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A STUDY ON CUSTOMER PERCEPTION AND PATORNAGE OF FORTHCOMING 3G TECHNOLOGY BY BSNL IN TIRUPUR WITH LARGE SCALE INDUSTRIES

A PROJECT REPORT

Submitted by

V.RAMESH

Reg. No. 0820400040

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

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DEPARTMENT OF MANAGEMENT STUDIES

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KUMARAGURU COLLEGE OF TECHNOLOGY

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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 TIRUPUR WITH REFERENCE TO LARGE SCALE INDUSTRIES**" is the work of **Mr. V. RAMESH (0820400040)** 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

DIRECTOR

Evaluated and viva-voice conducted on .....11.09.2009.....

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DECLARATION

I, hereby declare that this project report entitled as "A STUDY ON CUSTOMER PERCEPTION AND PATORNAGE OF FORTHCOMING 3G TECHNOLOGY BY BSNL IN TIRUPUR WITH LARGE SCALE INDUSTRIES", 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 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: 11.09.2009

V. Ramesh
(RAMESH.V)

EXECUTIVE SUMMARY

This project work is about "a study on customer perception and patronage of forthcoming 3g technology by BSNL in Tirupur with reference to large scale industries"; 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 Tirupur with reference to large scale industries.

ACKNOWLEGDEMENT

I thank our respected Chairman **Arutchelvar 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 **Mr. 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.A Annamalai,** Kumaraguru College of Technology, for allowing us to carry out this project.

I express my sincere thanks to our Director **Prof. S.V.Devanathan**, Kumaraguru College of Technology, Deportment 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, **Mr.C.Ganeshmoorthy**, Senior Lecturer, Deportment 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 successfully.

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 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).

OBJECTIVE :

Primary objective

To study whether the launch of 3G technologies help full to Large Scale Enterprises(LSE'S).

Secondary objectives

1. Ensure whether 3G technologies is affordable to Large scale industries
2. To study about what are the critical success factors in implementing

3G technologies.

3. To suggest the features and benefits of 3G technologies to LSE'S.
4. To know the customer's resource capabilities and preferences

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

sample of 100 BSNL customer in Tirupur district.

Tools of Analysis

The analysis has been done with the percentage calculation and chi-square test. The percentage method has been choses because the method provides the accurate result and chi-square 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.

Nordstrom, Bengt "Business Week Online" 30th May 2006, vol.4 Issue 2 p13-13, 1p

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 (2*G*), 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 home-grown 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 radio waves 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 are the limitations observed during the survey.

1. Most of the Tirupur customers are not aware of 3g technology in BSNL.
2. The survey is conducted only against Tirupur customers.
3. The sample size is only 100 customers.

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 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.[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 within 6 months to offload 10% to public in the Rs 300-400 range valuing the company at over $100 billion.

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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 AND INTERPRETATION

TABLE-1

AGE GROUP OF CUSTOMER

	Frequency	Percent
20-35	27	27
36-45	34	34
46-55	21	21
>55	18	18
Total	100	100.0

Note:

Table.1 represents age group of the users who use BSNL. Among them, 34% of the people are belongs to 36 -45 age group. 27%of the people are 20-35 age groups. The remaining 21% of the 46-55 age group peoples are using BSNL network. 18% of the customers belong to the age group above 55. Table.1 depicts that among all the customers, 36-45 age group customers are using the BSNL services widely.

