



**A STUDY ON CUSTOMER PERCEPTION AND PATRONAGE OF  
FORTHCOMING 3G TECHNOLOGY IN COIMBATORE WITH REFERENCE TO  
SMALL AND MEDIUM ENTERPRISE (SME)**

A PROJECT REPORT

submitted by

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**REG NO.0820400005**

In partial fulfilment of the requirements

For the award of the degree

Of

MASTER OF BUSINESS ADMINISTRATION

AUGUST 2009

**KCT Business School**

Department of Management Studies

**Kumaraguru College of Technology**

**(An autonomous institution affiliated to Anna University, Coimbatore)**

Coimbatore – 641 006

## ACKNOWLEDGEMENT

I express my sincere gratitude to our revered chairman Arutselvar Dr.N.Mahalingam,

Our co-chairman B.K Krishnaraj vanavarayar . Correspondent Sri.M.Balasubramaniam , our principal - in-charge Prof.M.Annamalai,for giving me this opportunity to gather experience of doing a project at a corporate.

I would like to thank Dr.S.V.Devanathan ,Ph.D,Director,KCT Business school, Department of management studies for the help and guidance rendered.

I am very thankful to my guide Mr.C.Ganeshmoorthy ,Senior Lecturer, KCT Business school,coimbatore for his valuable guidance. I would like to thank all the staff members of the Department of Management studies for their help and support.

Also , I am very much thankful to Mr.Porpathasekaren, DGM,BSNL,coimbatore, who have initiated the project of launching 3G technology in coimbatore zone and also helped me to pursue this project.



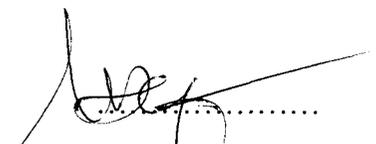
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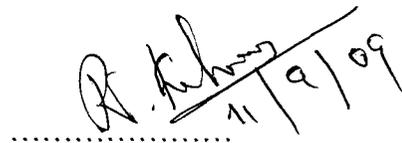
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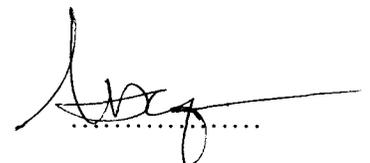
Project Guide

  
Director

Evaluated and viva-voce held on..11.9.2009.

  
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Examiner-I

  
Examiner-II

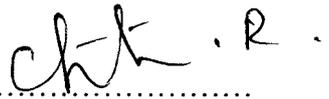
### DECLARATION

I, hereby declare that this project report entitled as “ A STUDY ON CUSTOMER PERCEPTION AND PATRONAGE OF FORTHCOMING 3G TECHNOLOGY IN COIMBATORE IN REFERENCE TO SMALL MEDIUM ENTERPRISE(SME)”, has undertaken for academic purpose submitted to Anna university in partial fulfilment of requirement for the award of the degree of Master of Business Administration .The project report is the record of the original work done by me under the guidance of Mr.C.Ganeshmoorthy ,Senior lecturer , KCT Business school, during the academic year 2008-2010

I, also declare hereby, that the information given in this report is correct to the best of my knowledge and belief.

Place: Coimbatore

Date:



(R.CHITRA)

## EXECUTIVE SUMMARY

## **EXECUTIVE SUMMARY:**

The launch of 3G technology in coimbatore by BSNL aimed at the awareness level of customers. The study also portrays whether the launch would revolutionise the Indian communication Field. Also to find the motivational and critical factors in launching 3G technology. The study was conducted in coimbatore. The sample size is 100. The sample is being collected by means of structured questionnaire and customer database has been provided by BSNL. The sampling technique used is Area probability sampling. The type of study is Exploratory study. The research tools used for analysis is percentage analysis , chi-square test and Factor analysis. In general , it is found that most of them express their willingness to migrate to 3G technology and the awareness level is less when compared to foreign countries. The most critical factors affecting 3G service is 3G mobile handsets are really expensive.

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# INTRODUCTION

## **CHAPTER-1**

### **INTRODUCTION**

#### **1.1 PROBLEM STATEMENT:-**

The researcher attempts to find the customer perception and patronage of forthcoming 3G technology which is to be launched by BSNL specifically in coimbatore city to trace out whether customers express their willingness to migrate to 3G technology and also to study whether it would succeed in launching 3G technology.

#### **1.2 OBJECTIVES:-**

- To study the awareness and the launch of 3G technology among small medium enterprise(SME)
- To study the critical factors in launching the 3G technology.
- To study the consumer perception and motivation factors for migration to 3G technology.

#### **1.3 SCOPE OF THE STUDY:**

The scope of the study is limited and it covers the customer perception and patronage of forthcoming 3G technology specifically only in coimbatore. The study mainly finds awareness level ,motivational , critical factors in launching 3G technology and also to find the willingness of the customers of coimbatore to migrate from 2G/2.5G to 3G technology.

#### 1.4 BSNL:-

*Bharat Sanchar Nigam Limited* (known as **BSNL**, *India Communications Corporation Limited*) is a public sector telecommunication company in India. It is India's largest telecommunication company with, 24% market share as on March 31, 2008. Its headquarters are at Bharat Sanchar Bhawan, Harish Chandra Mathur Lane, Janpath, New Delhi. It has the status of *Mini Ratna*, a status assigned to reputed public sector companies in India.

BSNL is India's oldest and largest Communication Service Provider (CSP). Currently has a customer base of 90 million as of June 2008. It has footprints throughout India except for the metropolitan cities of Mumbai and New Delhi which are managed by MTNL. As on March 31, 2008 BSNL commanded a customer base of 31.55 million Wireline, 4.58 million CDMA-WLL and 54.21 million GSM Mobile subscribers. BSNL's earnings for the Financial Year ending March 31, 2007 stood at INR 397.15b (US\$ 9.67 b) with net profit of INR 78.06b (US\$ 1.90 billion). BSNL has an estimated market value of \$ 100 Billion. The company is planning an IPO with in 6 months to offload 10% to public in the Rs 300-400 range valuing the company at over \$100 billion.

BSNL provides almost every telecom service in India. Following are the main telecom services provided by BSNL:

- **Universal Telecom Services** : Fixed wireline services & Wireless in Local loop (WLL) using CDMA Technology called **bfone** and **Tarang** respectively. As of December 31, 2007, BSNL has 81% marketshare of fixed lines.

- **Cellular Mobile Telephone Services:** BSNL is major provider of Cellular Mobile Telephone services using GSM platform under the brand name BSNL Mobile. As of March 31, 2007 BSNL has 17% share of mobile telephony in the country.
- **Internet:** BSNL provides internet services through dial-up connection (Sancharnet) as Prepaid, (NetOne) as Postpaid and ADSL broadband (BSNL Broadband). BSNL has around 50% market share in broadband in India. BSNL has planned aggressive rollout in broadband for current financial year.
- **Intelligent Network (IN):** BSNL provides IN services like televoting, toll free calling, premium calling etc.

#### **Administrative units:**

BSNL is divided into a number of administrative units, termed as telecom circles, metro districts, project circles and specialized units, as mentioned below:

#### **Training Institutions**

1. Bharat Ratna Bhim Rao Ambedkar Institute Of Telecom Training, Jabalpur, Madhya Pradesh
2. National Academy of Telecom Finance and Management, Hyderabad
3. Telecom Factory, Bhopal
4. RTTC Ahmedabad
5. RTTC Trivandrum
6. RTTC, Indore
7. RTTC Jaipur
8. RTTC Pune

9. RTTC BHUBANESHWAR

10. RTTC CHENNAI

11. RTTC GUWAHATI

12. RTTC HYDERABAD

13. RTTC LUCKNOW

14. RTTC MYSORE

15. RTTC NAGPUR

16. RTTC RAJPURA

**Present and future:**

BSNL (then known as Department of Telecom) had been a near monopoly during the socialist period of the Indian economy. During this period, BSNL was the only telecom service provider in the country (MTNL was present only in Mumbai and New Delhi). During this period BSNL operated as a typical state-run organization, inefficient, slow, bureaucratic, and heavily unionised. As a result subscribers had to wait for as long as five years to get a telephone connection. The corporation tasted competition for the first time after the liberalisation of Indian economy in 1991. Faced with stiff competition from the private telecom service providers, BSNL has subsequently tried to increase efficiencies itself. DoT veterans, however, put the onus for the sorry state of affairs on the Government policies, where in all state-owned service providers were required to function as mediums for achieving egalitarian growth across all segments of the society. The corporation (then DoT), however, failed miserably to achieve this and India languished among the most poorly connected countries in the world. BSNL was born in 2000 after the corporatisation of DoT. The efficiency of the company has since improved. However, the performance level is

nowhere near the private players. The corporation remains heavily unionised and is comparatively slow in decision making and implementation. Though it offers services at lowest tariffs, the private players continue to notch up better numbers in all areas, years after year. BSNL has been providing connections in both urban and rural areas. Pre-activated Mobile connections are available at many places across India. BSNL has also unveiled cost-effective broadband internet access plans (DataOne) targeted at homes and small businesses. At present BSNL enjoy's around 60% of market share of ISP services

2007 has been declared as "Year of Broadband" in India and BSNL is in the process of providing 5 million Broadband connectivity by the end of 2007. BSNL has upgraded existing Dataone (Broadband) connections for a speed of up to 2 Mbit/s without any extra cost. This 2 Mbit/s broadband service is being provided by BSNL at a cost of just US\$ 11.7 per month (as of 21/07/2008 and at a limit of 2.5GB monthly limit with 0200-0800 hrs as no charge period). Further, BSNL is rolling out new broadband services such as triple play.

