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A STUDY ON CUSTOMER PERCEPTION AND PATORNAGE OF FORTHCOMING 3G TECHNOLOGY BY BSNL IN COIMBATORE WITH REFERENCE TO SALARIED INDIVIDUALS

A PROJECT REPORT

Submitted by

MANIKANDAN.K

Reg. No. 0820400023

In partial fulfilment of the requirements

for the award of the degree

Of

MASTER OF BUSINESS ADMINISTRATION

2009-2010

KCT Business School

Department of Management Studies

Kumaraguru College of Technology

(An autonomous institution affiliated to Anna University, Coimbatore)

Coimbatore – 641 006

KCT BUSINESS SCHOOL

DEPARTMENT OF MANAGEMENT STUDIES

Kumaraguru College of Technology

Coimbatore.

BONAFIDE CERTIFICATE

Certified that this project report entitled as "**A STUDY ON CUSTOMER PERCEPTION AND PATORNAGE OF FORTHCOMING 3G TECHNOLOGY BY BSNL IN COIMBATORE WITH REFERENCE TO SALARIED INDIVIDUALS**" is the work of **Mr.MANIKANDAN.K (0820400023)** carried out the research under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award as conferred on an earlier occasion on this or any other candidate.

FACULTY GUIDE

(prof.C.Ganeshmoorthy)

DIRECTOR

(Dr.S.V.devanathan)

Evaluated and viva-voice conducted on 11/9/09

Examiner 1

Examiner 2

भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
Bharat Sanchar Nigam Limited
(A Govt. of India Enterprise)

Marketing Cell, Saibaba Colony Telephone Exchange, Coimbatore-641 011

Mktg/Project/2009-10/ dated @ Coimbatore the 30/6/2009

CERTIFICATE

Certified that Sri/Smt.....MANIKANDAN.K...(08NBA23)
is entrusted with the project work on behalf of BSNL & Kumaraguru College of Technology, Coimbatore Combined Survey on "3G Services"

सहायक महाप्रबंधक (विपणन)
Asst. General Manager (Marketing)
भा.सं.नि.लि. BSNL
Saibaba Telephone Exchange Building
1st Floor, Coimbatore - 641 011

DECLARATION

I, hereby declare that this project report entitled as "**A STUDY ON CUSTOMER PERCEPTION AND PATORNAGE OF FORTHCOMING 3G TECHNOLOGY BY BSNL IN COIMBATORE WITH REFERENCE TO SALARIED INDIVIDUALS**", 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 **prof:C. GANESHMOORTHY, senior. lecturer** during the academic year 2008-2009

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

PLACE: COIMBATORE

DATE: 11-09-09

(MANIKANDAN.K)

ACKNOWLEDGEMENT

I thank our respected Chairman Arutchelavr Dr. N. Mahalingam, who helped us to undergo this master's degree and acquire a lot of knowledge.

I express my sincere gratitude to our beloved Co-Chairman B.K.Krishnaraj Vanavarayar, Kumaraguru college Of Technology, for his kind blessings and moral support for carrying out this project.

I express my sincere to our believed Correspondent Mr.M.Balasubramaniam, Kumaraguru College of Technology, for his kind blessings and moral support for carrying out this project.

I express my sincere thanks to our Principal in-charge Prof. R.Annamalai, Kumaraguru College of Technology, for allowing us to carry out this project.

I express my sincere thanks to our Director D.R. S.V. Devanathan Kumaraguru College of Technology, Department of Management Studies, for allowing us to carry out this project work.

I take privilege and immense pleasure in expressing my sincere gratitude to my guiding spirit, prof.C.Ganeshmoorthy,Senior lecturer , Department of Management Studies, for his in-depth guidance, motivation and encouragement in executing this project right from beginning and making it a success.

My special Acknowledgements and thanks to Deportment of Management studies, faculty members, my friends and family members who helped me in the completion of this project.

EXECUTIVE SUMMARY

This project work is about "a study on customer perception and patronage of forthcoming 3g technology by BSNL in Coimbatore with reference to salaried individuals"; the project is under taken to study the perception of the consumer towards certain 3G technology and services.

The pilot survey was done by taking 20 samples. Survey on 100 customers was taken and the necessary data was collected by distributing questionnaires among them. Analysis of the data is done by using percentage analysis, chi square test.

The project is centred on the different opinions of the customer on existing service and the future anticipation.

The study helps to know the market potential for the launch of 3G technology and services by BSNL at Coimbatore with reference to salaried individuals.

LIST OF TABLES

LIST OF CHARTS

INTRODUCTION

BACKGROUND OF THE STUDY

DEFINITION OF PERCEPTION

Perception is defined as "the process by which the individual selects organizes, and interprets stimuli into a meaningful and coherent picture of the world". Thus perception is the opinion he forms about a product or service seeing its packaging, the colours used, the quality of service, the symbol of the brand, and the logo associated with the brand in the market.

ELEMENTS OF PERCEPTION

SENSATION

When a person is exposed to any of the marketing stimuli or ad, the first reflex that is initiated in him is known as sensation.

ABSOLUTE THRESHOLD

The lowest degree of sensory inputs at which the consumer becomes aware of a sensation is called the absolute threshold.

DIFFERENTIAL THRESHOLD OR JUST NOTICEABLE DIFFERENCE

The minimum level of difference that a consumer can make between two stimuli that he receives is called the differential. In other words, it is the minimal amount of change in a stimulus that can be consciously detected by a person.

SUBLIMINAL PERCEPTION

It can be literally termed as subconscious. When the marketers try to stimulate the subconscious of the consumer towards their products, it is known as subliminal perception..

3G TECHNOLOGY AND SERVICE

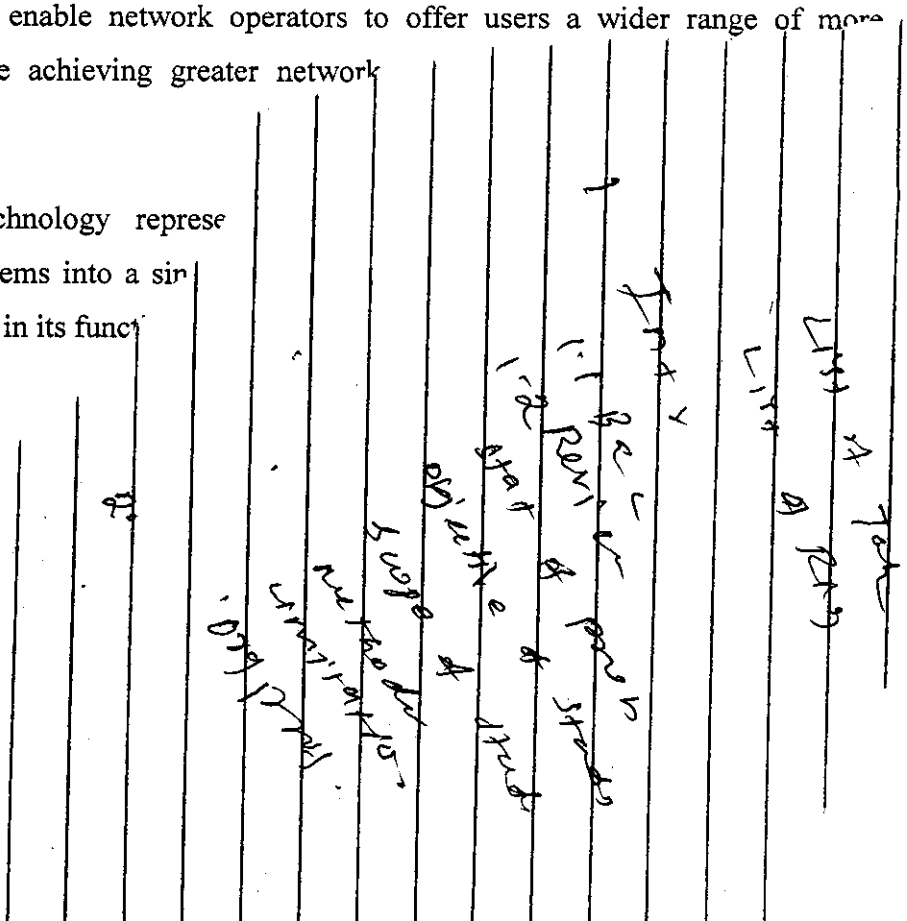
3G is the third generation of mobile phone standards and technology, superseding 2.5G. It is based on the International Telecommunication Union (ITU) family of standards under the IMT-2000