CHART-1

AGE GROUP OF CUSTOMER

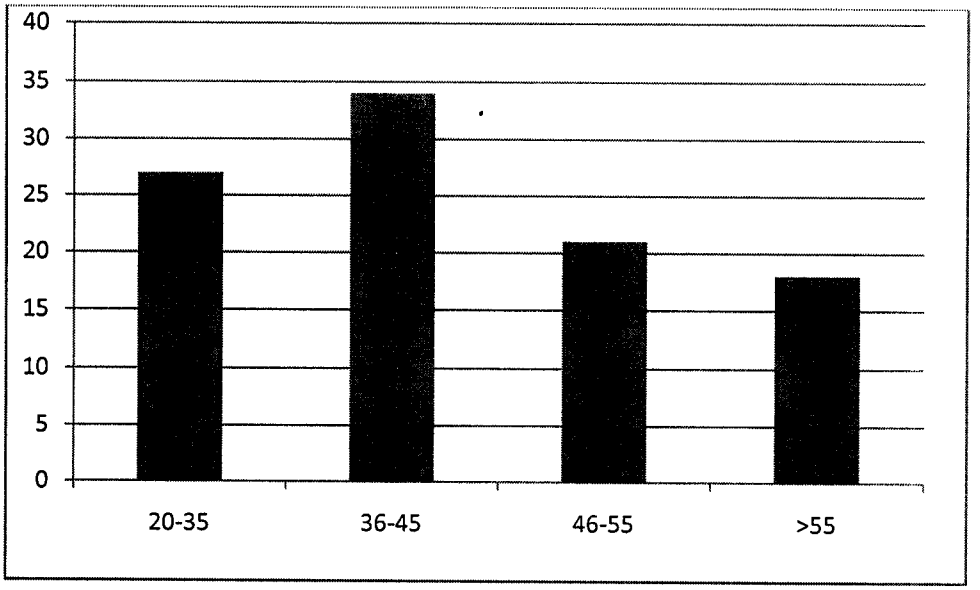


Table -2

GENDER OF THE BSNL CUSTOMER

gender	Frequency	Percent
Male	88	88.0
Female	12	12.0
Total	100	100.0

Table -2 represent the gender of the user 88% of the male gender is the using the Bsnl service. And the remaining only 12% of the users are female gender. From the Table-2, we analyze that male customers are widely using BSNL.

CHART-2

GENDER OF THE BSNL CUSTOMER

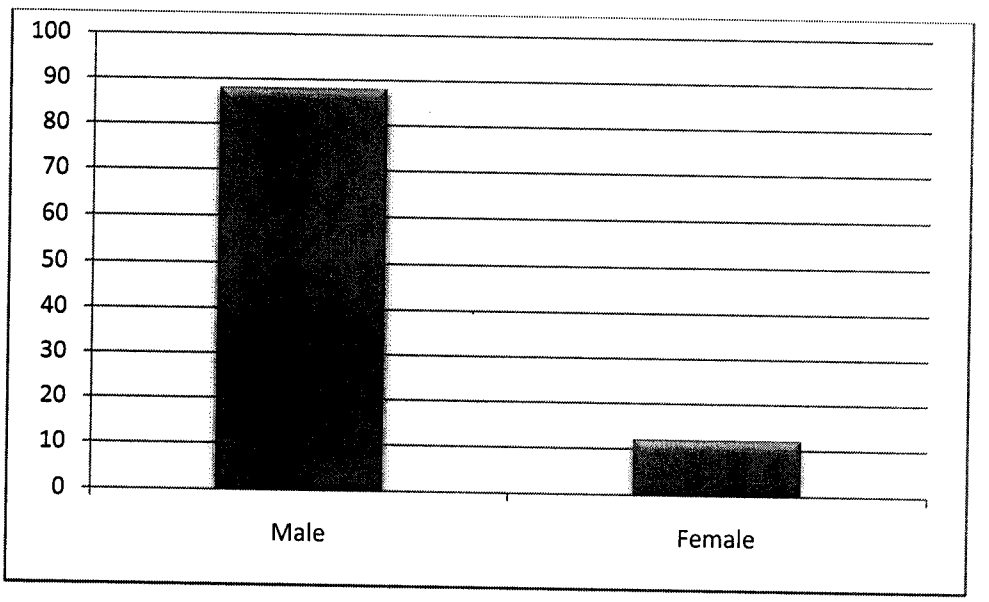


TABLE-3

EDUCATION DETAILS OF CUSTOMERS

	Frequency	Percent
Non graduate	8	8.0
Graduate	38	38.0
Postgraduate	42	42.0
Doctoral	12	12.0
Total	100	100.0

Table-3 depicts the education details of the BSNL customers. From the table, it is observed that 8% of the customers are non graduate, 38% of the customers are graduate while 42% of the customers are Postgraduates. The rest of them, 12%, are doctoral people. From this data, it is observed that the postgraduate customers are mostly using BSNL.

CHART-3

EDUCATION DETAILS OF CUSTOMERS

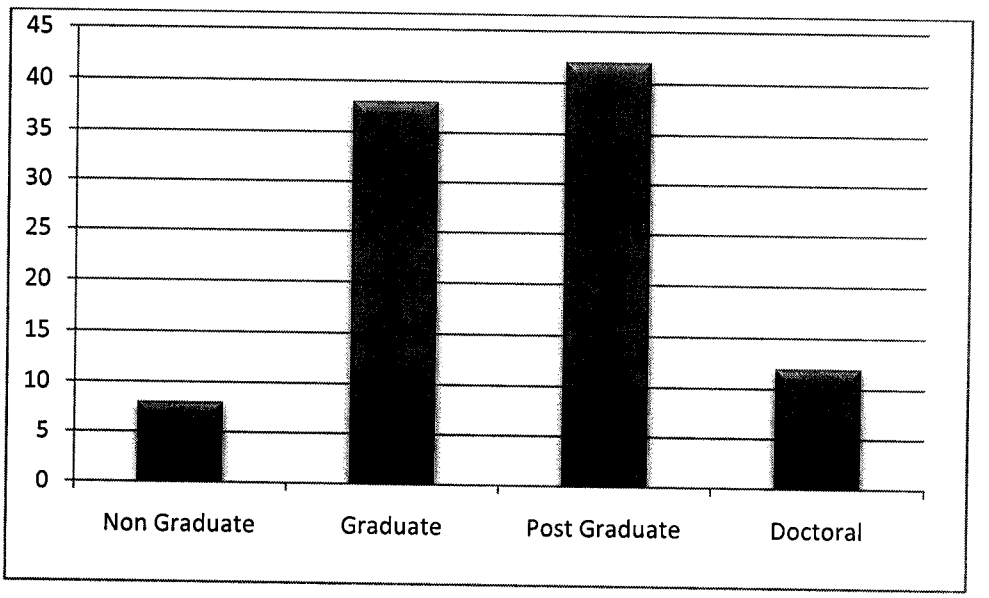


TABLE-4

GENDER * AGEGROUP

		AGEGROUP				Total
		20-35	35-45	45-55	>55	
GENDER	Male	24	28	18	18	88
	Female	3	6	3	0	12
Total		27	34	21	18	100