BSNL is planning to increase its customer base to 108 million customers by 2010. With the frantic activity in the communication sector in India, the target appears achievable.

BSNL is a pioneer of rural telephony in India. BSNL has recently bagged 80% of US\$ 580 m (INR 2,500 crores) Rural Telephony project of Government of India. On the 20th of March, 2009, BSNL advertised the launch of BlackBerry services across its Telecom circles in India. The corporation has also launched 3G services in select cities across the country. Presently, BSNL and MTNL are the only players to provide 3G services, as the Government is still in the process of auctioning the 3G spectrum to private players.

## Challenges:

During the financial year 2006-2007 (from April 1, 2006 to March 31, 2007) BSNL has added 9.6 million new customers in various telephone services taking its customer base to 64.8 million. BSNL's nearest competitor Bharti Airtel is standing at a customer base of 39 million. However, despite impressive growth shown by BSNL in recent times, the Fixed line customer base of BSNL is declining. In order to woo back its fixed-line customers BSNL has brought down long distance calling rate under OneIndia plan, however, the success of the scheme is not known. However, BSNL faces bleak fiscal 2006-2007 as users flee, which has been accepted by the CMD BSNL. Presently there is an intense competition in Indian Telecom sector and various Telcos are rolling out attractive schemes and are providing good customer services.

Access Deficit Charges (ADC, a levy being paid by the private operators to BSNL for provide service in non-lucrative areas especially rural areas) has been slashed by 37% by TRAI, w.e.f. April 1, 2007. The reduction in ADC may hit the bottomlines of BSNL. BSNL launched 3G services in 11 cities of country in 2nd march 2009. MTNL which operates in Mumbai and Delhi first launched 3G services in these cities.

### **3G technology in India**

From the time of telegraphs Indian telecom sector has witnessed an immense growth and has diversified into various segments like, Fixed Line Telephony, mobile telephony, GSM, CDMA, WLL etc. The telecom industry is growing at a fast pace introducing newer technologies. Even the network operators and handset providers are also coming up with newer value added services and advanced technology cell phones with multimedia applications.

Now it's time to welcome the much-awaited 3G Technology. Bharat Sanchar Nigam Limited is all set to launch the technology by December 2007. Not only the network providers but also the handset providers in India are waiting eagerly for the launch of 3G to earn very high revenues from the value added services provided by the technology.

The technology is initially being launched on CDMA platform. The technology is being tested over various platforms and cellular networks.

### **3G TECHNOLOGY**

3G or Third Generation technology is a convergence of various Second Generation telecommunication systems. The technology is intended for SMARTPHONES - multimedia cell phones. Video broadcasting and other e-commerce services such as, stock transactions and e-learning will now be made possible much faster. It offers 3 Mbps speed for downloading, which is very high as compared to that of the 2G technology. The 3G technology provides for internet surfing, downloading, e-mail attachment downloading, audio-video conferencing, fax services and many other broadband applications.

### **EXISTENCE OF 3G TECHNOLOGY**

3G Technology was implemented in Japan for the first time in the world. Today the technology is serving 25 countries over more than 60 networks having its existence in Asia, Europe and USA. Video conferencing has been a major factor in the success of the technology.

### **3G TECHNOLOGY & HUMAN RESOURCES**

Not only the media and entertainment but the business sector too has started utilizing the 3G

applications worldwide. Video conferencing allows two individuals at a distance to interact in the same way as they could have done in person. The technology is being implemented at various functional level of the business such as, marketing, human resources, etc.

### **Mobile Interview**

In today's global scenario, the 3G technology will enable organizations and qualified candidates to have a telephonic interview in a modern way through video conferencing. Traditional telephonic interview and personal interviews may be replaced by 3G voice and video conferencing. This will reduce the cost and save the time of both the organizations and the candidates.

### **Conferences**

3G technology provides for video conferencing which can help the Human Resource Department interact with their seniors at the time of urgency without wasting other resources. This can be very much helpful when the concerned person is out of state or country.

### **File Transfer**

With the advent of video and audio multimedia and a faster rate of downloading e-mail attachments, employees in an organization can request any urgent file or report they need to present to the clients. This will again reduce the burden on organization's resources and increase employee effectiveness.

### **e-learning & m-learning**

3G technology provides for internet browsing that will help the employees to surf and learn using their 3G cell phones while traveling (m-learning) or from home. The organizations can schedule training modules for the employees of other branches through video conferences.

### **3G pricey options**

The world has come a long way since NTT DoCoMo launched its WCDMA network in 2001. According to the 3G market forecast by an international market research agency Research and Markets, there were a total of 614 mn 3G subscribers globally at the end of 2007, and the number was projected to grow at a CAGR of 34% in the near future.

Given the potential of this technology, the recent announcement of the 3G guidelines in India has come as a huge relief both to the consumer and the telecom industry. The appetite for value added services has always been huge in India and it is only set to soar higher with this announcement. As per estimates from Gartner, VAS is expected to account for around 22% of the total revenue for mobile operators by 2010.

While the debate between WiMax and 3G is still on, the telecom industry is welcoming the introduction of 3G.

The penetration level of 3G, however, is still uncertain. The new technology comes with costs attached, and while the upper-middle class business professionals might be able to utilize these services, a major part of our population is still far from the levels of affordability that these services ask for.

With a per capita income (national average) of as low as \$950 per annum (Rs 38,000 approximately), access to these technologies shall remain for the select few. Rs 8,000, the minimum amount required for purchasing a 3G handset, is a luxury that most can't afford.

Also, other gadgets such as laptops, which can use 3G-run broadband access, are yet to make inroads among the large population.

Bharat Bhatia, regional director, India, Saarc, and South East Asia, Motorola Global Government Affairs and Public Policy, acknowledges the prospects of limited penetration of 3G due to the price sensitivity of our nation, but is also hopeful that these services will soon become affordable for a large chunk of our population. He adds, “New technologies such as WiMax shall offer the most cost-efficient way of connecting people over large distances, particularly for offering an inexpensive way for rural India to connect to the Internet and thus bridge the digital divide.”

Even as most handset manufacturers see a tremendous growth opportunity in the realm of 3G-enabled mobiles, it is certain that price will play a key role in deciding the fate of the new technology. To tackle this concern, mobile phone manufacturers are making efforts to come up with phones as cheap as Rs 3,500, against the currently available minimum price of over Rs 8,000. Mobile makers in India are also expecting prices to dip, and thus are contemplating aggressive plans to come up with affordable handsets in this category.

Analysts say that 3G first needs to be popular with the middle class segment if it is to bring the much talked about “broadband revolution”. For such kind of change to take place, the price of the handset and the services will play a crucial role.

About 15-20% mobile phones in India are already 3G-enabled, but they have to be made affordable. The availability of reasonably priced phones has already made many experts rework their estimates of the size of the 3G market to grow from the present 40-70 mn to 100-150 mn by 2012.

## **The 3G Line-up**

South Korean electronics giant, LG, which already has the KU250 3G phone model positioned as one of the cheapest phones in this category in the world, had reportedly announced earlier to bring the adoption of this model in India for around \$100. Also, Chinese telecom giant Huawei Technologies, is in talks with leading Indian operators of GSM mobile services to sell a 3G entry-level phone within \$80-100. The company feels that bulk deals with operators would push down prices of 3G handsets further. It has already supplied these basic 3G phones to operators in the Hong Kong market.

Motorola launched its 3G Motorazr V9 Ferrari in India last month, priced at Rs 21,840. With the guidelines issued last week for 3G, the manufacturer is planning to bring in more 3G handsets in the market. It also expects prices to fall dramatically to Rs 4,000-5,000. Recently, Spice launched its first Indian 3G-enabled device in technical collaboration with Qualcomm, which is working on smart phones that cost Rs 10,000 and a PC-like Internet access device priced at around Rs 8,000. Qualcomm is also approaching Indian mobile operators to launch carrier branded 3G mobile handsets. The company is in talks with Indian GSM operators, who will launch 3G services bundled with their own branded handsets. Operators such as Vodafone and Hutchison have their own handset brands for 3G services in Europe.

Nokia, which has more than twenty-five 3G enabled handsets in the market is also working on the affordability issue. Meanwhile, the launch of the all new and much-hyped Apple 3G iPhone couldn't have come at a better time. Not only is it coming with a lot of exciting features (at a cost of course), but is also generating awareness about this new technology. It is the first ever phone which is being publicized with 3G as its primary feature unlike any other handset providing the facility. In fact, a majority of people possessing a handset from the hugely popular Nokia N-Series are little aware of the 3G functions in their phone. Bharti

Airtel and Vodafone, who are jointly launching the iPhone in India, are also optimistic about the future of 3G in India. Airtel has received around 2.5 mn inquiries for the iPhone 3G, since its announcement. Out of which, about one million inquiries have been made over the Internet alone. Airtel expects a 30% conversion rate over these numbers, which is very encouraging. These service providers are also enthusiastic about the prospects of Blackberry services (provided they get the license) once 3G is functional in the country.

### **Information Crisis**

There isn't much awareness about the 3G features in the currently available handsets in the market though, 3G handsets have been available in India for quite some time now. A lot of our handset manufacturers have already proved to be futuristic in this regard. 3G enabled handsets from Nokia, Sony Ericsson, and a few others have been available in the market since over a year now, although awareness among consumers is still low. Blackberry services are already capable of supporting the 3G features, again a fact lesser known.

Devindar Kishore, director, Marketing, Nokia says, "As the market leader, Nokia has been at the forefront of introducing technologies that have revolutionized the way mobility is perceived. It is for this reason that most of our devices not only support 3G but other platforms like WCDMA, HSPA, and Wi-Fi as well. Strategically, our investment into new technologies is aimed at being future ready to cater to the needs of the market."