3G networks enable network operators to offer users a wider range of more advanced services while achieving greater network capacity through improved spectral efficiency. Services include wide-area wireless voice telephony, video calls, and broadband wireless data, all in a mobile environment. Additional features also include HSPA data transmission capabilities able to deliver speeds up to 14.4Mbit/s on the downlink and 5.8Mbit/s on the uplink.

3G technologies enable network operators to offer users a wider range of more advanced services while achieving greater network efficiency.

3G wireless technology represe
telecommunications systems into a sir
and satellite components in its funct

3G or the
business wire
Generation v
speed commu



OBJECTIVES:

Primary objective:

To Study about the Customer Perception of **"3G" Technology& Services in BSNL,** With reference to Salaried Individuals in COIMBATORE.

Secondary objectives:

1. To make the awareness and explain its features to the customers
2. To study the perception about the 3G Technology among the salaried individuals
3. To study the factors that are influencing the 3G Technology
4. To provide the suggestions based on findings

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RESEARCH METHODOLOGY:

Descriptive Research

The research is descriptive in nature as the study was done to find out the customer expectation of 3G technology in **BSNL**. The researcher has no control over the variable and they are independent of the state of affairs.

Sample size and area of data collection

From the population the sample size is 100 **BSNL** customers in Coimbatore district.

Tools of Analysis

The analysis has been done with the percentage calculation and correlation test. The percentage method has been choses because the method provides the accurate result and correlation test is done to find the relationship between two different variables

REVIEW OF LITERATURE

3G Choice Could Roil Europe's *Mobile* Players

China has yet to award *3G mobile* licenses. Who will benefit when it does is an open question, says Bengt Nordstrm of in Code It's not really a question of "will they or won't they?" but more a matter of "when?". The long-running saga of China's decision regarding licensing and adoption of third-generation *mobile services* has filled many a column inch. What is certain is that there will be *3G* in China, sometime Vendors such as Alcatel (ALA) and merger partner Lucent (LU), Nortel (NT), and Siemens/NEC (SI) (NIPNY), are relying on Chinese contracts to create sustainable positions in the worldwide *3G* market. Then, of course, there are the rising Chinese stars, Huawei and ZTE, who are justified in expecting a cut of the deal from their own government.After all, *3G* doesn't deliver much today that 2*G* -- especially enhanced versions such as GPRS and EDGE -- cannot. If most customer needs can be satisfied with 2*G*, why rush to lay out all that money on building new networks simply because the rest of the world thinks it's the right thing to do.The future of the *mobile* industry is now being driven by the mass market. China is a huge economic force -- its very size, like India's, gives it tremendous market muscle. And while demographics may not allow *3G mobile* penetration across the whole of Chinese or Indian society, it's only a matter of time until the economies of scale in these massive emerging markets give *3G* the success that it has not achieved elsewhere.

AUSTRALIAN *3G* AUCTION TO BEGIN IN MARCH

MELBOURNE, Australia--The Australian Communications Authority (ACA) will hold the keenly awaited auction of third-generation (*3G*) spectrum in the 2 GHz radio-frequency band in early March. The new *3G mobile services* are expected to combine popular communications forms, such as *mobile* phones, the Internet and computers, into a single *mobile* device able to support voice, data and a range of new multimedia information and entertainment *services*. The success of *3G services* is likely to rest as much with content providers as with network operators.Telstra, Cable & Wireless Optus and Vodafone Holdings have been touted as almost certain bidders in the auction. It isles likely that AAPT, Hutchison Telecommunications and One.Tel will participate as they already have spectrum that can be used for *3G services*. While it is possible to use the 800 MHz, 1800 MHz and 900 MHz bands for *3G services*, it is likely handsets will initially be made for the 2 GHz radio frequency band.

One.Tel, backed by media magnates Kerry Packer and Rupert Murdoch, has already indicated it will not involve itself in the auction, saying it does not need extra spectrum to offer *3G services*. One. Tel's share price, which took a hammering last year, rose on the news. Initially, the company asked for a 12-month delay to the *3G* spectrum auction.Analysts think One.Tel's financial position prohibits it from bidding for *3G* spectrum. It already spent more than A$500 million (US$286 million) last year on 1800 MHz *mobile*-phone spectrum. Although the company said it does not plan to sell the *mobile* network it is building at a cost of A$1.1 billion (US$629 million), speculation circulated in October that it might do so to concentrate on the delivery of second-generation (*2G*), and ultimately, *3G mobile services*.

Optus, too, has made it clear it will not pay unreasonable prices but has indicated it will take part in the auction. There is speculation that Optus might form a consortium rather than bid alone.Rumors have also surrounded the sale or partial sale of Optus' *mobile* business, because its major shareholder, Cable & Wireless in Britain, sold its *mobile* interests to Deutsche Telekom in 1999. However, Paul O'Sullivan, Optus managing director of *mobiles*, was reported in August 2000 to favor an international alliance with a global *mobile* operator.Telecom New Zealand, as part of a consortium including NTT DoCoMo, has expressed interest in Optus' *mobile* business.The ACA is also hopeful it will be able to attract offshore bidders. To facilitate overseas interest, the ACA has enlisted the *services* of Deutsche Bank. Potential bidders worldwide have been sent marketing material.

Deutsche Bank has come under criticism because, in addition to advising the ACA, it is also assisting potential bidders to raise finances for licenses. Furthermore, it is advising possible suitors for the Optus *mobile* business.But Australia will face competition for overseas investment with more than 80 *3G* licenses available worldwide this year.Last year, the Australian government budgeted a return of A$2.6 billion (US$1.5 billion) in its 2001 estimates, although pundits now believe that figure optimistic. Results for the last two auctions of *3*.4 GHz and 27 GHz spectrum were a little disappointing.While the United Kingdom and Germany reaped handsome returns of nearly US$35 billion and US$46 billion, respectively, other *3G* auctions in countries such as Switzerland and New Zealand have produced disappointing results.

