of the respondents believe that smart phones are more suitable for using 3G technologies than mobile phones in India as the 3G smart phone networks, enable network operators to offer users a wider range of advanced services like wireless voice telephony, video calls, and broadband wireless data, all in a mobile environment moreover, additional features also include HSPA (High Speed Packet Access) data transmission capabilities able to deliver great speeds on downlink and uplink

Parameter 4 is having mean (3.105) which stipulates that majority of the respondents believe that using applications in 3G Handsets is

neither more complex nor much easier than other 2G handsets as all youngsters and educated employees do not find it difficult while the persons who are illiterate and not technocrat find it very difficult.

Parameter 5 is having mean (2.945) which stipulates that majority of the respondents believe that 3G phones have of hardware and software faults as hardware or software issues have plagued 3G phones. In 2009, for example, the Nokia 5800 was pulled from shelves due to its internal 3G connection faults. It News reported in 2009 that 5800 "users are reporting that while they can connect to AT&T's GSM (2G) and EDGE networks, 3G connections are proving more difficult." Similarly, in 2010, iPhone 4 users have complained about the failure of their phone's 3G connection. BGR reported in July 2010 that "according to the reports, folks with an iPhone 4 are experiencing slow or even non-existent 3G connectivity in areas where 3G signal is present."

Parameter 6 is having mean (2.875) which stipulates that majority of the respondents believe that 3G mobile technology focuses more on internet facility than other facilities as in the advertisements and in informal talks directly or indirectly the telecommunication companies' more focus seems on internet facility as far as 3G mobile technologies is concerned but in reality the situation is different as 3G mobile technologies is also having focus on other facilities like video calling, telemedicine, mobile TV, location based services, etc.

ONE-WAY ANNOVA FOR FINDING OUT CONSUMER PERCEPTION TOWARDS THE USAGE OF 3G MOBILE TECHNOLOGIES

H0: There is no significant difference in consumer perception towards 3G mobile technologies in India among different age group people.

H1: There is a significant difference in consumer perception towards 3G mobile technologies in India among different age group people.

Table 1

Sr. no.	Dependent variable	Independent variable	Significance value
1	Perception	Age	0.101

Significance Value : 0.05

Interpretation

From the above table we can interpret that the significance value (0.101) is greater than 0.05 so the null hypothesis will be accepted and the alternative hypothesis will be rejected. So there is no significant difference in perception of consumers towards 3G mobile technologies in India among different age group people.

H0: There is no significant difference in consumer perception towards 3G mobile technologies in India among different income group people.

H1: There is a significant difference in consumer perception towards 3G mobile technologies in India among different income group people.

Table 2

Sr. No.	Dependent variable	Independent variable	Significance value
1	Perception	Income	0.785

Significance Value: 0.05

Interpretation

From the above table we can interpret that the significance value (0.785) is greater than 0.05 so the null hypothesis will be accepted and the alternative hypothesis will be rejected. So there is no significant difference in consumer perception towards 3g mobile technologies in India among different income group people.

H0: There is no significant difference in consumer perception towards 3G mobile technologies in India among people from different occupation.

H1: There is a significant difference in consumer perception towards 3G mobile technologies in India among people from different occupation.

Table 3

Sr.no.	Dependent variable	Independent variable	Significance value
1	Perception	Occupation	0.684

Significance Value: 0.05

Interpretation

From the above table we can interpret that the significance value (0.684) is greater than 0.05 so the null hypothesis will be accepted and the alternative hypothesis will be rejected. So there is no significant difference in consumer perception towards 3G mobile technologies in India among people from different occupation.

CONCLUSION

As per the survey speed of 3G mobile technology is higher than other generations of technologies in India, Smart phones are more suitable for using 3G technologies than mobile phones in India , Additional facilities like video calling, mobile television, telemedicine, improved music quality, etc. are having edge over other generation technologies , Using Applications in 3G Handsets is more complex than other 2G handsets, 3G mobile technologies focus on all facilities in equivalent manner including internet facility, 3G phones do not have of hardware and software faults. So we can say that there are no differences in the consumers' usage pattern of 3G mobile technologies in Ahmedabad. Consumers' perception towards 3G mobile technologies does not change as per their age, income and occupation in India.

SUGGESTIONS

Mobile phones in which implementation of 3G mobile technologies can be implemented should improve their suitability for the same in comparison of all smart phones. Using applications of 3G mobile technologies should be easier.

Hardware and software problems of 3G mobile technologies should be solved as quickly as possible. Thus, there are not much differences in the consumers' usage pattern of 3G mobile technologies in Ahmedabad so again all service providers should do all marketing activities irrespective of consumer's usage pattern. Consumers' perception towards 3G mobile technologies does not change as per their age, income and occupation so all service providers should do all marketing activities irrespective of consumers' age, income and occupation.

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