3G, however, is expected to propel the growth of the telecom industry by offering superior quality of services, and allowing a larger pool of people to benefit from mobility. On the consumer front as well, given the rate at which the Indian mobile industry and the need for on demand content is growing, higher data speed and implementation of more advanced networks will definitely give it a major boost.

“The industry is aware of the information crisis amongst the consumer regarding 3G,” says Anil Arora, group head, GSM, LG. “India is a developing market. In contrast, European markets are much more mature. The major roadblock that we foresee is customers' awareness and acceptability of 3G. First time users may not understand the service and hence not utilize the same to its optimum.” Thus, while the handset manufacturers are busy churning out 3G-enabled handsets, and service providers are preparing for the big spectrum auction, the consumer is impatiently waiting for the services to roll out so that he can enjoy enhanced features like video-conferencing, MMS, e-mail, video games, and live information services on his suave 3G handset. And well, these handsets are only set to improve, in terms of quality and price. Meanwhile, for those who can't wait, we have a chart below to prepare you well for the big 3G Invasion!

## 1.5 REVIEW OF LITERATURE

Brett R parks (2009)<sup>1</sup> in his study entitled “ HTC touch diamond review -3G technology for the future” depicts that All of the mobile phone manufacturers are trying to join the vie to 3G technology. It affectations everyone is streaming the vie to develop new mobile phones that hit more capabilities than the older one. It also reason upgrading older features and virtually creating the kindred of a camera phone, MP3 player and computer that fits into your pocket, thusly the soubriquet \"Pocket PC.\" The newer the profession and the faster a consort crapper come into set with what the public need, the more outstanding that consort module be.

Source: [http://EzineArticles.com/?expert=Brett\\_R\\_Parks](http://EzineArticles.com/?expert=Brett_R_Parks)

Members of Industrial Engineering and Engineering management(Dec 2007)<sup>2</sup> made study using UTAUT(UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY) reveals that Although Taiwan's 3G services started its operation in 2003, the main profit sources for telecommunication company is still the cheaper fees of airtime minutes. Therefore, this study is directed on how these companies design the marketing tactics closer to the consumers' need under the dual influences of the decreasing individual's contribution and the low utility rate, as well as how to improve customers' willingness to adopt 3G mobile telecommunication services.

Source: [www.comsoc.org](http://www.comsoc.org)

Yan Hui, Aalborg university<sup>3</sup> in his study entitled "The discussion of 3G mobile systems in china –Technology standards and National interests says about The development of 3G service is perceived to have important economic and social impact. In addition, 3G is an important stake especially for developing countries. Successful development of 3G service can help developing countries shorten technology gaps with developed countries. But failure to do so could widen the digital gap further. Although most European countries and some East Asian counties have already launched 3G services, China's allocation of 3G operations was postponed again and again, until it promulgated TD-SCDMA as a 3G standard on January 20, 2006.

Source: [web.rollins.edu/~tlairson/asiabus/china3g2.pdf](http://web.rollins.edu/~tlairson/asiabus/china3g2.pdf)

Xinhua News agency(2005)<sup>4</sup> in an article "china to use 3G technology for mobile telecom before 2008 says that The Chinese government will begin to provide 3G (third generation) based mobile telecommunications service before 2008, said Minister of Information Wang Xudong on Wednesday at the 2005 Fortune Global Forum in Beijing. He said China has always paid a lot of attention to the development of the 3G telecom, and that it will continue to keep pace with growth trend for the technology and will devote great efforts to research and development in this respect.

International operators track China's 3G technology <sup>5</sup>(2008). An executive from one of China's largest telecom equipment vendors said international mobile network operators have expressed interest in the country's homegrown third-generation (3G) mobile technology, TD-SCDMA, the *South China Morning Post* reported. Isaac Liang, international marketing director of TD-SCDMA at ZTE, claimed that at least 10 overseas carriers have shown interest in the technology.

**Source:** South china morning pos

Dave wisely, Philip Erdley <sup>6</sup>in their study “Networking technologies for mobile communication” explains Major conceptual differences between IP and mobile communications, on standardization processes, network approaches, connectivity, design approaches are compared in order to highlight difficulties for such a converged solution. Then three major issues are examined in details: session management & SIP protocol, QoS and Mobility Management (macro and micro). Last, authors discuss what is next: All-IP 3G and beyond.

Nokia 3G Technology development(Aug 2007)<sup>7</sup> tells about N okia and STMicroelectronics announced their intention to deepen their collaboration on the licensing and supply of integrated circuit designs and modem technologies for 3G and its evolution. The two companies also are negotiating a plan relating to transferring a part of Nokia's Integrated Circuit (IC) operations to STMicroelectronics. The multifaceted agreement will enable STMicroelectronics to design and manufacture 3G chipsets based on Nokia's modem technologies, energy management and RF (radio frequency) technology and deliver complete solutions to Nokia and the open market

Source: [www.letsgomobile.org](http://www.letsgomobile.org)

Rise of 3G technology( July 2009) <sup>8</sup> explains that International Mobile telecommunication program launched the 3G technology which allows various network operators to provide better services to their customers. This technology supports various hi-end features like VoIP services, video calls and hi-speed broadband. The main function of 3G technologies is to provide high speed internet access and video telephony to cellular networks.

Source: RAJPUTBROTHERHOOD.com

India to review market conditions for 3G auction(oct 2008)<sup>9</sup> explains that India plans to review market conditions for a planned auction of radiowaves for next generation wireless services, but hopes to start on schedule by December 2009.

Source: in.reuters.com

Erik Dalhman <sup>10</sup>in his study “The long term evolution of 3G” says that The Third Generation Partnership Project (3GPP) has begun charting the long-term evolution of 3G to ensure the competitiveness of 3G technology during the next 10 years and beyond. The fundamental aims of this evolution - to further improve service provisioning and reduce user and operator costs - will be met through improved coverage and system capacity and by improving data rates and reducing latency.

Source:EricssonReview

## CHAPTER II

### 2.METHODOLOGY

- Type of study: Exploratory study
- Sample size : 100
- Sample design : Area Random sampling
- Data collection method:

Primary data: Primary data was collected from customers with the help of questionnaires

Instrument used: Questionnaires were used to collect data from the customers and analysed using statistical software package.

Tools used:

1. Percentage analysis
2. Chi-square test
3. Factor analysis.

## **ANALYSIS & INTERPRETATION**

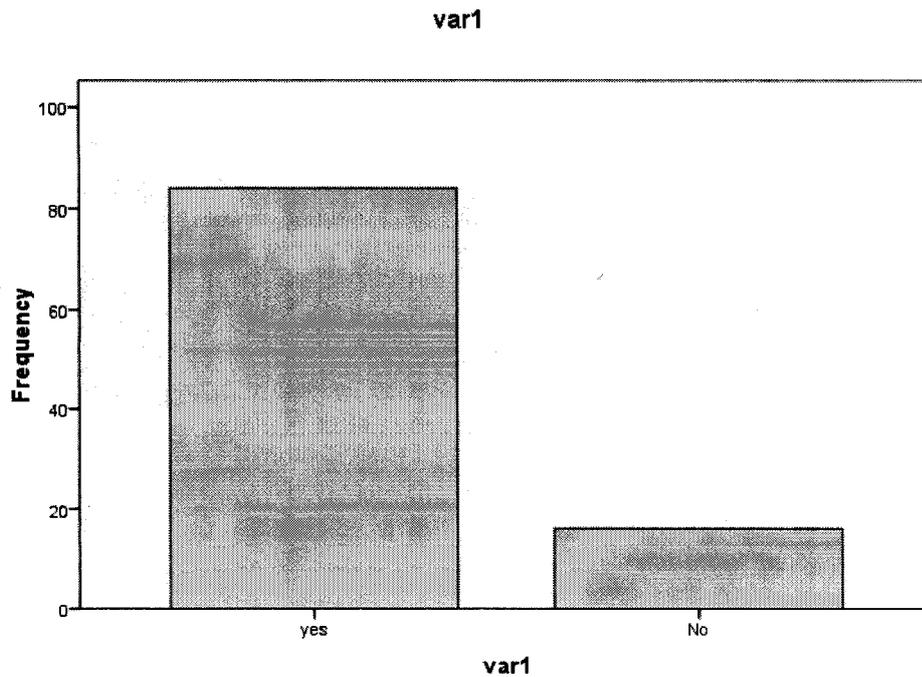
CHAPTER-3  
ANALYSIS AND INTERPRETATION  
ANALYSIS-I  
PERCENTAGE ANALYSIS

TABLE 3.1 showing Awareness about 3G technology

Description	Frequency	Percent
Yes	84	84.0
No	16	16.0
Total	100	100.0

From the above analysis it is inferred that 84% of them are aware of 3G technology where as 16% of them are unaware of 3G technology.16% of them are unaware because they are not prone to various mediums and BSNL has not intimated in any of the forms.

Fig.3.1



**TABLE 3.2 showing medium through which come  
to know about 3G technology**

**MEDIUM THROUGH WHICH COME TO KNOW ABOUT 3G  
TECHNOLOGY**

Description	Frequency	Percent
print media	22	22.0
Electronic media	21	21.0
Internet website	24	24.0
Verbal	33	33.0
Total	100	100.0

From the above analysis it is inferred that Print media occupies 22% through which respondents come to know about 3G technology. Electronic media occupies 21% , Internet website occupies 24%, verbal occupies the maximum percentage of 33%. The reason why the verbal occupies maximum percentage is that the researcher made the respondents through word of mouth ,what 3G is.