Interpretation:

From the data collected, we observe that the men, who fall in the age group 35-45, are the maximum responders with 28% of response while the men of age group 20-35 are responded well with 24% of response.

It is also worth noting that the women of age group 35-45 are responded well with 6% of response.

TABLE-5

MONTHLY INCOME DETAILS

	Frequency	Percent
>5000	0	0
5000-15000	24	24.0
15000-25000	48	48.0
<25000	28	28.0
Total	100	100.0

Note: Table-5 depicts the monthly income the BSNL customers. Among them, 24% of the people fall between the income range 5000-15000 while 48% of the people are earning between 15000 and 25000. Only 28% of the people have their income above 25000. From this data, it is observed that the people who earn between15000-25000 are majority that they use the BSNL services.

CHART-5

MONTHLY INCOME DETAILS

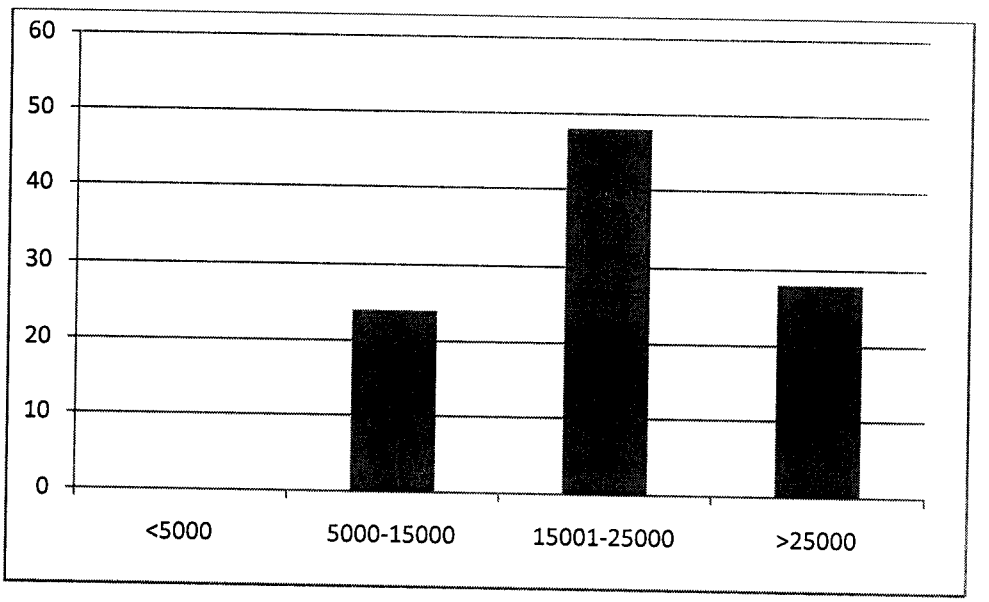


TABLE-6

AWARENESS OF FORTHCOMING 3G TECHNOLOGIES

	Frequency	Percent
YES	88	88.0
NO	12	12.0
Total	100	100.0

Interpretation:

In Tirupur, from the data, it is observed that maximum of 88% of the people are aware of the 3G technology while only 12% are not aware of the 3G technology.