In Australia's favor, though, is a pro-competition environment, strong consumer interest and high *mobile* penetration. Importantly, Australia is seen as a launching pad into the key Asia-Pacific markets.The Australian Telecommunications Users Group, however, has warned the days of *mobiles* as "gee-whiz" gadgets are gone, and users are only interested in sensibly priced *services* that provide real value.ACA Chairman Tony Shaw said, "It is up to the auction participants themselves to decide what spectrum is worth to them based on their own business cases." In metropolitan areas, 60 megahertz of paired spectrum and 20 megahertz of unpaired spectrum will be auctioned, except in the nation's capital, Canberra, where 45 megahertz of paired and 20 megahertz of unpaired spectrum will be offered. In regional areas, 20 megahertz of paired spectrum will be available.

The auction, which will divide spectrum into 58 lots with two lots offering national licenses, anticipates a minimum of four competitors in the metropolitan auction and two in the regional. The 15-year licenses will be auctioned over the Internet, as the ACA has done on previous occasions. The 2 GHz spectrum is expected to be cleared by October 2002.

PHOTO (COLOR): The World Youth Sailing Championships Laser Class were held in Sydney Harbor in December

Yan Hui, Aalborg university[3] 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*

Xinhua News agency(2005)[4] 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 [5](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

India to review market conditions for 3G auction(oct 2008)[9] 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

Rise of 3G technology(July 2009) [8] 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

LIMITATION OF THE STUDY

Following limitations are found out during the survey.

1. Most of the coimbatore customers are not aware of 3g technology in BSNL.
2. The study is restricted with coimbatore itself.
3. Due to time constraint my study population reduced to 100 samples only

ORGANISATION PROFILE

HISTORY OF THE ORGANISATION:

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 Hwan, Harish Chandra Mathur Lane, Jan path, 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.[1] 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 Wire line, 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.

Services:

BSNL Mobile

Prepaid Mobile

BSNL Broadband

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

- **Universal Telecom Service**: Fixed wire line services & Wireless in Local loop (WLL) using CDMA Technology called **bfone** and ***Tarang*** respectively. As of December 31, 2007, BSNL has 81% market share 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.

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 One India 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 Telco's 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 bottom-line 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

3G is the third generation of mobile phone standards and technology, superseding 2.5G. It is based on the International Telecommunication Union (ITU) family of standards under the IMT-2000.

3G networks enable network operators to offer users a wider range of more advanced services while achieving greater network capacity through improved spectral efficiency. Services include wide-area wireless voice telephony, video calls, and broadband wireless data, all in a mobile environment. Additional features also include HSPA data transmission capabilities able to deliver speeds up to 14.4Mbit/s on the downlink and 5.8Mbit/s on the uplink.3G technologies enable network operators to offer users a wider range of more advanced services while achieving greater network capacity through improved spectral efficiency.

3G wireless technology represents the convergence of various 2G wireless telecommunications systems into a single uniform global system which includes terrestrial and satellite components in its functioning.

3G or the third-generation wireless refers to near future developments in personal & business wireless technology, especially relating to mobile communications. 3G or The Third Generation will usher in many benefits as roaming capability, broad bandwidth and high speed communication (upwards of 2Mbps)

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 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. 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.

DATA ANALYSIS & INTERPRETATION

TABLE: 1

GENDER

Gender	No of respondents	Percentage
Male	63	63.0
Female	37	37.0
Total	100	100.0

Source: Primary data

INTERPRETATION:

The above table shows,63% of respondents are male and 37% of the respondents are female.

It is concluded that BSNL 3G services depends on the customers here we take the survey on the coimbatore district people here 63% of respondents are male and 37% of the respondents are female.

CHART: 1

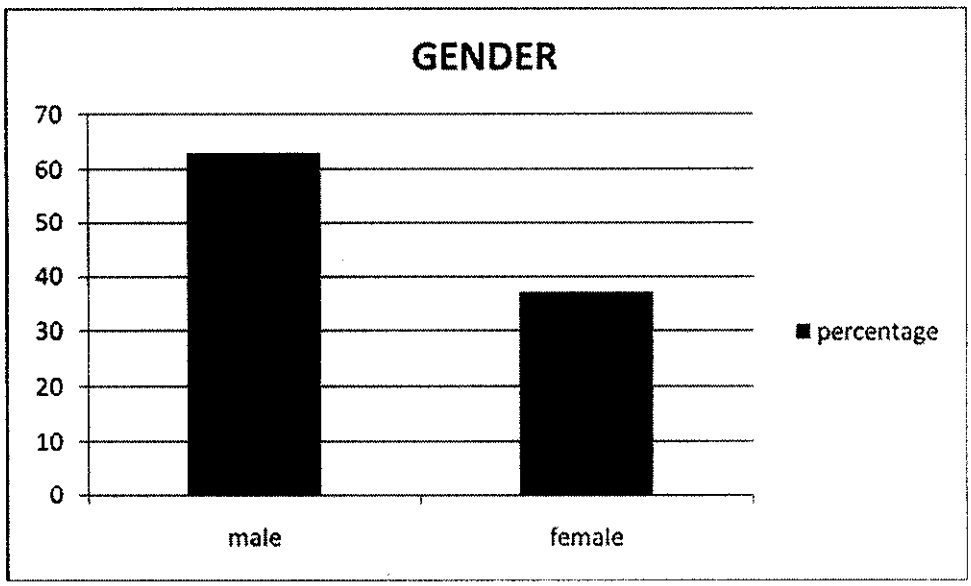


TABLE: 2

AGE GROUP

Age group	No of Respondents	Percentage
20-25	4	4.0
26-30	18	18.0
31-40	40	40.0
41-50	36	36.0
51-60	2	2.0
Total	100	100.0

Source: Primary data

INTERPRETATION

Table: 2 shows that 40% of respondents belongs to age between 31-40 years, 36% of respondents belongs to age between 41-50 years, 18% of respondents belong to age between 26-30, 4% of respondents belongs to age between 20-25 years, 2% of respondents belongs to age between 51-60 years.

It is concluded that 40% of the respondents are in the age group of between 31-40 years and they are preferred most the 3G Technology and also they are very much aware of the launch of 3G Technology in coimbatore.