Fig 3.2

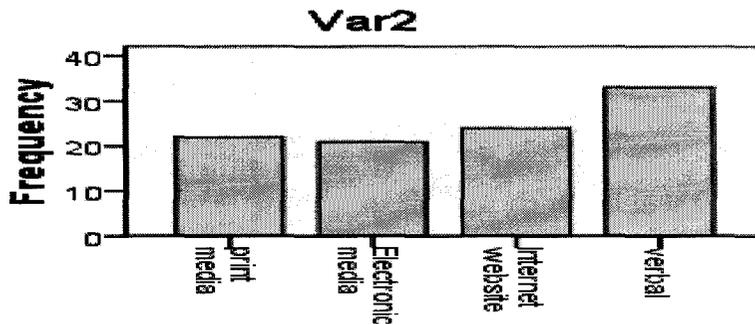


TABLE 3.3 showing consideration of 3G service

Consideration of 3G service		
Description	Frequency	Percent
Yes	97	97.0
No	3	3.0
Total	100	100.0

From the above analysis it is inferred that 97% of the respondents says Yes that they will consider 3G service while 3% has said that they won't consider 3g service. 3% are not considering 3G because they are un aware about tariff and rate cut charges. so, they are not ready to consider

Fig 3.3

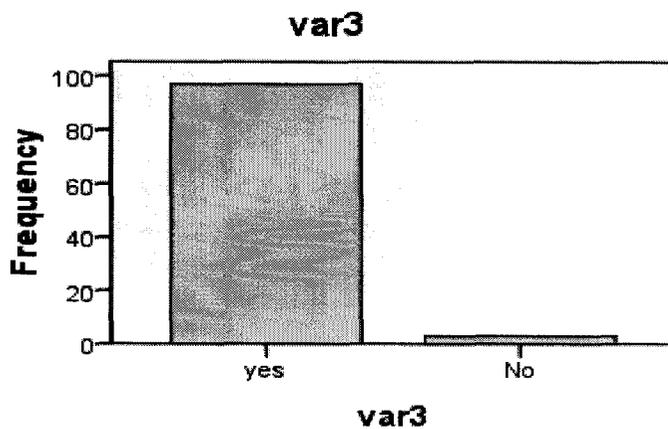


TABLE 3.4 showing motivational factors for migration

**Motivational factors for migration to 3G technology**

Description	Frequency	Percent
Multimedia	10	10.0
popular modes	7	7.0
bandwidth and high speed	18	18.0
all above	64	64.0
Others	1	1.0
Total	100	100.0

From the above analysis it is inferred that 10% says that they have been motivated through multimedia ,7% says for popular modes ,18% says because of bandwidth and high speed ,64% says because of all the factors ,only 1% says other factors. The maximum percentage comes to all the factors because respondents like to have all facilities in one roof.

Fig 3.4

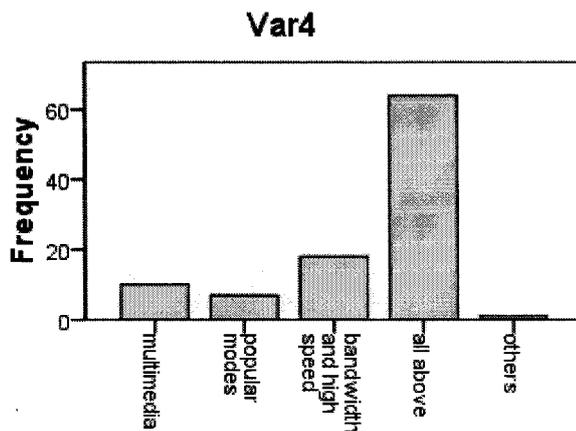


TABLE 3.5 showing usage of mobile phone for online

Usage of mobile phone for online		
Description	Frequency	Percent
Often	35	35.0
Everyday	45	45.0
Occasionally	15	15.0
Never	5	5.0
Total	100	100.0

From the above analysis it is inferred that 35% says often they have accessibility to online through mobile whereas, 45% says every day, 15% says occasionally, 5 % says never. These analysis mainly portrays the respondents accessibility to online and maximum of the respondents access everyday.

Fig 3.5

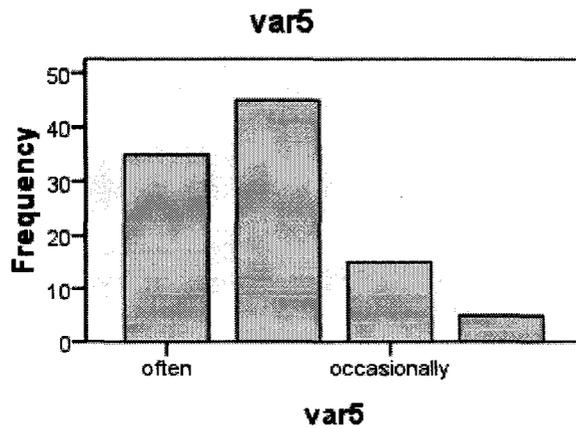


TABLE 3.6 showing customer level of satisfaction of prevailing speed

Level of satisfaction of prevailing speed		
Description	Frequency	Percent
Yes	59	59.0
No	41	41.0
Total	100	100.0

From the above analysis it is inferred that 59% says yes, (they are satisfied),41% are not satisfied with the prevailing speed of GPRS.GPRS plays a vital role in Internet accessibility.59% are satisfied with the speed and 41% are not satisfied ,they feel 3G to be launched soon.

Fig 3.6

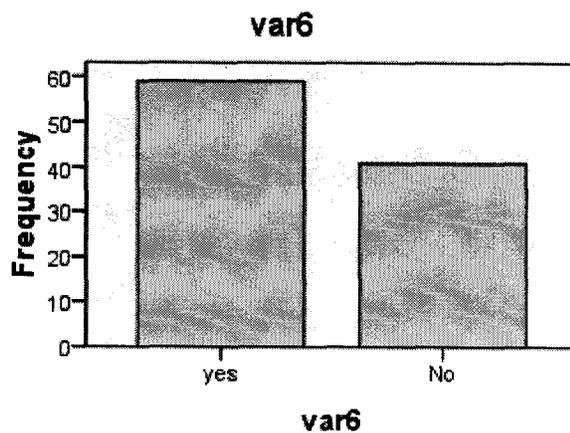


TABLE 3.7 showing level of Income

Level of income		
Description	Frequency	Percent
5000-15000	30	30.0
15001-25000	43	43.0
>25000	27	27.0
Total	100	100.0

From the above analysis it is inferred that 30% belongs to 5000-15000, 43% to 15001-25000, 27% belongs to the category greater than 25000. Maximum of the respondents belong to 15001-25000 because in SME sector the respondents are middle level people and they are concerned with communication department of particular organisation

Fig 3.7

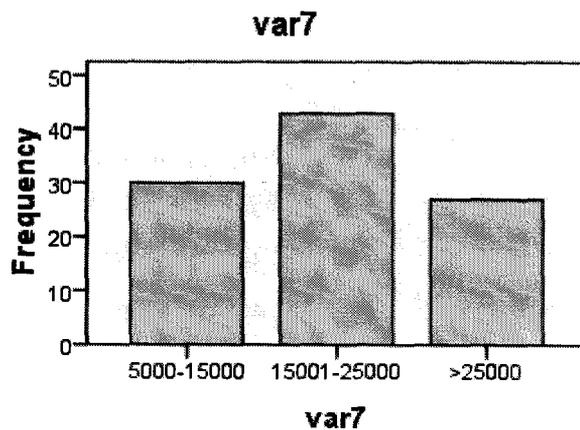


TABLE 3.8 showing facility of 3G services

Facility of 3G services		
Description	Frequency	Percent
video call facility	7	7.0
Remote control	2	2.0
High speed internet	26	26.0
All above	65	65.0
Total	100	100.0

From the analysis it is inferred that, 7% says for the preference of video call facility , 2% for Remote control facility,26% for High speed Internet , 65% for All above factors. The maximum number of respondents have the preference to all the facilities because of the facilities provided in 3G technology, and want to enjoy all.

Fig 3.8

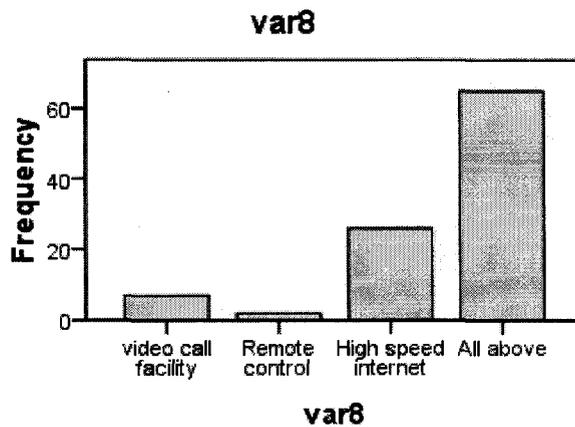


TABLE 3.9 showing preference of smart phones

Preference of smart phones		
Description	Frequency	Percent
Apple's iphone	10	10.0
Nokia's N95	53	53.0
sony ericsson W950i	33	33.0
Others	4	4.0
Total	100	100.0

From the above it is inferred that,10% prefers for Apple’s iphone , 53% for Nokia’s N 95, 33% for sony ericsson W950i , 4% for others. The maximum number of respondents prefer for Nokia hand set because they feel it would be user friendly and also cost effective, and they are all used to particular hand set.