CHART-6

AWARENESS OF FORTHCOMING 3G TECHNOLOGY

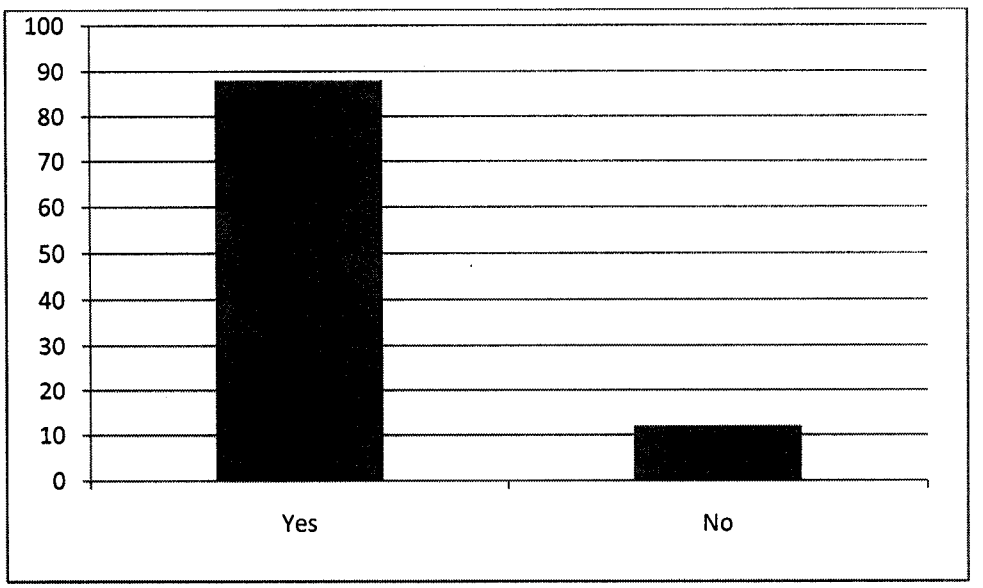


TABLE-7

MOTIVATING FACTORS OF 3G TECHNOLOGY

	Frequency	Percent
Enhanced multimedia	18	18.0
All popular mode	22	22.0
Broadband speed	38	38.0
All above	22	22.0
Total	100	100.0

Interpretation:

Table-7 depicts the motivating factors of 3G technology to the BSNL customers. It is observed that the broadband speed motivates 38% of the people to go for 3G technology. All popular mode option is also a motivating factor that motivating 22% customers while the enhanced media attract 18% of the people. 22% of the people agreed all the above options. It is concluded that the broadband speed is the motivating factor of 3G technology.

CHART-7

MOTIVATING FACTORS OF 3G TECHNOLOGY

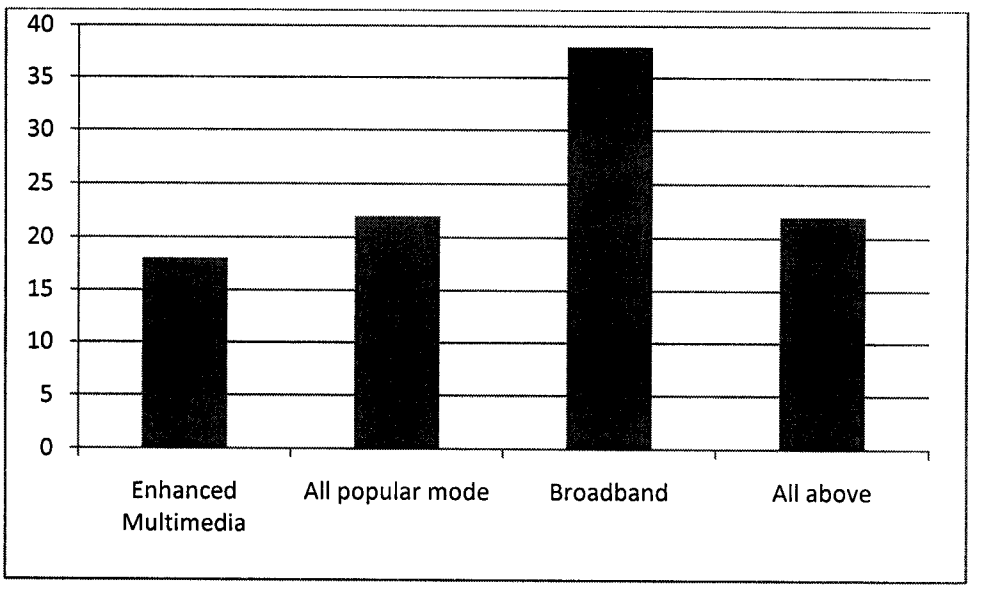


TABLE-8

USAGE OF MOBILE PHONE

	Frequency	Percent
Often	22	22.0
Everyday	24	24.0
Occasionally	37	37.0
Never	17	17.0
Total	100	100.0

Interpretation:

The table-8 depicts the usage of mobile phones. From the data, it is observed that 37% of the people are occasionally using the mobile phones while 24% of the people are using mobile phones every day. Moreover, 22% people are often using mobile phones and 17% of people do not user mobile phones.