CHART: 2

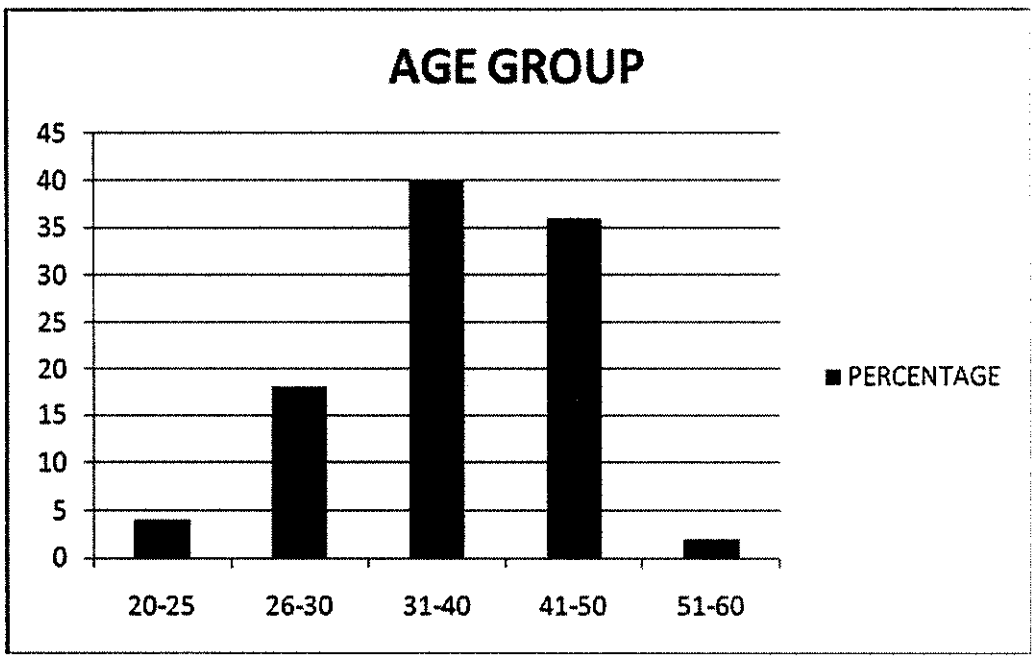

AGE GROUP
45
40
35
30
25
20
15
10
5
0
20-25
26-30
31-40
41-50
51-60
PERCENTAGE

TABLE: 3

MARITAL STATUS

Marital status	No of Respondents	Percentage
Single	9	9.0
Married	91	91.0
Total	100	100.0

Source: Primary data

INTERPRETATION:

Table: 3 shows that 9% of respondents are single and 91% of the respondents are married. It is concluded that many of the respondents are married

CHART: 3

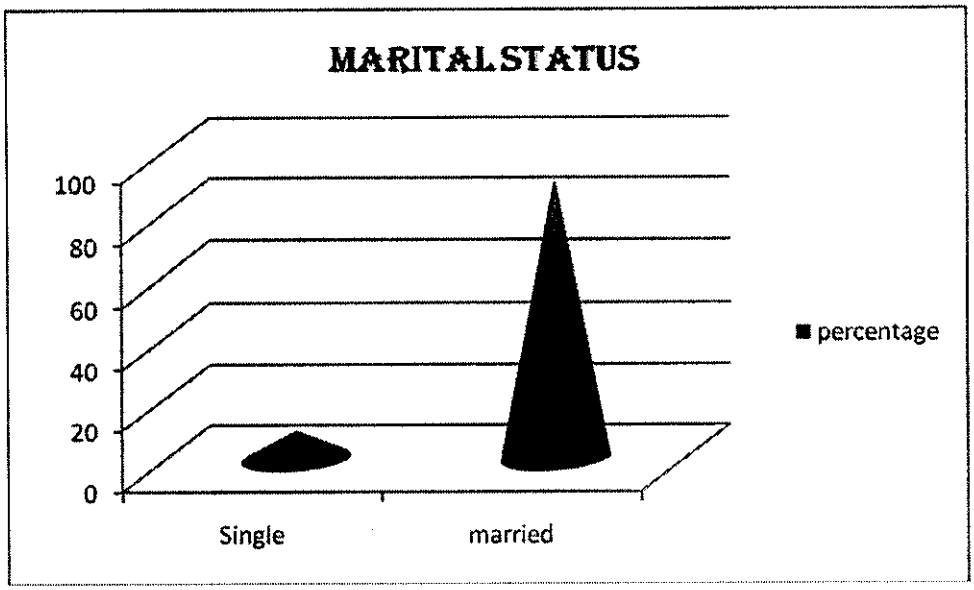


TABLE: 4

NO. OF. MOBILES

No.of mobiles	No of Respondents	Percentage
1	16	16.0
2	73	73.0
3	11	11.0
Total	100	100.0

Source: Primary data

INTERPRETATION:

Table: 4 shows that 16% of respondents are having 1 mobile, 73% of respondents are havig 2 mobiles, 11% of respondents are having 3 mobiles.

It is inferred that the number of mobiles used by the respondents here 73% of respondents are havig 2 mobiles, 16% of respondents are having 1 mobile.

CHART: 4

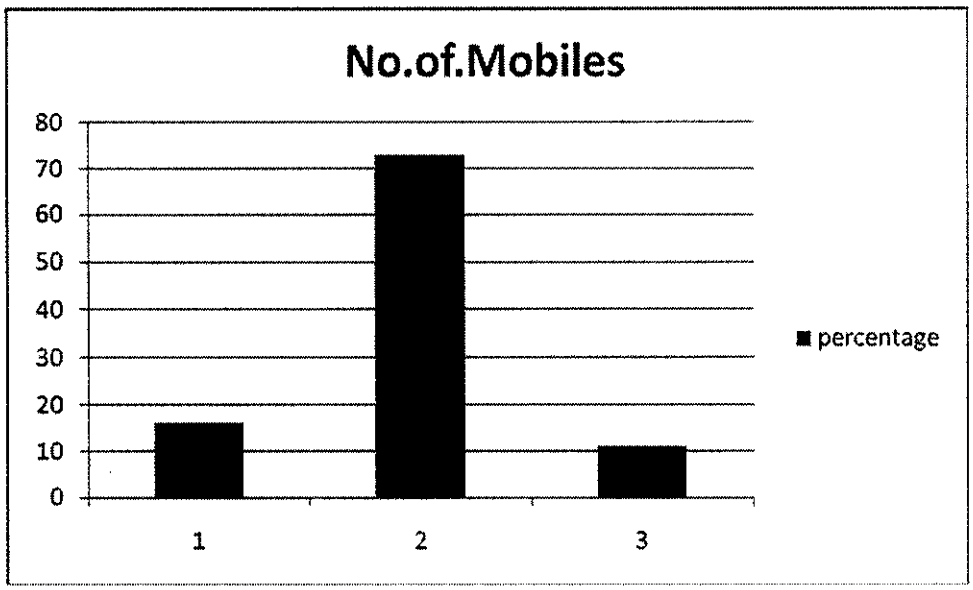


TABLE: 5

EDUCATION

Education	No of Respondents	Percentage
School final	6	6.0
Graduate	51	51.0
Post graduate	43	43.0
Total	100	100.0

Source: Primary data

INTERPRETATION:

From Table: 5 we understood that 6% of respondents are finished their school final, 51% of respondents did their Graduate, 43% of respondents are finished their post graduate.

It is concluded that the education level of the respondents. 51% of respondents are finished their Graduate, 43% of respondents are finished their post graduate.

CHART: 5

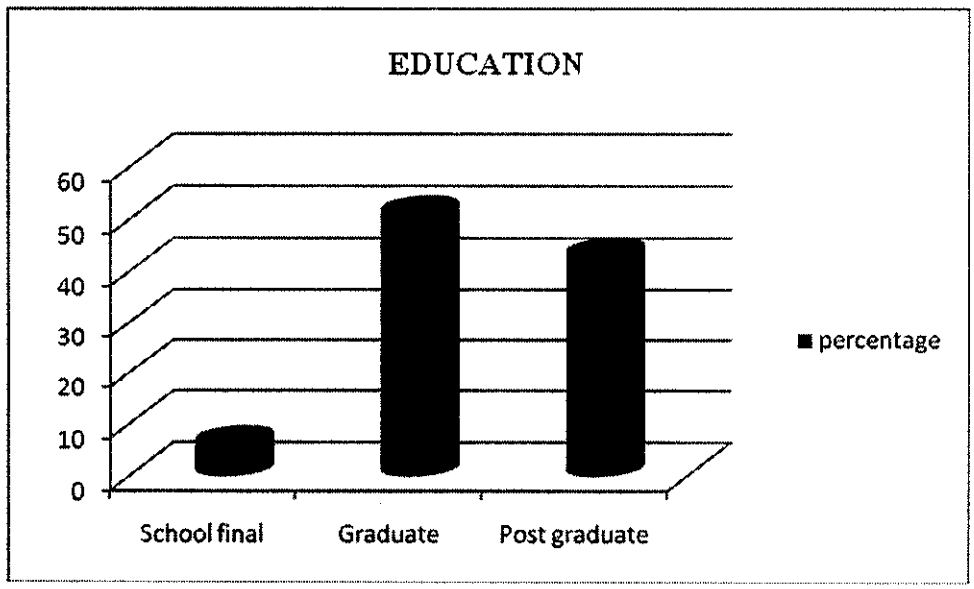

EDUCATION
60
50
40
30
20
10
0
School final
Graduate
Post graduate
percentage

TABLE: 6

MONTHLY INCOME

Monthly income	No of Respondents	Percentage
(5000-15000)	45	45.0
(15000-25000)	55	55.0
Total	100	100.0