Fig 3.9

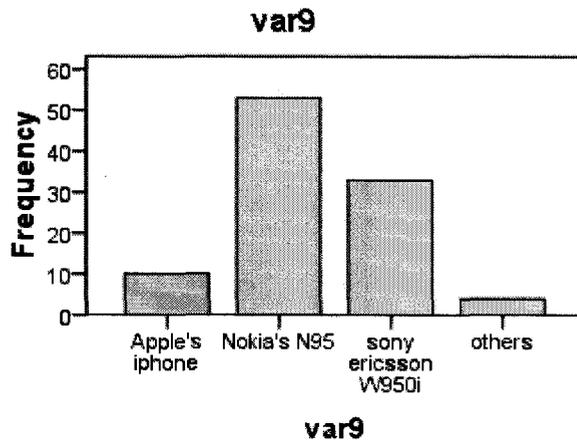


TABLE 3.10 showing overcharge of 3G services

3G services being overcharged		
Description	Frequency	Percent
strongly disagree	3	3.0
Disagree	3	3.0
no idea	44	44.0
Agree	40	40.0
strongly agree	10	10.0
Total	100	100.0

From the above analysis it is inferred that 3% strongly disagree, 3% Disagree , 44% has No idea , 40% Agree , 10% strongly agree ---that 3G services being overcharged 40% agree that services be overcharged when newly introduced in the market. Also ,BSNL going to play the role of monopoly in the market ,so obviously hey fell that service charge be more

Fig 3.10

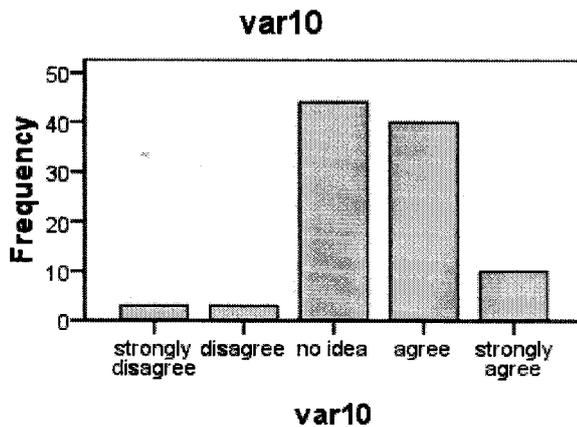


TABLE 3.11 showing tariff structures

Tariff structures of 3G services		
Description	Frequency	Percent
Disagree	1	1.0
Uncertain	14	14.0
Agree	72	72.0
strongly agree	13	13.0
Total	100	100.0

From the above analysis it is inferred that 1% disagree, 14% says uncertain, 72% agree, 13% strongly agree that in due course the tariff structure of 3G services will be reduced. They agree that tariff structures imposed would be very high.

Fig-3.11

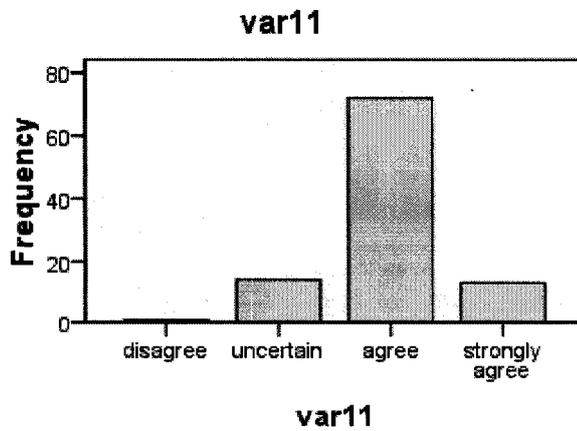


TABLE 3.12 showing cost of 3G mobile sets

Cost of 3G mobile hand sets		
Description	Frequency	Percent
Uncertain	1	1.0
Agree	79	79.0
strongly agree	20	20.0
Total	100	100.0

From the above analysis it is inferred that , 79 % agree that cost of 3G mobile hand sets will reduce, 20% strongly agrees and 1% says it is uncertain. Most of the respondents agree that cost of 3G mobile sets will be higher initially because they have perception that any product introduced initially will have higher cost

Fig 3.12

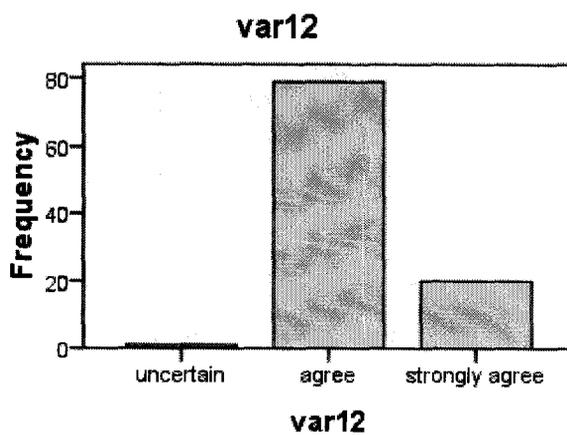


TABLE 3.13 showing preference of tariff

Preference of tariff		
Description	Frequency	Percent
usage tariff	85	85.0
fixed tariff	10	10.0
flat tariff	1	1.0
fixed+flat	3	3.0
no idea	1	1.0
Total	100	100.0

From the above analysis it is inferred that, 85% says for usage tariff , 10 % says for fixed tariff , 1% for flat tariff , 3% for fixed+flat tariff,1% for No idea. Maximum of the respondents show their preference for usage tariff rather than fixed tariff because they want to be charged only for the facility they are using

Fig 3.13

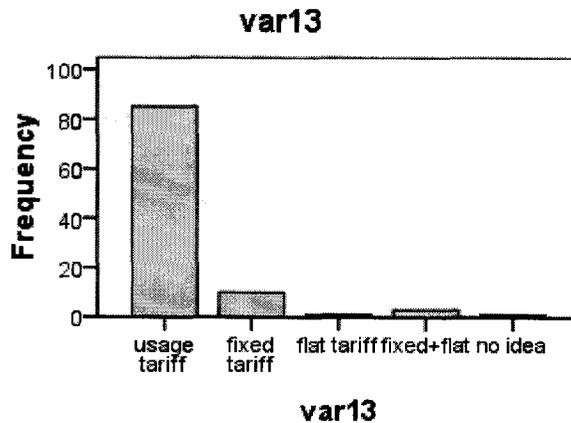


TABLE 3.14 showing Discount/fee waiver

Discount/fee waiver factor to capture market		
Description	Frequency	Percent
strongly disagree	2	2.0
Disagree	5	5.0
Uncertain	9	9.0
Agree	60	60.0
strongly agree	24	24.0
Total	100	100.0

From the above analysis it is inferred that, 60% agree that discount/fee waiver would be an important factor in capturing the market.24% strongly agree the fact. 2% of respondents strongly disagree the fact. 5% disagree and 9% says uncertain.Maximum of the respondents agree that Discount would be a main factor for capuring the markrt becuae they feel that fee waiver/low price would enable them to adopt this technology

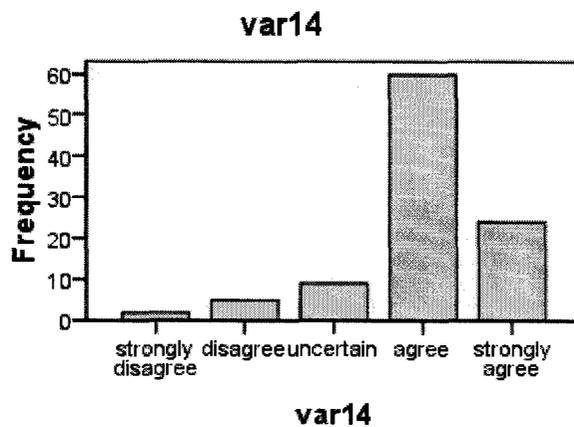


Fig 3.1

TABLE 3.15 showing critical factors for launching 3G technology

Critical factors for launching 3G technology		
Description	Frequency	Percent
input fee	10	10.0
Infrastructure	25	25.0
3g phones are expensive	32	32.0
3g mobile services are highly priced	15	15.0
All the above	17	17.0
None	1	1.0
Total	100	100.0

From the above analysis it is inferred that, 32% says the critical factor is 3G phones are expensive. 25% says as infrastructure, 17% says all the factors, 15% says 3G services are highly priced., 10% says because of input fee. The most critical factor is 3G phones would be really expensive and next come infrastructural problem because they feel that BSNL lags in that aspect

Fig 3.15

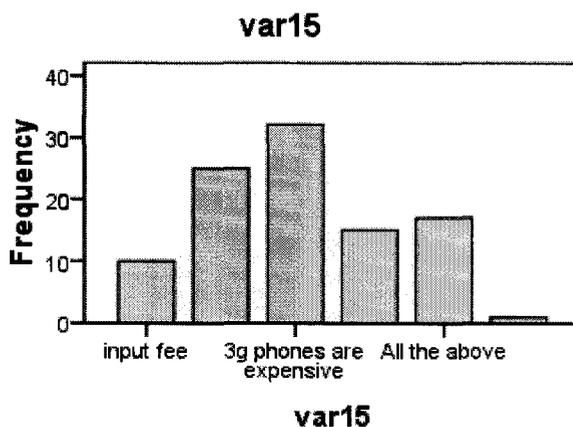


TABLE 3.16 showing Awareness of 3G in India

**Awareness of 3G in India**

Description	Frequency	Percent
Disagree	2	2.0
no idea	1	1.0
Agree	70	70.0
strongly agree	27	27.0
Total	100	100.0

From the above analysis it is inferred that, 70% of the respondents agree that awareness of 3G technology in India is less when compared with other foreign countries. 27% strongly agree, 2% disagree and 1% says no idea. 70% of the respondents feel that awareness is less in India and many come to know from the researcher (word of mouth)

Fig 3.16

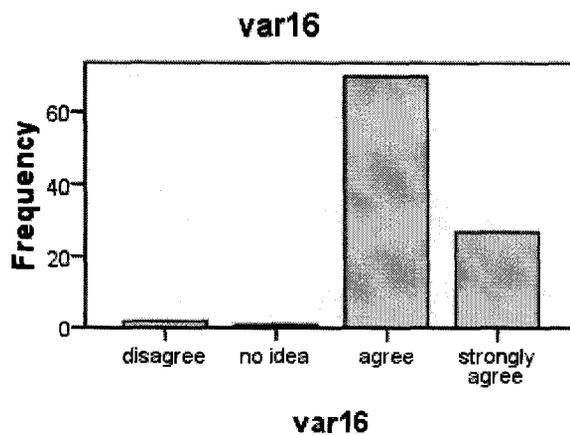


TABLE 3.17 showing other service telecom provider  
 approached for 3g technology

**Other telecom service provider**

Description	Frequency	Percent
Yes	0	0.0
No	100	100.0
Total	100	100.0

From the above analysis it is inferred that 100% of says no other telecom service provider except BSNL have approached regarding 3G technology.