CHART-8

USAGE OF MOBILE PHONE

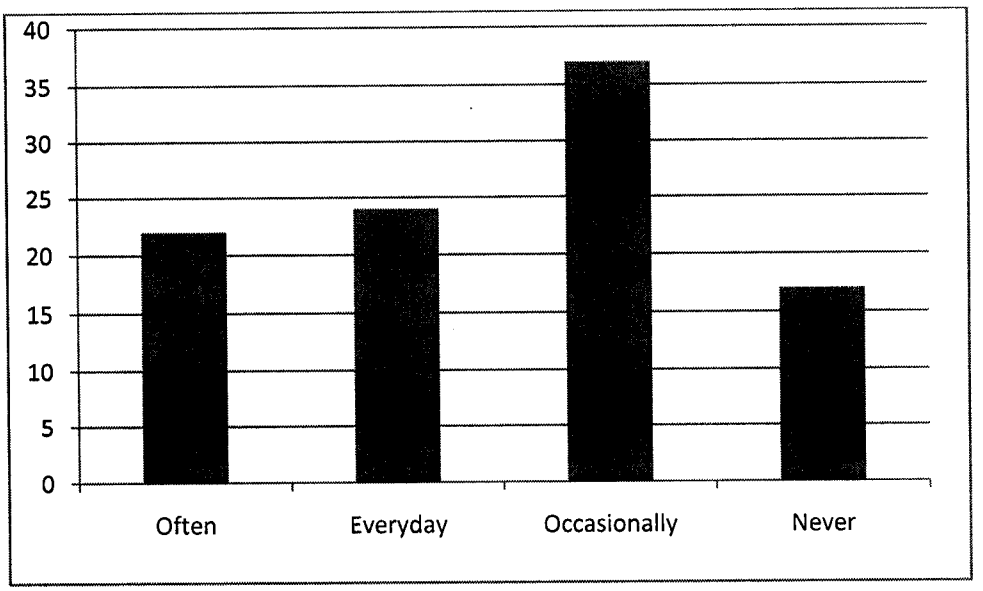


TABLE-9

SUFFICENT SPEED OF GPRS

	Frequency	Percent
Yes	58	58.0
No	42	42.0
Total	100	100.0

Interpretation:

In Tirupur, from the table, it is observed that 58% people feel that they are satisfied with the speed of the existing GPRS speed while the remaining 42% do not satisfy with the speed of the existing performance.

CHART-9

SUFFICENT SPEED OF GPRS

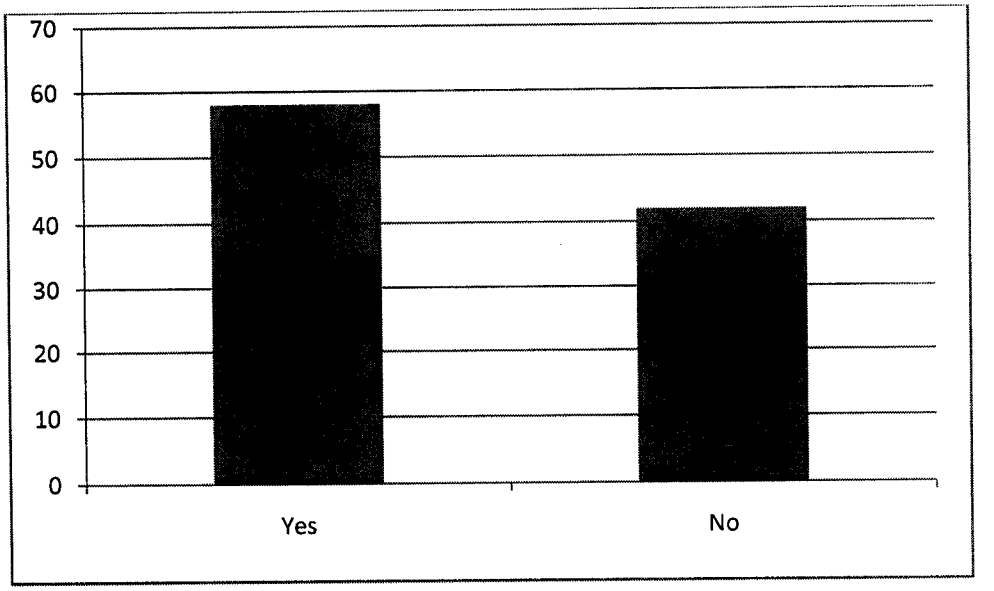


TABLE-10

OVERCHARGE FOR 3G SERVICES

	Frequency	Percent
Strongly disagree	12	12.0
Disagree	16	16.0
No idea	33	33.0
Agree	39	39.0
Total	100	100.0

Interpretation:

The table shows the overcharge for 3G services and phones. From the data collected, it is observed that 39% of the people agree with the overcharge collected for the 3G services while 33% of people said that they have no idea about these 3G services. Moreover, 16% people disagree with the question whereas 12% people strongly disagree.