Source: Primary data

INTERPRETATION:

Table: 6 shows that 45% of respondents are getting the salary between (5000-15000), 55% of the respondents are getting the salary between(15000-25000).

It is inferred that the income level of the respondents. In that 55% of the respondents are getting the salary between(15000-25000), 45% of respondents are getting the salary between (5000-15000).

CHART: 6

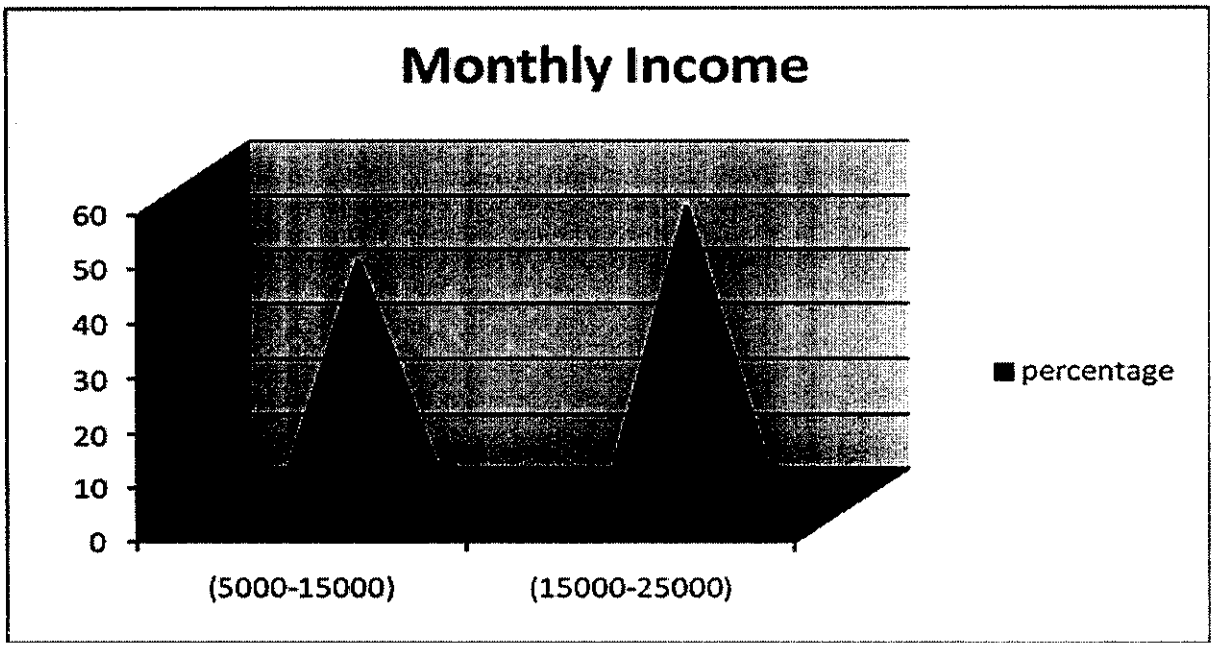

Monthly Income
60
50
40
30
20
10
0
(5000-15000)
(15000-25000)
percentage

TABLE: 7

AWARENESS

Awareness	No of Respondents	Percentage
Yes	63	63.0
No	37	37.0
Total	100	100.0

Source: Primary data

INTERPRETATION:

Table: 7 understood that 63% of respondents known about the launch of BSNL 3G Technology in Coimbatore, 37% of respondents don't know about the launch of BSNL 3G Technology in Coimbatore.

It is concluded that 63% 0f respondents only aware of the launch of BSNL 3G Technology in coimbatore

CHART: 7

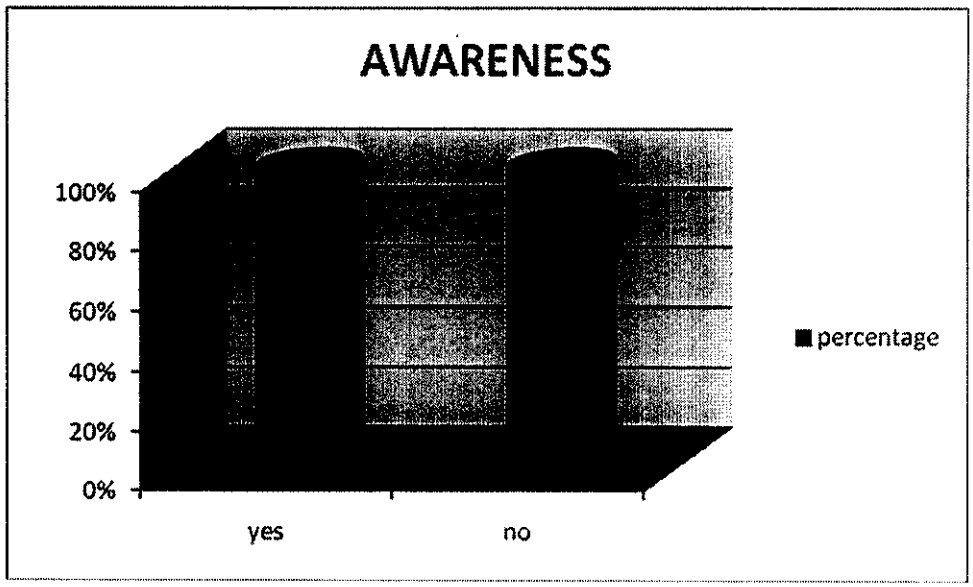


TABLE: 8

ATTRACTING FEATURES

Features	No Of Respondents	Percentage
Multimedia	46	46.0
Email ,web paging	18	18.0
Bandwidth	36	36.0
Total	100	100.0

Source: Primary data

INTERPRETATION:

Table: 8 shows that 46% of the respondents are preferred the Multimedia service & 18% of them are preferred the E-mail services, and the other 36% of the respondents are preferred the Bandwidth .

It is inferred that out of 100 samples 46% of the responders are liking the multimedia service in the 3G Technology likewise 36% of the respondents are preferred the 3G Technology to access internet browsing with high speed of bandwidth.