Fig 3.17

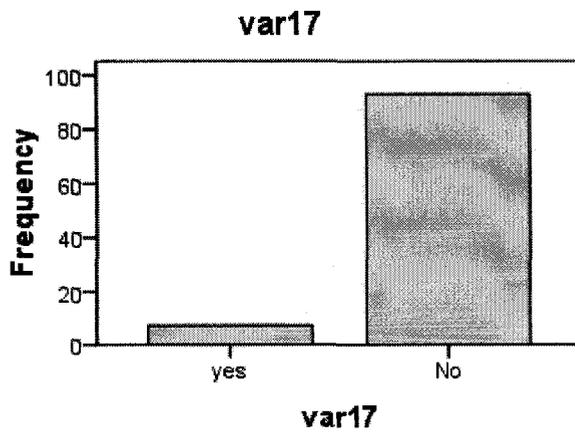


TABLE 3.18 showing preference of service provider

Preference of service provider		
Description	Frequency	Percent
BSNL	48	48.0
AIRTEL	45	45.0
Reliance	3	3.0
Tata	2	2.0
Vodafone	2	2.0
Total	100	100.0

From the above analysis it is inferred that 48% prefer BSNL as service provider, next comes Airtel with 45%, Reliance with 3%, Tata and Vodafone with 2% each. Most of the respondents rely up on BSNL as their service providers because they have trust and loyalty that BSNL would perform better. Next comes AIRTEL

Fig 3.18

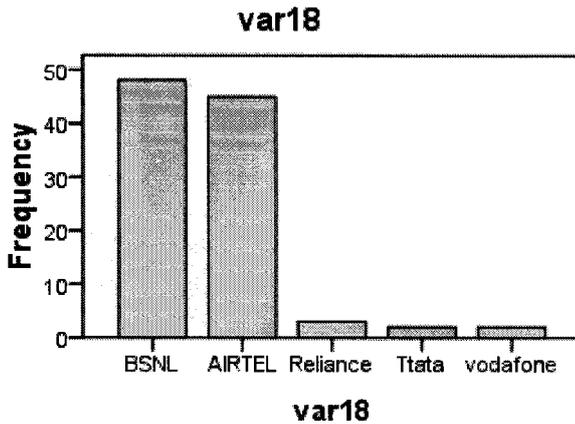


TABLE 3.19 showing whether there would be change  
in communication field

Change in communication field		
Description	Frequency	Percent
Disagree	1	1.0
Uncertain	1	1.0
Agree	66	66.0
strongly agree	32	32.0
Total	100	100.0

From the above analysis, it is inferred that 66% agree that there would be change in communication field, 32% strongly agree, there is a least percent(1%) for disagree and uncertain

Fig 3.19

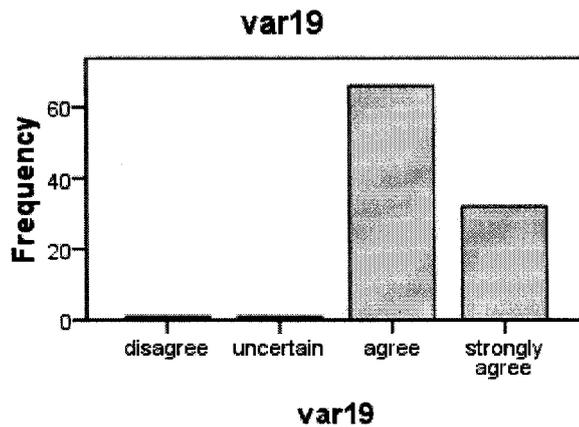


TABLE 3.20 showing whether there would be revolutionary  
in education field

Revolutionary in education field		
Description	Frequency	Percent
Disagree	4	4.0
Uncertain	6	6.0
Agree	69	69.0
strongly agree	21	21.0
Total	100	100.0

From the above analysis it is inferred that 69% agree that there will be revolutionary in education field, 21% agree, 6% are uncertain, 4% disagree. They have belief that video call facility and Remote control facility would revolutionalise education field

Fig 3.20

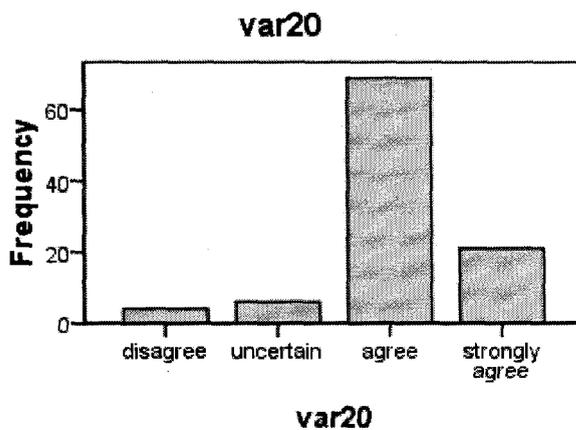


TABLE 3.21 showing whether mobile numbers can be used as security numbers.

Mobile numbers as security numbers		
Description	Frequency	Percent
strongly disagree	5	5.0
Disagree	9	9.0
Uncertain	6	6.0
Agree	64	64.0
strongly agree	16	16.0
Total	100	100.0

From the above analysis it is inferred that 64% agree for the mobile numbers to become social security number, 16% strongly agree, 5% strongly disagree, 9% disagree, 6% are uncertain. Many of them agree and some disagree because by this many personal issues may be pirated or missused

Fig 3.21

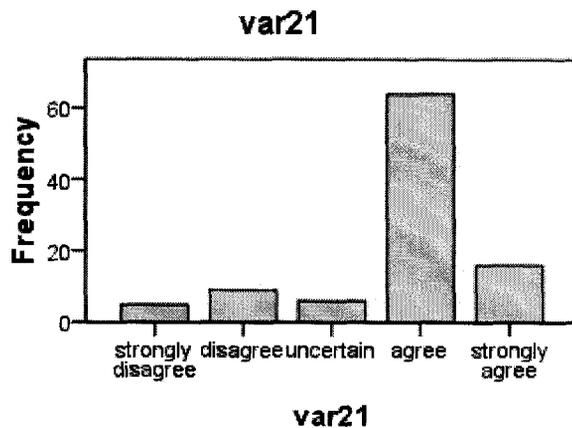


TABLE 3.22 showing whether better experience of existing services is the main driver

**Better experience of existing services is the main driver**

Description	Frequency	Percent
strongly disagree	1	1.0
Disagree	9	9.0
Uncertain	16	16.0
Agree	60	60.0
strongly agree	14	14.0
Total	100	100.0

From the above analysis it is inferred that 60% agree with the fact, 14% strongly agree, 9% disagree, 16% are uncertain, 1% strongly disagree

Fig 3.22

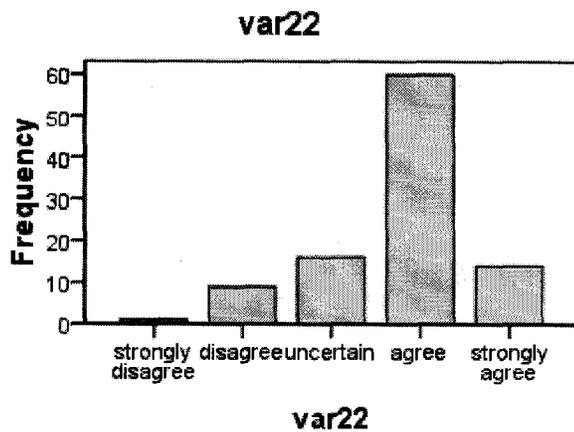


TABLE 3.23 shows the acceptance to the migration of 3G technology

Description	Frequency	Percent
Yes	99	99.0
No	1	1.0
Total	100	100.0

From the above analysis it is inferred that 99% accepts for migration and 1% did not accept for migration from 2 G/2.5G to 3G technology. By the facilities available in 3G technology many of them are eager to migrate to 3G technology

Fig 3.23

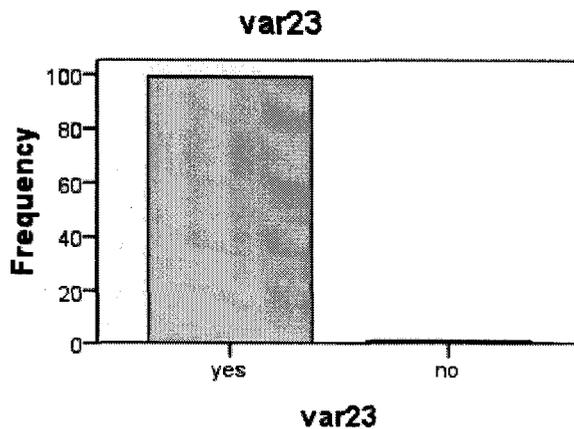


TABLE 3.24 shows whether respondents would recommend to friends/family

Recommendation		
Description	Frequency	Percent
Yes	97	97.0
No	3	3.0
Total	100	100.0