CHART-10

OVERCHARGE FOR 3G SERVICES

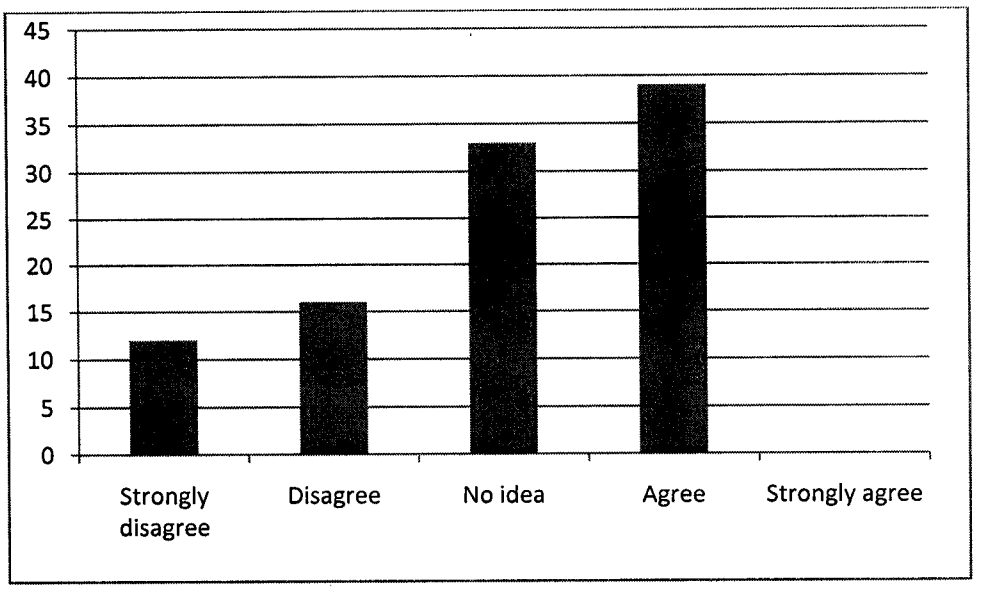


TABLE-11

ISSUE OF GROWTH

	Frequency	Percent
Expensive	38	38.0
Infrastructure difficult	12	12.0
Expensive phone	30	30.0
All the above	20	20.0
Total	100	100.0

Interpretation:

This table depicts the issues that will affect the growth of 3G technology. The first issue that affect the growth of 3G technology is that it requires expensive input fee to earn licence for 3G and this issue has 38% of support. 30% of people said that 3G phones are very expensive. 12% people said that necessary infrastructure for 3G is very difficult to build whereas 12% people said all the above reasons.

CHART-11

ISSUE OF GROWTH

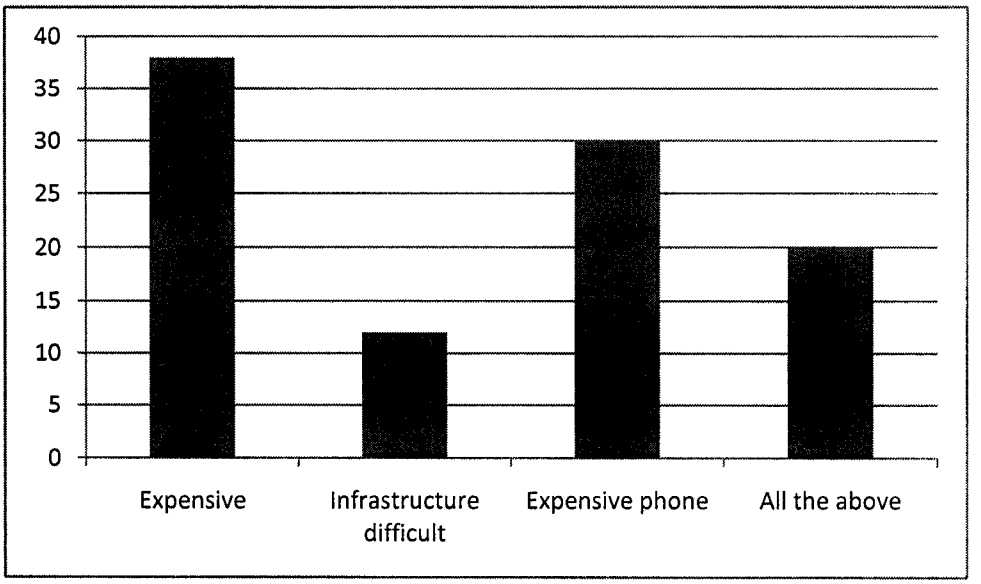


TABLE-12

AWAERNESS IN INDIA COMPARE TO FOREIGN COUNTRIES IS LESS

	Frequency	Percent
Strongly disagree	18	18.0
Disagree	20	20.0
Uncertain	32	32.0
Agree	30	30.0
Total	100	100.0

Interpretation:

The table depicts that the awareness in India when compared to foreign countries is less. 32% of people said that it is uncertain to say while 30% of people agreed that the awareness in India is very less when compared to other foreign countries. 20% of people disagreed to this question whereas 18% of the people strongly disagreed.

CHART-12

AWAERNESS IN INDIA COMPARE TO FOREIGN COUNTRIES IS LESS

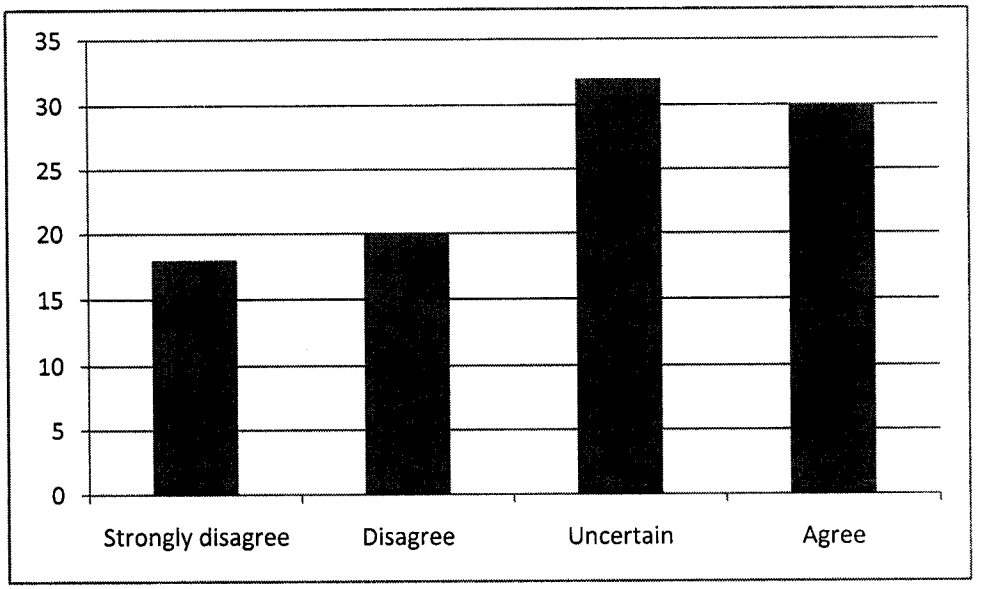


TABLE-13

SUITABLE TELECOM SERVICE FOR 3G

	Frequency	Percent
BSNL	23	23.0
AIRTEL	30	30.0
Reliance	45	45.0
Tata	2	2.0
Total	100	100.0

Interpretation:

The table shows that suitable telecom service to provide 3G service. It is observed that 45% of people support for Reliance whereas 30% support for Airtel. BSNL has the support of 23% while Tata Telecom has only 2% of support.

CHART-13

SUITABLE TELECOM SERVICE FOR 3G

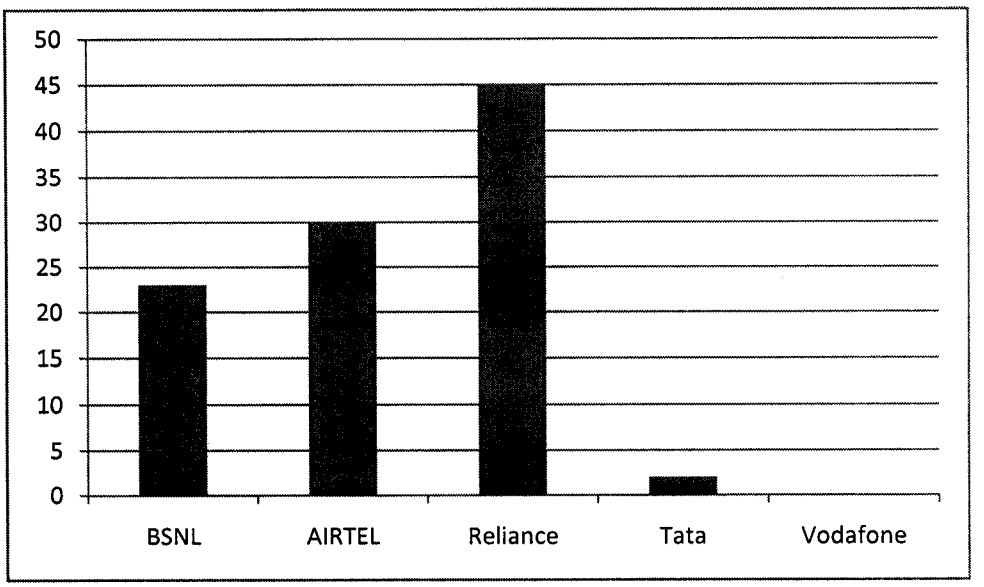


TABLE -14

WILLING TO MIGRATE FROM 2G TO 3G

	Frequency	Percent
Yes	86	86.0
No	14	14.0
Total	100	100.0

Interpretation:

The table data shows that willingness to migrate from 2G to 3G. From this data, it is observed that maximum of 86% people said yes to migration while the remaining is not.

CHART -14

WILLING TO MIGRATE FROM 2G TO 3G

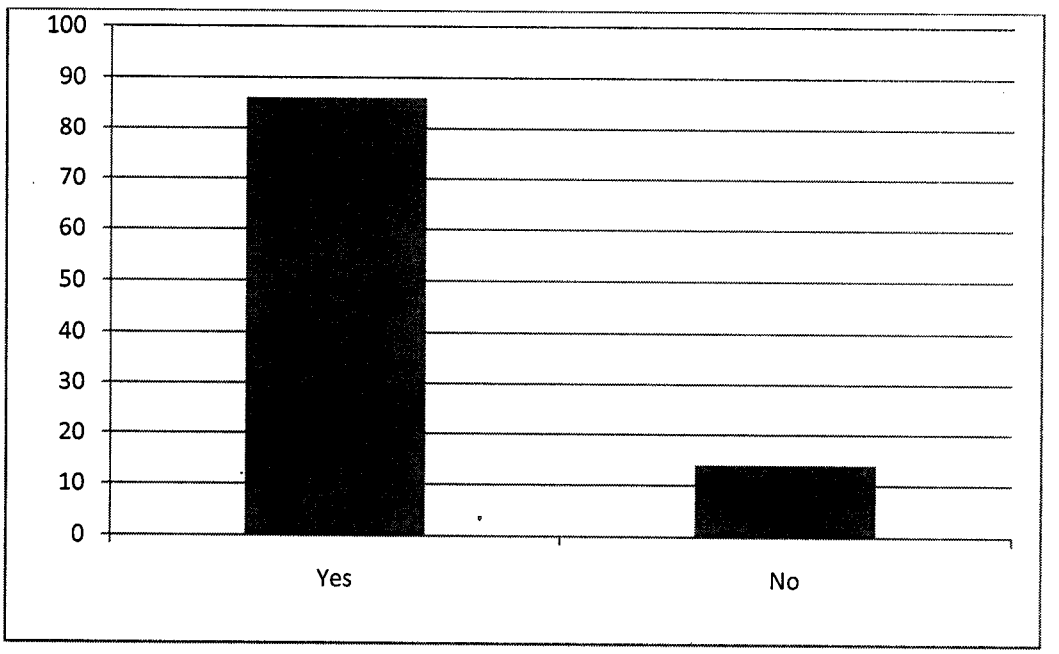


TABLE-15

3G SERVICES WILL SUCCEED IN INDIA

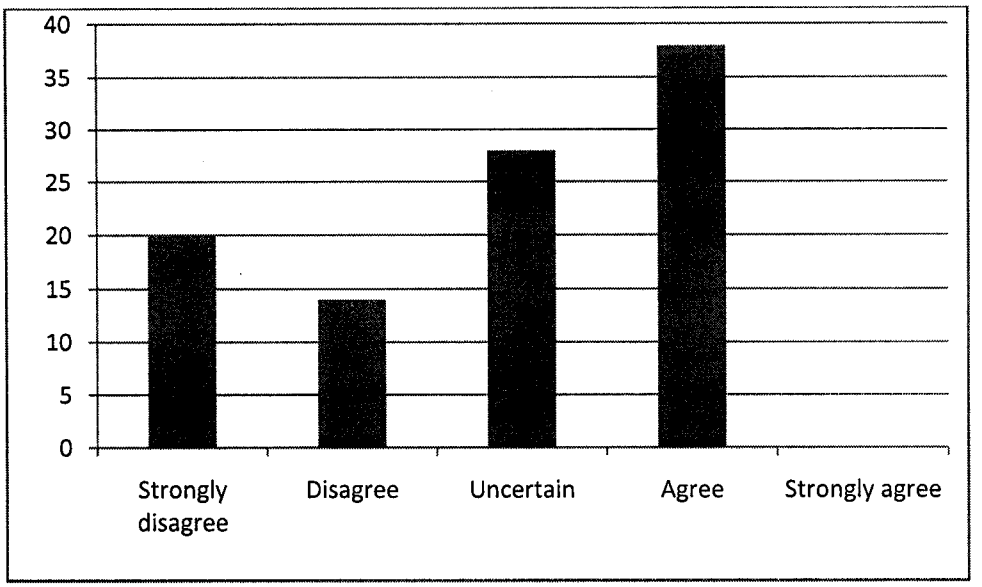
	Frequency	Percent
Strongly disagree	20	20.0
Disagree	14	14.0
Uncertain	28	28.0
Agree	38	38.0
Total	100	100.0

Interpretation:

From the table, it is observed that 38% of people agreed that it will succeed in India while 28% of people said that it is uncertain about the success in India. 20% of people strongly disagreed whereas only 14% of people just disagreed to this.

CHART-15

3G SERVICES WILL SUCCEED IN INDIA



FINDINGS:

1. Most of the customers are belongs the age group of 36-45.
2. In the sample size 88% male customers
3. 42% of the customers are have a post graduate qualification and most of them 38% of the customers also educated but only 8% of customer are not educated.
4. Occupation of the customers 100% of the customers are business holders.
5. Mostly high income group of the customers are use bsnl services in their business 48%
6. The 100 sample size customers 88% of the customers are have a awareness of 3g technology.
7. 58% of the customers are satisfied bsnl net speed and charging of the services .
8. More than 37% of the customers are occasionally using bsnl services in their business.
9. At the same time 44% customers are feel bsnl charge more amount in their services .
10. The bsnl customers are feel about the 3G mobile have more costly.

SUGGESTION

1.The BSNL must reduce their cost of services.

2.BSNL must conduct awareness programme about 3G in Tirupur.

3. Creat more infrastructure in 3G services .

4. Reduce the network problem

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

(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) Doctoral

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 3Gtechnology?

    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) 0thers (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 you 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 revolutionalise 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.

SIGNATURE

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