CHART: 8

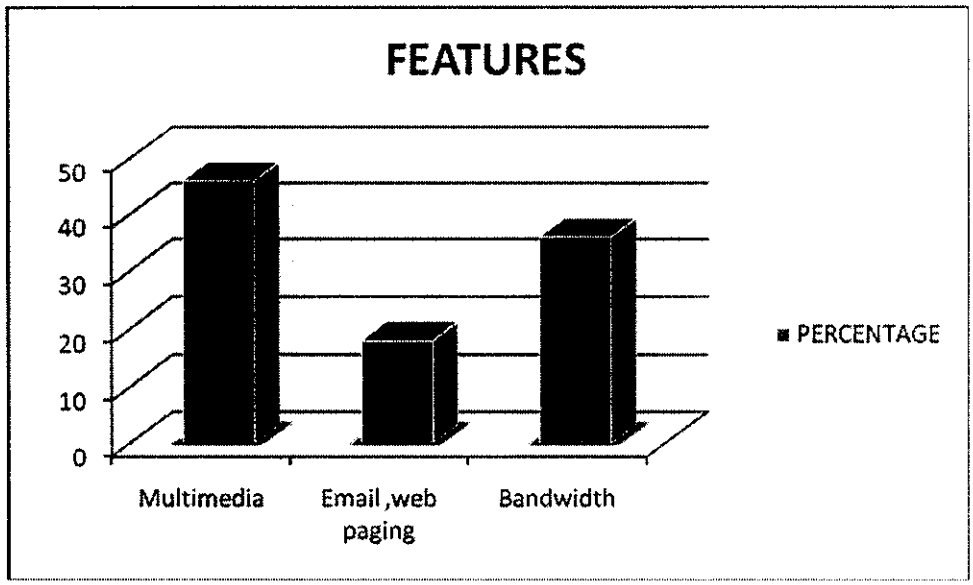

FEATURES
50
40
30
20
10
0
Multimedia
Email ,web paging
Bandwidth
PERCENTAGE

TABLE: 9

ONLINE ACCESS

Online access	No Of Respondents	Percentage
Rare	32	32.0
1 to 2 times	36	36.0
3 to 5 times	27	27.0
More than 5 times	5	5.0
Total	100	100.0

Source: Primary data

INTERPRETATION:

From Table: 9 wwe understood that 32% of the respondents are rarely access internet,And 36% of the respondents are access 1 to 2 times per day, and 27% of them are access Internet up to 3 to 5 times, and 5% of the respondents only access internet more than 5 times per day.

It is inferred that internet access made by the respondents are comparatively less. Such as 36% are access internet 1 to 2 times per day, 32% of the respondents are rarely access internet, and 27% of them are access Internet up to 3 to 5 times

CHART: 9

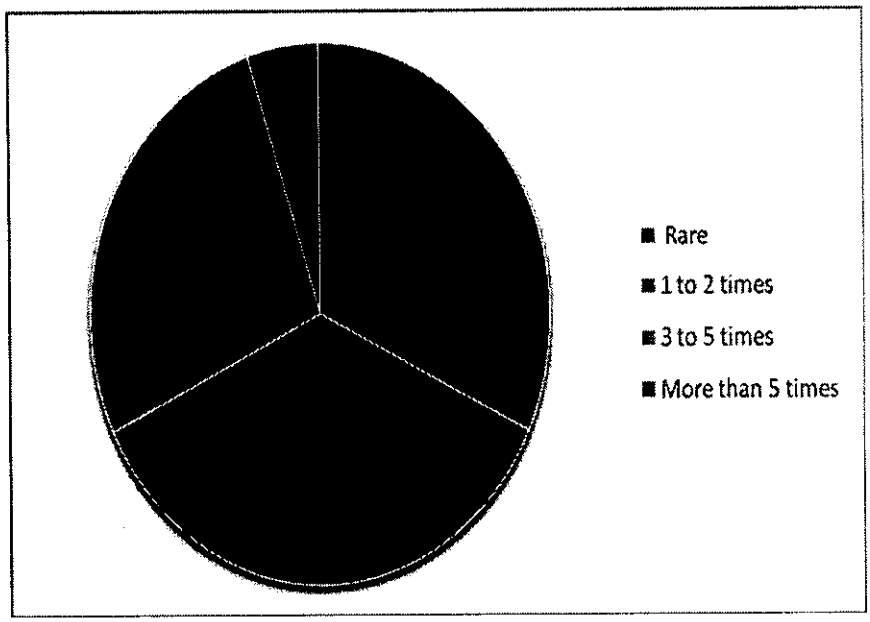


TABLE: 10

SATISFACTION ON SPEED OF GPRS

GPRS Speed	No Of Respondents	Percentage
Satisfied	49	49.0
Not satisfied	51	51.0
Total	100	100.0

Source: Primary data

INTERPRETATION:

Table: 10 Represent 49% of the respondents are satisfied with the GPRS speed and 51% are not so convinced too much.

It is concluded that that GPRS Speed provided by the BSNL Service has been dissatisfied by 51% of respondents and the other 49% of the respondents are satisfied with the GPRS Speed provided by the BSNL Service.

TABLE: 11

OPT FOR3G MOBILE SERVICE

Opt for 3G	No Of Respondents	Percentage
Yes	56	56.0
No	44	44.0
Total	100	100.0

Source: Primary data

INTERPRETATION:

From Table: 10 we understood that the 56% of the respondents told that they will opt for 3G and the other 44% of the respondents are refused to go for the 3G mobiles.

It is inferred that services made by the BSNL Services are meet the expectation level of the 56% of respondents only the others are reduced to go for the 3G service.