97% recommend for their family and friends for the migration to 3G technology and remaining 3% does not recommend for migration.97% says they would recommend and 3% says they do not because they want to be used with that technology and then recommend

Fig 3.24

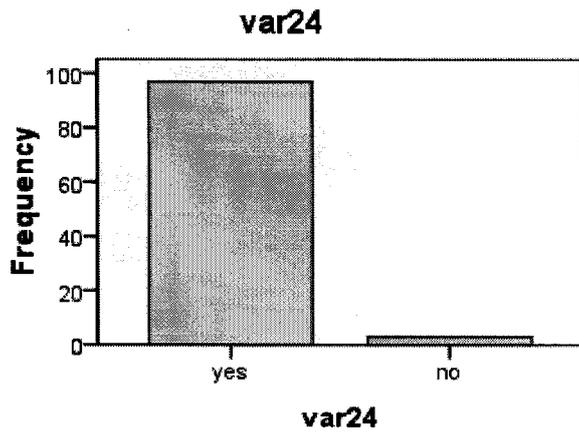


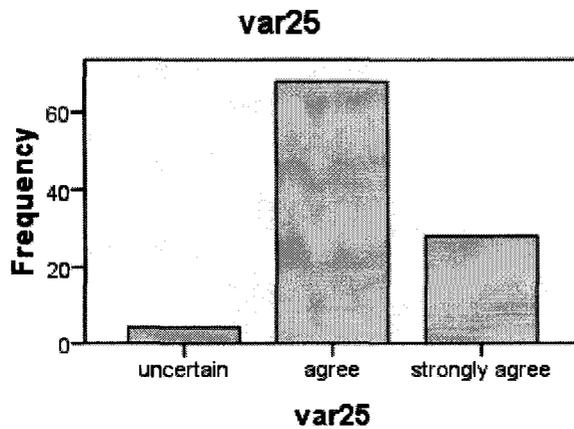
TABLE 3.25 shows whether 3G services most likely to succeed in India.

**3g services most likely to succeed in India**

Description	Frequency	Percent
Uncertain	4	4.0
Agree	68	68.0
strongly agree	28	28.0
Total	100	100.0

From the above it is inferred that 68% agree that 3G services most likely to succeed in India. 28% strongly agree, 4% are uncertain.

Fig 3.25



## ANALYSIS -II

### USE OF CHI-SQUARE TEST:

In testing for differences in relationships among nominally scaled variables, chi-square statistic comes in handy. The null hypothesis would be set to state that there is no significant relationship between two variables. The chi-square statistic is associated with the degree of freedom(df) which denotes whether or not a significant relationship exists between two nominal variables

**Table 3.26 showing**

**Association of accessibility of online through mobile and satisfaction with prevailing speed**

	Online access through mobile	Satisfaction of prevailing speed		Total
		Yes	No	
	Often	21	14	35
	Everyday	27	18	45
	Occasionally	8	7	15
	Never	3	2	5
	Total	59	41	100

Level of significance: 5%

From the above analysis it is inferred that 35% says they have often online accessibility through mobile, 45% says for Every day accessing, 15% says for occasionally using the

online , 5% have never used. 59% are satisfied with prevailing speed and 41% are not satisfied with the prevailing speed of GPRS. These two factors have taken in to account because accessibility to online based on their usage would encounter the problem of GPRS speed, so, by this the users will take in to account to consider 3G or not

The calculated value is 0.225 and the tabulated value is 7.814 for degrees of freedom 3. The calculated value is lesser than tabulated value .Hence online accessibility through mobile and satisfaction of prevailing speed are Independent.

Table 3.27 showing Association of Income and preference of smart phone

		Smart phones				Total
		Apple's iphone	Nokia's N95	sony ericsson W950i	others	
Income	5000-15000	3	18	9	0	30
	15001-25000	4	19	19	1	43
	>25000	3	16	5	3	27
<b>Total</b>		10	53	33	4	100

Level of significance: 5%

From the analysis it is inferred that 30% of them are in the category between 5000-15000 income level, 43% are in 15001-25000, 27% of them falls in the category greater than 25000.

It is also inferred that 10% prefer Apple's iphone, 53% for Nokia's N95, 33% for sony ericsson, 4% prefer for other mobiles. These two factors are taken in to account because by the income level only the users prefer the type of smart phone they want to purchase, This influences consumer's buying behaviour.

The calculated value is 31.577 and the tabulated value is 12.59 for degrees of freedom 6. The calculated value is greater than tabulated value. Hence there is significant difference between income and smart phone.

**TABLE 3.28 showing  
Association of tariff structures and preference of facility**

Facility	Tariff structure					no idea	
	usage tariff	fixed tariff	flat tariff	fixed+flat			
video call facility	7	0	0	0	0	0	7
Remote control	2	0	0	0	0	0	2
High speed internet	21	5	0	0	0	0	26
All above	55	5	1	3	1	1	65
Total	85	10	1	3	1	1	100

Level of significance:5%

It is inferred that 85% prefer for usage tariff, 10% for fixed tariff , 1% for flat tariff, 3% for fixed+flat tariff.7% prefer for video call facility, 2% for remote control,26% for high speed internet and 65% for all the above factors.The above two factors are taken in to consideration because the tariff be imposed based on the facility the user has availed.So. this is to ensure that whether they are dependent or Independent

The calculated value is 10.83 and the tabulated value is 21.02

for degree of freedom 12.

Hence tariff structures and preference of facility are independent.Accept null hypothesis.

TABLE 3.29 showing

Association of consideration of 3G service and preference of service provider

Consider 3G	Service provider					Total
	BSNL	AIRTEL	Reliance	Tata	Vodafone	
Yes	47	43	3	2	2	97
No	1	2	0	0	0	3
Total	48	45	3	2	2	100

Level of significance:5%

It is inferred that 48% prefer for BSNL as service provider,45% for Airtel, 3% for Tata as service provider. Also 97% consider 3G service and 3% do not consider.The above two factors are considered because the consideration of service takes place only by the preference of service provider.If the user's loyal service provider are in the market, they prefer that service provider only.

The calculated value is 1.0052 and the tabulated value is 9.48 for the degrees of freedom

4. The calculated value is less than tabulated value.Hence there is no significant difference between the service provider and consideration of 3G services

FIG 3.26

## WORKING OF 3G DIGITAL CELLULAR TECHNOLOGY

### HOW IT WORKS

#### 3G digital cellular

**Third-generation digital cellular technology will allow video to be transmitted to mobile devices.**

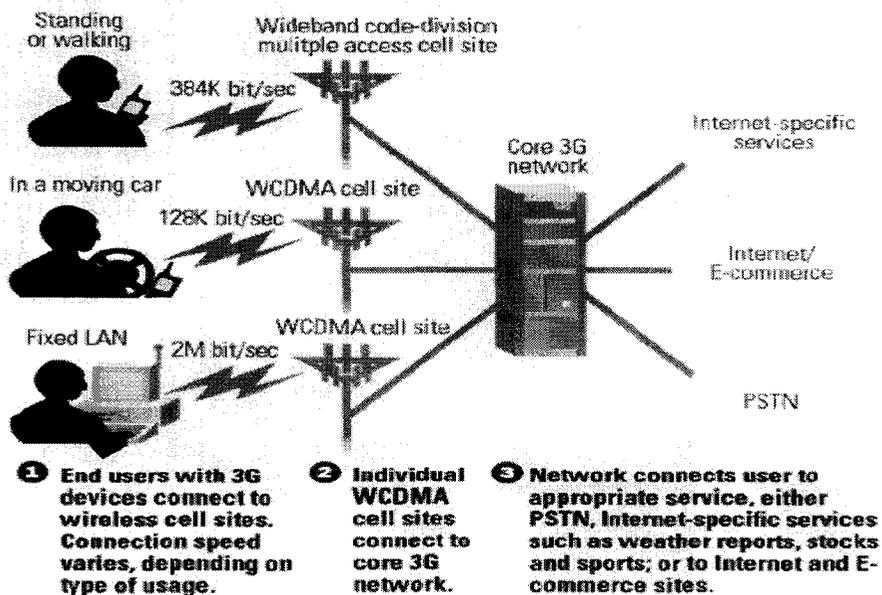


FIG 3.27

**3G SNAPSHOT**

3G Snapshot				
Manufacturer	Number of Handsets	3G Handsets	Price Range (in INR)	3G Plans
Nokia	65	27	8,000-60,000	Already has the N-series. Plans to make all its high-end and mid-range phones 3G compatible
Sony Ericsson	78	32	6,000-25,000 GDMA-5,000	10 new 3G phones coming up. A new 3G series planned
LG	21	7	6,000-21,000	Has just launched Viewty—3G compatible series. Plans to launch the cheapest 3G phone in the world— about \$100
Samsung	26	3	7,500-22,000	
Spice		2	6,500-18,000	Has just signed a contract with Qualcomm to launch cheap and affordable 3G phones in India
Motorola	42	1	22,000	Has just launched the V9 Motorola. Plans to introduce more 3G handsets

**TABLE 3.30 showing the factor analysis**

**Descriptive Statistics**

	Mean	Std. Deviation	Analysis N
Services being overcharged	3.51	.835	100
Tariff structure	3.97	.559	100
Cost of 3G handsets	4.19	.419	100
Discount/feewaiver	3.99	.847	100
Awareness	4.22	.561	100
Change in communication field	4.29	.537	100
Revolution in education field	4.07	.655	100
Mobile numbers as security numbers	3.77	.993	100
Experience of existing services	3.77	.839	100
Services most likely to succeed in India	4.24	.515	100

### **Use of Factor analysis:**

Factor analysis helps to reduce a vast number of variables to a meaningful, interpretable, and manageable set of factors (all the questions tapping several variables of interest in a questionnaire). Principal component analysis transforms all the variables into a set of composite variables that are not correlated to one another.

