FACTORS AFFECTING PREFERENCE OF USERS TOWARDS INTERNET SERVICE PROVIDERS IN MADURAI DISTRICT

Dr.S.C.B. Samuel Anbu Selvan

Assistant Professor Department of Commerce The American College Madurai

M. Ananthi

Research Scholar Department of Commerce Madurai Kamaraj University Madurai

ABSTRACT This paper investigates factors which can influence the user preference of internet services in Madurai district. This study is the nature of Empirical research. The data required for the research purpose have been obtained from both primary and secondary sources. Pilot study reveals that the standard deviation of the population is 0.503. Hence, researcher has decided to take over the lower limit of sample size as 400 samples. The researcher has adopted disproportionate Area sampling,

Major preference of the respondents are Quality of network Coverage, Connection of speed, Ease in obtaining the connection, Cost of setup and Tariff rate, reputation of the company, past experience with the provider and Customer assistance after sale.

This study has attempted to discuss the some factors influencing the user preference regarding internet services. The study revealed that four factors such as perceived quality, perceived risk, trustworthiness, brand awareness are loaded.

1. Introduction

This paper investigates which can influences the user preference of internet services in Madurai district. It involves various factors such as preference regarding service providers, purpose of use, Device and choice of Web Browser and so on. The study revealed that the significant variables of concern are, brand awareness, perceived quality, perceived risk, trustworthiness. These factors also influenced the use internet services namely These variables will be reviewed in more detail below.

2. Statement of the problem

While selecting an ISP, tariff and instrument installation cost was the key factor in the mind of users. Indeed, the quality of service is sometimes more important for customers than the cost of acquiring that service. Due to these challenges service providers to be aware of their needs and expectations of users, and to know how they perceive the quality of the service provided to them not only for attracting new customers but more important in order to regain and retain their existing users who may otherwise switch to another service, due to dissatisfaction or any other problems with the present service providers. Hence, this study has made an attempt to examine perception of users towards Internet services providers in Madurai district.

3. Objectives of the Study

1) To study their present scenario of the services offered by the internet service providers
2) To identify the factors influencing the user preference of internet services in Madurai District.
3) To offer valuable contributions to the policy maker to provide better service.

4. Scope of the Study

This study focused on the view of analysing the different factors associated with the service providers as well as users satisfaction are discussed in detail. The scope of the study is limited to the period taken for the study from 2014 to 2017. The present study highlights the brand awareness and perceptions of users towards the service of internet service providers. In addition, this study considered the internet user from 6 brands of service providers who are the key players in Madurai district, Tamil Nadu are taken into account.

5. Review of Literature

David P. McClure (2003) in his research paper " Internet Service Providers-In the 21st Century" describes the Internet Service Provider industry is larger than it was in earlier 1997.The customer base will be a mix of business and residential customers. While larger companies in the cable and telecommunications industry will dominate the less profitable residential market, the business markets will be dominated by a more diverse mix of national ISPs and well-niched smaller players.

Farnaz Saadat and Mohammad Soltanifar (2004) in their article titled "The Role of Internet Service Providers (ISPS) in Encouraging Customers to Use Their Internet Services in Iran and states that the role of ISP companies in attracting and encouraging network users to use their internet services. It needed to investigate the four ISP companies, that there was a significant difference among the four factors of designing graphic logo and different parts of the website, ease of use of the website, interactivity and intellectual and social capital. In general, it can be conclude that the websites of all of the four ISP companies, having a significant relationship between the ease of use of websites and web users to visit the websites to use its online.

Kanaujia and Satyanarayana (2003) have done a study titled "A Study on Internet awareness and web based learning among Science and Technology information community of Lucknow city". The major findings of the study revealed that 49.2% users browed the web for more than 2 to 4 hours and 14% for more than 5 hours a day. The study further showed that 36.6% users consulted e-journals regularly on the Internet, 40.4% used Internet for consulting technical reports, 24.8% to find online data bases and 10.4% for telnet service.

Nandhini and Sivasakthi(2014) in their study "A study on Customer Attitude Perception towards Branded Broad band" with the objective to evaluate the demographic profile of the broadband users in residential and commercial setup and their behavioural intention towards the factors influencing the purchase of broadband connectivity and the level of satisfaction on brand, price, quality and reliability.