CHART: 10

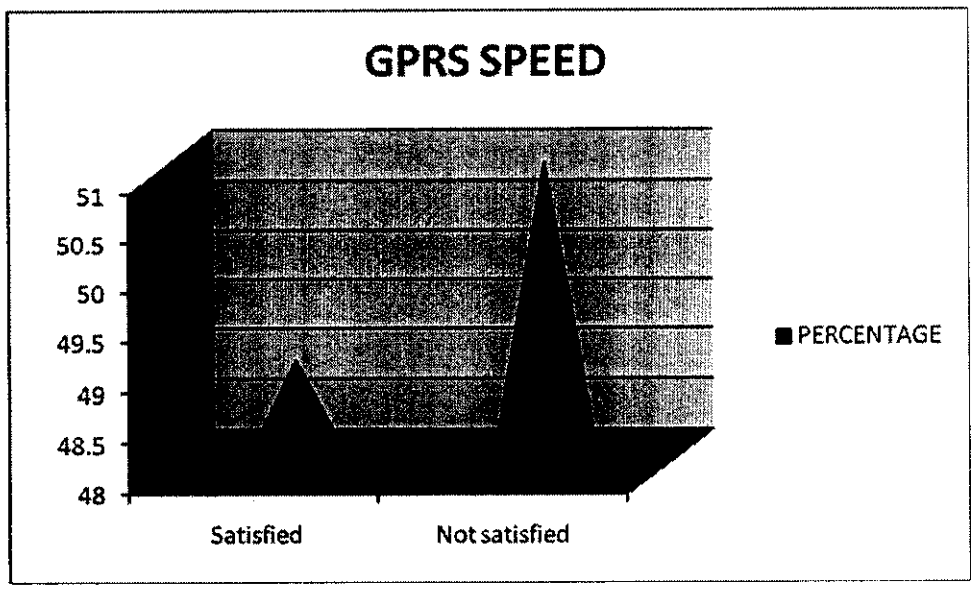

GPRS SPEED
51
50.5
50
49.5
49
48.5
48
Satisfied
Not satisfied
PERCENTAGE

CHART: 11

OPT FOR3G MOBILE SERVICE

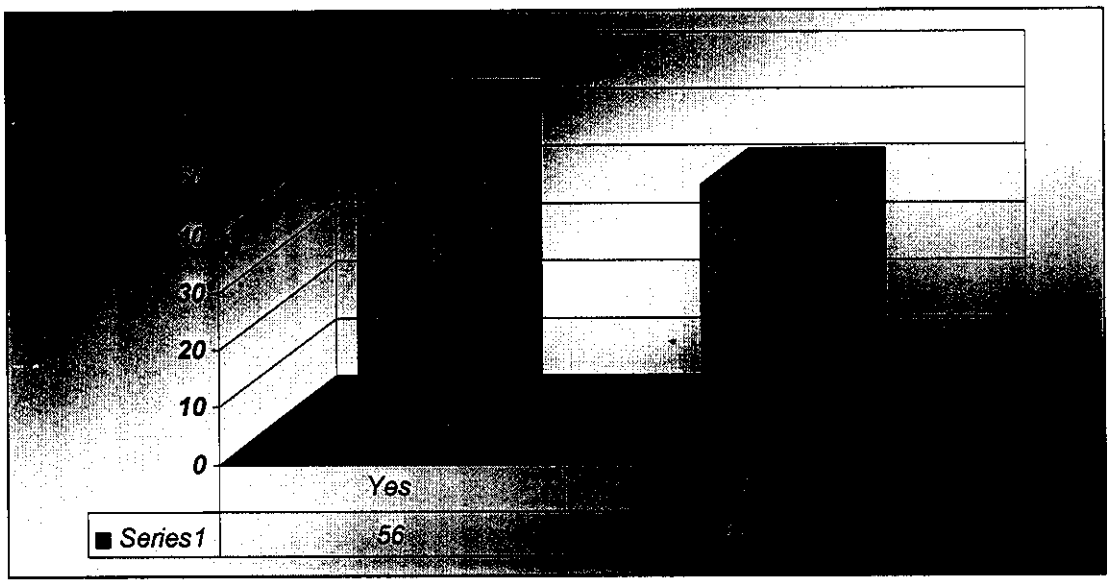


TABLE: 12

MOBILE BRAND FOR 3G

Mobile Brand	No Of Respondents	Percentage
Apple	4	4.0
Nokia n95	25	25.0
w950i	54	54.0
Others	17	17.0
Total	100	100.0

Source: Primary data

INTERPRETATION:

Table: 12 inferred that 54% of the respondents are preferred Sony Ericsson W950i, 25% of the respondents are Preferred Nokia N95 mobiles, 17% of the respondents are preferred other brands and rest of the 4% of the respondents are preferred apple mobiles.

It is concluded that 54% of the respondents are preferred Sony Ericsson W950i, 25% of the respondents are Preferred Nokia N95 mobiles as their 3G mobile handsets

CHART: 12

MOBILE BRAND FOR 3g

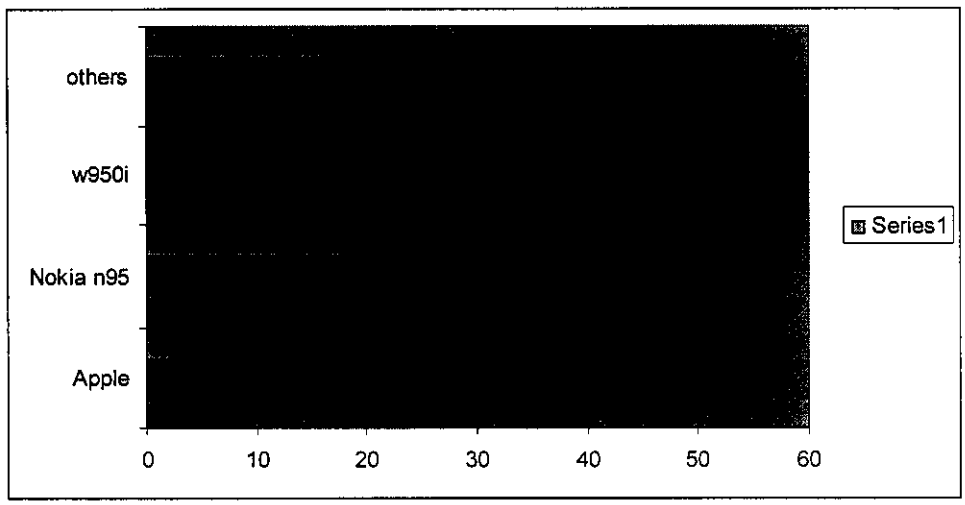


TABLE: 13

PRICE RANGE

Price range	No Of Respondents	Percentage
Below 5000	18	18.0
5000 to 10000	60	60.0
10001 to 20000	22	22.0
Total	100	100.0

Source: Primary data

INTERPRETATION:

From Table: 13 we understood that the 18% of the respondents responded like the mobile phones are to be availed at the price range of below 5000, and 60%of respondents are opted between the range of 5000 to 10000, and the other 22% of the respondents are opted the range between10000 to 20000.

It is inferred that the expected price level of the 3G mobiles is between 5000-10000 by 60% of the respondents and the 22% of respondents are opted the range between10000 to 20000.

TABLE: 14

SUGGESTION

Suggestion	No Of Respondents	Percentage
Yes	67	67.0
No	33	33.0
Total	100	100.0

Source: Primary data

INTERPRETATION:

Table: 14 shows that 67% of the respondents said 3G will be success, and the 33% of the respondents are told that it won't be a successful one.

It is concluded that 67% of the respondents said 3G will be success, and the 33% of the respondents are told that it won't be a successful one.

CORRELATION ANALYSIS

MONTHLY INCOME & PRICE RANGE OF MOBILE PHONE

		MONTHLYINCOME	PRICE RANGE
MONTHLYINCOME	Pearson Correlation	1	.779
	Sig. (2-tailed)		.278
	N	100	100
PRICE RANGE	Pearson Correlation	.089	1
	Sig. (2-tailed)	.378	
	N	100	100

Note : The monthly income and price rang of the mobile phones are closely correlated in this survey .

It is concluded that the expected price range of the 3G mobiles is closely depend on the monthly income what they earned