### **Interpretation of factor analysis :**

- Interpretation of factor analysis is based on mean value of various variables. The maximum mean value is 4.29 which is concentrated on (Implementation of 3G technology in India will bring a tremendous change in communication field).
- It can be concluded that Implementation of 3G technology will revolutionise entire communication field. So, BSNL could find market potential in launching 3G technology.
- “3G services most likely to succeed” has second maximum mean value 4.24. So, the services provided by 3G will surely bring success
- So, by factor analysis we conclude that Implementation of 3G technology will have a great triumph. Also have a great revolution in communication field.

## CHAPTER-4

### FINDINGS:-

- The awareness about 3G technology is high(84%) in small medium enterprise.
- The media through which people come to know is maximum through print media(Newspaper/Magazine) and next to print media occupies the verbal through friends or family.Hence awareness is created predominantly through printmedia and verbal.
- Maximum of the respondents(97%) shows their willingness to consider 3G mobile service.
- The factors that are responsible for motivation to migrate from 2G/2.5G to 3G technology is Enhanced multimedia,Usability on all popular modes ,broad bandwidth and high speed(All the above)
- Also the preference to move to 3G technology is due to the facilities available such as Video call facility, Remote control, High speed internet.
- The smart phone which the maximum respondents prefer for 3G usage is Nokia's N95 .
- The view regarding “ 3G services are being overcharged for new services and phones” the respondents says **NO IDEA**

- The perception regarding “In due course the tariff structure of 3G services will be reduced by the operators” the respondents **agree** with this statement.
- 79% of the respondents **agree** that in due course the cost of 3G mobile handsets will be reduced.
- The type of tariff preferred or recommended is usage tariff.
- Respondents agree that Discount/Fee waiver is an important factor for telecom service providers for capturing 3G service market.
- In India awareness about 3g technology is less when compared to other foreign countries is agreed by most of the respondents.
- The issue that most critically affect growth of 3G services is due to the fact that “The 3G phones are really expensive”
- No other telecom provider about 3G technology has approached to the respondents.
- The telecom service provider most suitable for implementing 3G technology is BSNL and AIRTEL.
- Implementation of 3G technology in India will bring a tremendous change in communication field positively and can revolutionise education in India.
- Also mobile numbers can become India’s social security or National ID numbers.
- There is a positive sigh of migration from 2G/2.5G technology to 3G technology if offered in coimbatore and Tirupur.
- 3G services most likely to succeed in India.
- 3G service providers and consideration of 3G services are independent.

- Tariff structures and preference of facility in 3G services are independent
- Income level and preference of smart phones are dependent.
- Online accessibility through mobile and level of satisfaction of the prevailing speed are independent.

## **CHAPTER-5**

### **SUGGESTIONS:**

- Conduct various orientation programs to enhance the awareness among people.
- Concentrate more to improve on Infrastructural facilities.
- Give low price and discount offers particularly for SME'S.
- Enhance customer service.
- Before the implementation let to know about rental and tariff structures.
- Proceed ahead and implement as soon as possible because private players come in to role.

## **CHAPTER-6**

### **CONCLUSION:-**

1. Thus the study concludes that 3G technology most likely to succeed and would bring revolutionary in both communication and teaching field.
2. Also awareness programs should be initiated by BSNL in order throw the light of knowledge about 3G technology in customer's mind.
3. The cost of 3G phones should be taken in to account because it plays a vital critical factors in launching 3G technology.

**A customer perception and patronage of forthcoming  
3G technology in coimbatore**

**(Please choose your options wherever necessary)**

**Personal details:**

1. Please indicate your gender.
  - a) Male
  - b) Female
  
2. Please indicate your age group.
  - a) Less than 20 yrs
  - b) 20 - 35 yrs
  - c) 36 - 45 yrs
  - d) 46-55 yrs
  - e) more than 55 yrs
  
3. Please indicate your marital status.
  - a) Single
  - b) Married
  
4. Please indicate your highest level education you have completed
  - a) Non graduate
  - b) Graduate
  - c) Post graduate
  - d) Doctorate
  
5. Please indicate one category that best describes your occupation
  - a) Business
  - b) Salaried
  - c) Self employed
  - d) Student
  - e) Others(please specify)
  
6. Please indicate your monthly income.
  - a) Less than RS. 5000/-
  - b) Rs. 5000/- to Rs. 15000/-
  - c) Rs. 15001/- to Rs. 25000/-
  - d) More than Rs. 25000/-

## 3G TECHNOLOGY

1. Are you aware of forthcoming 3G technology?
  - a) Yes
  - b) No
  
2. If you know about 3G technologies, how did you come to know?
  - a) Through print media [newspaper / magazine]
  - b) Through Electronic Media [Radio / television]
  - c) Through Internet website
  - d) Through Verbal [Friends / Family]
  
3. Will you consider using 3G mobile service?
  - a) yes
  - b) no
  
4. If yes, what motivates you to think for migration from 2G / 2.5G technology to 3G technology?
  - a) Enhanced multimedia (voice, data, video and remote control)
  - b) Usability on all popular modes (cellular telephone, e-mail, paging, fax, Video conferencing and web browsing)
  - c) Broad bandwidth and high speed (upwards of 2 mbps)
  - d) All above
  - e) Others (pl. specify)
  
5. How often do you use mobile phone in order to access online content?
  - a) Often
  - b) Everyday
  - c) Occasionally
  - d) Never

6. Are you satisfied with the prevailing speed of GPRS while browsing internet?

- a) Yes
- b) No

7. If answer to previous question is No, do you expect implementation of 3G soon for faster access?

- a) Yes
- b) No

8. Which facility of 3G services do you prefer more?

- a) Video call facility
- b) Remote control
- c) High speed internet
- d) All the above
- e) None

9. Which type of smart phone do you prefer for 3G service usage?

- a) Apple's iphone
- b) Nokia's N95
- c) Sony Ericsson's W950
- d) LG's KE850
- e) Others (please specify)

10. "3G services are being overcharged for new services and phones". Do you agree with the statement?

- a) Strongly disagree
- b) Disagree
- c) No idea
- d) Agree
- e) Strongly agree

11. "In due course of the tariff structure of 3G services will be reduced by the operators". Do you agree with the statement?

- a) Strongly disagree
- b) Disagree
- c) Uncertain
- d) Agree
- e) Strongly agree

12. "In due course the cost of 3G mobile handsets will reduce". Do you agree with statement?

- a) Strongly disagree
- b) Disagree
- c) Uncertain
- d) Agree
- e) Strongly agree

13. What type of tariff do you prefer / recommend for 3G services?

- a) Usage tariff
- b) Fixed tariff
- c) Flat tariff
- d) Fixed tariff plus usage tariff
- e) No idea

14. Do you feel that the discount/fee waiver is an important factor for telecom service provider for capturing 3G service market?

- a) Strongly disagree
- b) Disagree
- c) Uncertain
- d) Agree
- e) Strongly agree

15. In your opinion, point out the issues that will most critically affect the growth of 3G services?

- a) Expensive input fee require to earn a 3g license
- b) Necessary infrastructure for 3g is very difficult ti build
- c) The 3g phones are really expensive
- d) All the above
- e) None

16. In India awareness about 3G is less when compared with other foreign countries. Do you agree this statement?

- a) Strongly disagree
- b) Disagree
- c) Uncertain
- d) Agree
- e) Strongly agree

17. Whether any other telecom service approached you to get opinion about 3G technologies?

- a) Yes
- b) No

18. In your opinion, which telecom service provider is most suitable for implementing 3G technology?

- a) BSNL
- b) AIRTEL
- c) Reliance
- d) Tata
- e) Vodafone

19. "Implementing of 3G technology in India will bring a tremendous change in communication field positively". Do you agree with this statement?

- a) Strongly disagree
- b) Disagree
- c) Uncertain
- d) Agree
- e) Strongly agree

20. "The 3G mobile telephony can revolutionise education in India by providing universal access to the world – quality teachers. Do you agree?"

- a) Strongly disagree
- b) Disagree
- c) Uncertain
- d) Agree
- e) Strongly agree

21. Mobile numbers can become India's social security or national ID number .Do you agree?

- a) Strongly disagree
- b) Disagree
- c) Uncertain
- d) Agree
- e) Strongly agree

22. Better experience of existing services rather than the new services will be the main driver behind 3G adoption. Do you agree?

- a) Strongly disagree
- b) Disagree
- c) Uncertain
- d) Agree
- e) Strongly agree

23. Will you migrate from 2G/2.5G to 3G technology if offered in Coimbatore / Tirupur?

- a) Yes
- b) No

24. Will you recommend your family and friends to use BSNL 3G services?

- a) Yes
- b) No

25. 3G services most likely to succeed in India. Do you agree with this statement?

- a) Strongly disagree
- b) Disagree
- c) Uncertain
- d) Agree
- e) Strongly agree

26. We welcome your opinion / valuable suggestions for implementation of 3G services.

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SIGNATURE

Name of the participant :

Address :

Land line number :

mobile number :

e-mail id :

Your response will be kept confidential.

if you have any queries,  
kindly call at 9486105030 or e-mail to [mathi\\_nr@yahoo.co.in](mailto:mathi_nr@yahoo.co.in)

THANK YOU