6. Research design

This study is the nature of Empirical research. The study is based on the survey of the respondent. The data required for the research purpose have been obtained from both primary and secondary sources. Pilot study reveals that the standard deviation of the population is 0.503 Hence, researcher decided to take over the lower limit of sample size as 400 samples. The researcher has adopted disproportionate Area sampling,

7. Analysis and Discussion

Table 1 Factor for the Selection of Service Providers

Rank	1	2	3	4	5	6	7	8	Total	Average Score	Rank
Scale	80	68	60	53	47	40	32	20			
Factor	114	75	36	104	18	21	25	7	400		
Quality of network Coverage											
Fx	9120	5100	2160	5512	846	840	800	140	24518	61.295	1
Ease in obtaining the connection	43	61	86	50	111	21	21	7	400		
Fx	3440	4148	5160	2650	5217	840	672	140	22267	55.6675	3
Cost of setup and Tariff rate	43	50	71	86	25	43	39	43	400		
Fx	3440	3400	4260	4558	1175	1720	1248	860	20661	51.6525	4
Connection of speed	107	78	61	25	36	39	36	18	400		
Fx	8560	5304	3660	1325	1692	1560	1152	360	23613	59.0325	2
Good reputation of the company	29	54	25	32	71	89	57	43	400		
Fx	2320	3672	1500	1696	3337	3560	1824	860	18769	46.9225	5
Past experience with the provider	11	43	14	50	39	54	89	100	400		
Fx	880	2924	840	2650	1833	2160	2848	2000	16135	40.3375	7
Package and downloading Limit	18	25	71	43	71	79	54	39	400		
Fx	1440	1700	4260	2279	3337	3160	1728	780	18684	46.71	6
Customer assistance after sale	35	14	36	10	29	54	79	143	400		
Fx	2800	952	2160	530	1363	2160	2528	2860	15353	38.3825	8
Total	400	400	400	400	400	400	400	400			

Note: x = Scale value; f = Number of Respondents; fx = Score,

Analysis of the factors in the table 1 brings to light the rank order of the factors which Rank the following factor while choosing internet service provider. Quality of network Coverage is ranked first with Garrets' score of 24518, followed by Connection of speed (Garret's score of 23613). Ease in obtaining the connection occupies the third place with the Garrets' score of 22267. The fourth rank for Cost of setup and Tariff rate with the Garrets' score of 20661 and fifth ranks goes to good reputation of the company (Garrets' score of 18769). Package loading and limited plan occupies the sixth place with Garrets' score of 18684 and past experience with the provider secure seventh place with Garrets' score of 16135. Customer assistance after sale which brings the least Garrets' score of 3589.

8. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.791
Bartlett's Test of Sphericity	Approx. Chi-Square	27527.303
	Df	1953
	Sig.	.000

Kaiser-Meyer-Olkin test used to measure the sampling adequacy. Minimum of 0.5 required to decide that the current sample is enough for attempting factor analysis or not. KMO value for this study is excellent for based on the samples for determining factors influencing awareness and perception of users towards internet service providers (.791). Significance level of Bartlett's test of sphericity is less than .05 indicate that there are probably significant relationships among given variables. Significance level for this study has .000 which is less than .05 thus suggesting that the variables are highly correlated.

9. Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	15.880	35.207	35.207	15.377	34.408	34.408
2	5.589	18.872	54.079	5.398	18.568	52.976
3	4.694	17.451	71.529	4.883	17.752	70.727
4	2.246	6.740	78.269	2.752	7.542	78.269

First factor has highest level of influence based on the eigen value is 34.41% and highly useful for measuring awareness and perception of users towards Internet service providers. The first factor is labelled as "Perceived Quality". This label has been framed based on the nature of variables loaded. In total of thirty four variables loaded to determine Perceived Quality.

Second factor has highest level of influence based on the eigen value is 18.57% and highly useful for measuring awareness and perception of users towards Internet service providers. The second factor is labelled as "Perceived Risk". This label has been framed based on the nature of variables loaded. In total of twelve variables loaded to determine Perceived Risk.

Third factor has highest level of influence based on the eigen value is 17.75% and highly useful for measuring awareness and perception of users towards Internet service providers. The third factor is labelled as "Trustworthiness". This label has been framed based on the nature of variables loaded. In total of seven variables loaded to determine Trustworthiness.

Fourth factor has least level of influence based on the eigen value is 7.54% and useful for measuring awareness and perception of users towards Internet service providers. The fourth factor is labelled as "Brand Awareness". This label has been framed based on the nature of variables loaded. In total of ten variables loaded to determine Brand Awareness.

10. Contribution of the study

Major preference of the respondents are Quality of network Coverage, Connection of speed, Ease in obtaining the connection, Cost of setup and Tariff rate, reputation of the company, past experience with the provider and Customer assistance after sale. This study has attempted to discuss the some factors influencing the user preference regarding internet services. The study revealed that four factors such as perceived quality, perceived risk, trustworthiness, brand awareness are loaded. These factors have 78% of influence to decide the user preference of internet service providers.

Conclusion

This study has attempted to discuss the some factors influencing the user preference regarding internet services. The study revealed that four factors such as perceived quality, perceived risk, trustworthiness, brand awareness are loaded. Services providers must concentrate on these factors to get the maximum attention from the users.

Reference

1. David P. McClure (2003) " Internet Service Providers-In the 21st Century" US Internet Industry Association.

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