CHART: 13

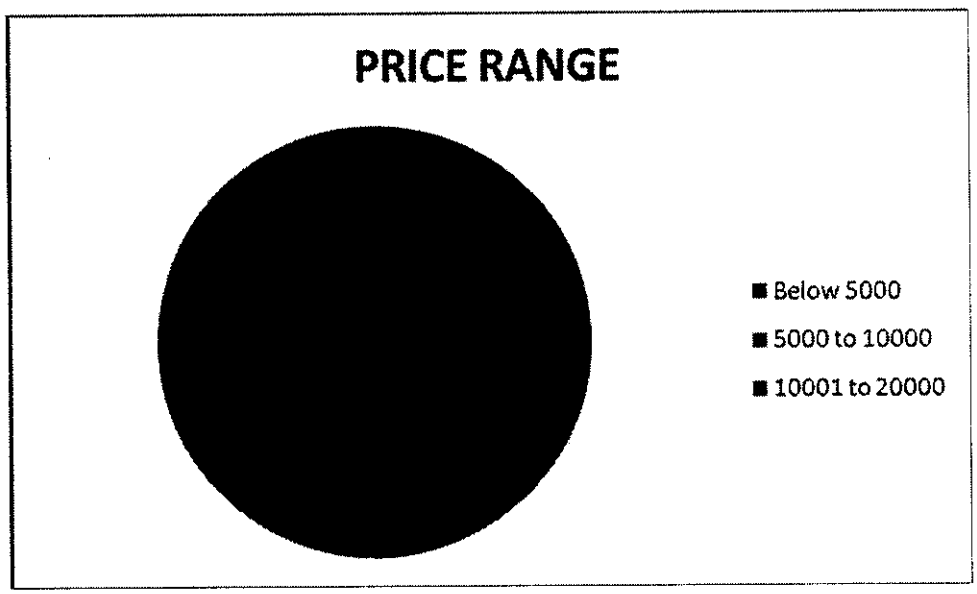
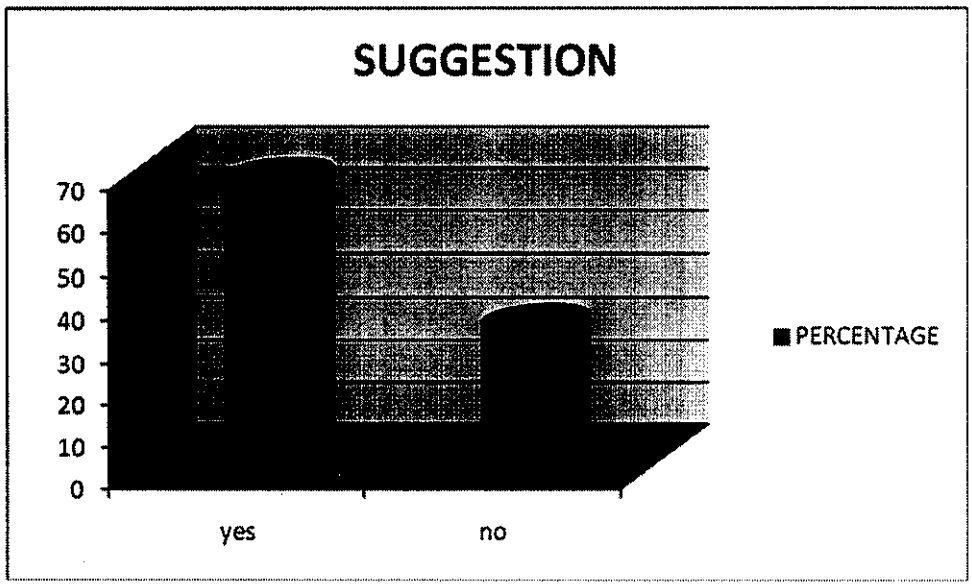


CHART: 14



FINDINGS:

1. In the sample size 63% male customers
2. Most of the customers belongs the age group of (31-40)
3. 91% of the customers are married
4. 2 mobiles are presently in use in 73% of customer's family
5. 51% of customers did their graduate 43% of customers did their Post graduate and the rest of 5% customers did their school final
6. 55% of customers are in the high income group 45% of them are In the income level of (5000-15000)
7. out of 100 customers 56% of customers are in the scheme of post Paid and the other 44% are in the scheme of prepaid
8. Likewise 63% out of 100 customers are aware of the BSNL 3G Launch in coimbatore the other 37%of customers are not aware Of it.
9. Attracting features in 3G:

   Multimedia -46%

   Email,web accessing -18%

   Bandwidth - 36%

10. Online access done by the customers are given below:

    Rarely – 32%

    1or 2 times – 36%

    3 to 5 times – 27%

    More than 5 times – 5%

11. 46% of customers are satisfied with the speed of GPRS provide By BSNL and 54% of customers are not satisfied with the GPRS Speed made by BSNL

12. 4% of the respondents preferred apple mobiles, 25% Preferred Nokia N95 mobiles, 54% of those preferred Sony Ericsson W950i, and 17% preferred other brands for the 3G services.

13. 18% of the respondents responded the mobile phones Are to be availed at the price range of below 5000, and 60% opted up to 5000 to 10000, and 22% opted 10000 to 20000

14. 67% of the respondents said 3G will be success, and 33% of them told that it won't be a successful one.

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

SUGGESTIONS:

1. As for as the awareness level is concerned it is very low in Coimbatore so BSNL must have to take effort to increase the awareness of 3G among the people.

2. The BSNL must reduce their cost of services.

3.Concentrate on creating more infrastructure in 3G services

4. Enhance customer services

5. Proceed ahead and implement as soon as possible because private players come in to role

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A Study on Customer Perception and Patronage of Forthcoming 3G Technology in Coimbatore

1. Name :

2. Address :

3. Mobile number :

4. Sex M ☐ F ☐

5. Age group :

20-25 ☐ **26-30** ☐ **31-40** ☐ **41-50** ☐ **51-60** ☐

Above 60 ☐

6. Marital status : S ☐ M ☐

7. If married, family size : **2** ☐ **3** ☐ **4** ☐

Above 4 ☐

8. Number of mobiles presently in use by the family:

1☐ **2**☐ **3**☐ **4**☐ **above 4** ☐

9. Education: school final ☐ graduate ☐ post graduate ☐ & higher ☐

10. Occupation :

Business☐ Salaried ☐ Self employed ☐ Student☐ Others (Please specify)☐

11. Monthly income.

Less than Rs. 5000/- ☐ Rs. 5000/- to Rs. 15000/- ☐ Rs. 15001/- to Rs. 25000/- ☐

More than Rs. 25000/- ☐

12: Please state the mobile brand you own now:

13. Do you avail post paid ☐ pre paid ☐

14. Average monthly expenses on usage of mobile : Rs.....

15. Do you aware of launching of 3G Technology in Coimbatore and Tirupur?

a) Yes ☐ b) No ☐

16. You came to know about 3G Technology through

Print Media [Newspaper / Magazine] ☐ Electronic Media [Radio / Television] ☐

Internet website ☐ Verbal [Friends / Family] ☐

17. Will you opt for 3G mobile service? Yes ☐ No ☐

18. If yes, the features that attracts you

a. Enhanced multimedia (Voice, Data, Video and Remote control) ☐

b. Usability on all popular modes (cellular telephone, e-mail, paging, fax, videoconferencing, and Web browsing). ☐

c. Broad bandwidth and high speed (upwards of 2 Mbps) ☐

d. All above ☐ e. Others (Pl. specify)

19. How often do you use mobile phone in order to access online content?

Very rarely ☐ 1 or 2 times in a day ☐

3 to 5 time a day. ☐ More than 5 time a day ☐

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

☐ Yes ☐ No

21. If no, do you expect 3G service will provide faster access?

Yes ☐ No ☐

22. Tick the brand do you prefer for 3G service usage?

a) Apple's iphone, ☐ b) Nokia's N95, ☐ c) Sony Ericsson's W950i, ☐

d) LG's KE850 ☐ e) others (Please specify ☐

23. Can you suggest the prize range that you mat buy for 3G Mobile hand set

Below 5000 ☐ 5000 to 10000 ☐ 10001 to 20000 ☐

20000 to 30000 ☐ above 30000 ☐

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

a) Yes ☐ b) No ☐

25. Any suggestion in respect 3G service: