

# A STUDY ON FACTORS AFFECTING CONSUMER PERCEPTION OF BROADBAND IN INDIA

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**ABSTRACT:** *The objective of this study is to give a starting comprehension of the factors impacting the choice of broadband Internet in a rising country setting, in India. Remembering that to accomplish this objective this study recognized and inspected diverse attitudinal, standardizing and control factors and their possible effect upon broadband assignment. The data on these factors was accumulated using a study approach. The disclosures of this paper suggest that relative purpose of interest, hedonic results and cost are important factors for unveiling clients' customers' objectives to get broadband in India. The paper furthermore traces the impediments of this study, and heading for future study.*

**Keywords:** *India, Telecommunications, Internet, Broadband, Consumer*

## 1. INTRODUCTION

An examination of the writing on broadband appropriation and scattering suggests that albeit both vast scale level (Choudrie and Lee, 2004) and littler scale level (Choudrie and Dwivedi, 2006) considers have been coordinated remembering the company of broadband in the made world and driving countries, for instance, South Korea, by and large less studies have trotted upon this issue within the making country association (Dwivedi et al. 2006a). The clarification behind this absence of broadband assignment studies could be approve to the late rollout of broadband services, direct base progression, low tele-thickness and direct rate of determination. In any case, since there is uncommon examination affirm that depicts the present state of broadband arrangement and scattering among making countries (Dwivedi et al. 2006a), such potential elucidations require additionally correct sponsorship. Thinking about that making countries, for instance, India are starting at now far behind in regards to broadband adoption and dispersion in examination to various countries, it is basic to initiate investigate around there which may quicken the procedure of consumer adoption within India.

Since the deployment and choice of broadband is still in its embryonic stage in India, it was considered to give an appropriate association with understanding the drivers and limits of shopper impression of broadband from an adding to country's point of view. A starting late dispersed report featured the issue of direct broadband apportionment/low penetration in India. The report communicated that "There is colossal enthusiasm among the dial-up customers and a normal 60% of customers routinely get to the Internet by methods for the country's more than 10,000 cybercafés. Regardless, in the matter of quick broadband access, there is hesitance, especially within the corporate division, and the take-up rate has been direct. By mid-2005 there were around 700,000 broadband endorsers – a penetration of under 0.1% "

Given the situation of India in wording its demography, telecom system and moderateness of Internet by subjects, it was respected that understanding factors including cost of Internet access and participation and their impact on buyer apportionment and usage may bolster promote spread and company of quick Internet. Hence, the goal of this study was to lead a pilot contemplate for appreciation the parts affecting customer choice of broadband Internet in India. Having displayed the purpose of intrigue, this paper now keeps on giving a short examination on the theoretical start for taking a gander at this subject in Chapter 2. Section 3 gives points of interest of the study systems utilized within this study. The findings are shown in Chapter 4 and a conclusion in Chapter 5.

## 2. LITERATURE REVIEW

The hypothetical develops incorporated into this study were adjusted from Brown and Venkatesh (2005) and Dwivedi (2005). In this study it was hypothesized that the behavioral goals (BI) to embrace broadband are controlled by three sorts of develops. These are: (1) attitudinal develops (relative preferred standpoint, utilitarian results, hedonic results, social results and administration quality), which speak to shoppers' good or horrible assessments of the conduct being referred to (i.e. appropriation of broadband) (Brown and Venkatesh, 2005; Dwivedi, 2005; Rogers, 1995; Venkatesh and Brown, 2001); (2) normative constructs essential impact, work referents' impact and optional sources' impact), which speak to the apparent social weight upon purchasers to play out the conduct being referred to (i.e. reception of broadband) (Brown and Venkatesh, 2005; Dwivedi, 2005; Venkatesh and Brown, 2001), and (3) control constructs (information, self-viability, saw usability, saw simplicity of subscribing broadband, cost, declining cost, encouraging conditions assets and saw absence of requirements), which speak to the apparent control over the individual or outside components that may encourage or oblige the behavioral execution of customers (Brown and Venkatesh, 2005; Dwivedi, 2005; Rogers, 1995; Venkatesh and Brown, 2001). It was discovered that constructs, for example, relative preferred standpoint, utilitarian results, hedonic results, essential impact, auxiliary impact, self-viability and encouraging conditions assets fundamentally affected BI to receive broadband inside UK families (Dwivedi, 2005). In any case, different develops presently can't seem to be connected with a specific end goal to inspect broadband appropriation, which have been effectively utilized to research PC reception in the US (Brown and Venkatesh, 2005; Venkatesh and Brown, 2001). Since no earlier research has investigated the reception of broadband inside India, it was chosen that all the conceivable and proper constructs from past studies would be incorporated at the pilot phase of this research.

### 3. RESEARCH METHODOLOGY

The study was considered to be a reasonable research technique for information gathering in this study (Choudrie and Dwivedi, 2005). A self-directed questionnaire was the essential study instrument for information accumulation, and was chosen since it tends to the issue of reliability quality of data by lessening and disposing of contrasts in how the inquiries are asked, and how they are presented (Fowler, 2002). Besides, questionnaires facilitate the collection of data inside a brief timeframe from the larger part of respondents, which was a basic issue for this research (Fowler, 2002). Fowler (2002) has proposed that, "in the event that one will have a self-regulated questionnaire, one must accommodate oneself to shut inquiries, which can be replied by basically checking a case or revolving around the best possible reaction from a set gave by the analyst" (Fowler, 2002). Thinking about this, various and shut inquiries were primarily incorporated into the questionnaire. The writing audit gave an underlying comprehension of broadband appropriation and consequently gave the premise to the improvement of a draft survey. The final questionnaire comprised of 14 questions. Every one of the 14 questions was close-finished, different and Likert scale sort in nature. The Likert scale sort questions were adjusted from Dwivedi et al (2006b) and Choudrie and Dwivedi (2006b) and the statistic classifications were adjusted from Choudrie and Dwivedi (2006a). Because of the uncertainty in regards to the quantity of customers utilizing the broadband office, the snowball (or chain) examining strategy (Dwivedi et al. 2006a; Dwivedi et al. 2007) was utilized for producing respondents for the survey. So as to identify the underlying respondents who had an Internet connection, one of the analysts situated in Mumbai, India moved toward companions and partners who had a broadband connection at home. Email was utilized to convey and get the finished surveys. Moreover, respondents were asked for to suggest different friends and family members who additionally had Internet connections at home, to build the specimen estimate. This system prompted the questionnaire being regulated to a sum of 100 broadband customers amid the times of August and November 2006. Every one of the respondents who answered were found primarily in Mumbai, India. Of the 100 questionnaires controlled, 48 respondents returned finished and usable surveys. Hence, a reaction rate of 48% was accomplished.

The initial phase of data analysis included checking the reactions and giving a one of a kind unique proof number to each response. Utilizing SPSS (form 14), graphic measurements (i.e. frequencies, rate and tables) were produced and reliability quality tests and relapse analysis were directed with a specific end goal to examine and show the exploration information acquired from the polls.

### 4. DATA ANALYSIS AND FINDINGS OF THE STUDY

Out of the 48 respondents, just 77.3% spoke to the adopters of broadband and the staying 22.7% were the non-adopters. The non-adopters of broadband included respondents who got to the Internet by means of narrowband (dial-up) at house and the individuals who didn't have Internet access by any means.

#### 4.1 TEST OF RELIABILITY

Cronbach's coefficient alpha values were evaluated to look at the inside consistency of the measure (Table 1). Cronbach's  $\alpha$  shifted between 0.97 for the behavioral expectations and 0.51 for the encouraging conditions assets constructs. Both utilitarian results and saw usability had areliability estimation of 0.81. Two constructs, to be specific seen simplicity of acquiring membership and optional sources impact, had Cronbach's  $\alpha$  at 0.88, and for relative preferred standpoint and saw absence of necessities develops the estimations of alpha were 0.62 and 0.58 individually. For the various develops, the alpha values are outlined in Table 1. Hinton et al. (2004) have recommended four cut-off focuses for dependability, which incorporates astounding reliability (0.90 or more), high reliability (0.70-0.90), direct dependability (0.50-0.70) and low dependability (0.50 and underneath). The previously mentioned values propose that of the 17 develops, 14 had high reliability and the staying three delineated direct dependability. None of the constructs showed low reliability (Table 1). The high Cronbach's $\alpha$  values for every one of the constructs infers that they were inside reliable. This, thusly, implies all things of each develop measured a similar substance universe (i.e. develop). For instance, all things of BI measured a similar substance universe of behavioral goal. Thus, all things of UO measured the substance universe of the utilitarian results construct. In a word, the higher the Cronbach's $\alpha$ value of a construct, the higher the dependability is of it measuring a similar construct.

Table 1: Reliability of Measurements (N=237)

Constructs	Number of Items	Cronbach's Alpha
BI- Behavioural Intentions	3	0.970
DC- Declining Cost	3	0.920
FCR- Facilitating Conditions Resources	2	0.510
HO- Hedonic Outcomes	9	0.850
PEOU- Perceived Ease of Use	3	0.810
PES- Perceived Ease of Obtaining Subscription	4	0.880
PI- Primary Influence	4	0.920

PK- Perceived Knowledge	3	0.870
PLN- Perceived Lack of Need	4	0.580
RA- Relative Advantage	4	0.620
SE- Self-efficacy	3	0.870
SF/C- Cost	2	0.860
SI- Secondary Sources' Influence	4	0.880
SO- Social Outcomes	3	0.860
SQ- Service Quality	4	0.740
UO- Utilitarian Outcomes	12	0.810
WR- Work Referents' Influences	2	0.950

#### 4.2 DESCRIPTIVE STATISTICS: ATTITUDINAL FACTORS

Table 2 shows the methods and standard deviations of the things identified with every one of the five attitudinal constructs incorporated into the examination to measure purchasers' recognitions about broadband reception. The methods and standard deviations of totaled measures for all the five develops are likewise shown in Table 2. A strong agreement was made for the relative favourable position with most astounding normal score of total measure (Mean = 5.99, Std. Deviation = 0.75) among attitudinal class where thing RA4 scored the most extreme (Mean = 6.21, Std. Deviation = .922) and thing RA3 scored the base (Mean = 5.63, Std. Deviation = 1.18). The respondents likewise concurred emphatically for the majority of the things of the utilitarian construct, where thing UO1 scored the greatest (Mean = 6.29, Std. Deviation = .80) and least (Mean = 4.65, Std. Deviation = 1.16) for thing UO10 with the second most elevated normal score of total measure (Mean = 5.45, Std. Deviation = .65) among attitudinal class. A reasonably strong agreement was additionally made for the hedonic results (Mean = 3.82, Std. Deviation = .92) and benefit quality (Mean = 4.69, Std. Deviation = 1.06) develops by the overview respondents. The significance of social results was relatively less settled upon with a most reduced normal mean score of 1.81 and standard deviations of 1.2 (Table 2).

Table 2: Descriptive statistics of attitudinal factors and their items

Factors/Detailed Factors		Mean	Std. Deviation	Rank
Relative Advantage (RA)	SCALE_RA	5.99	0.745	1
	RA1	6.04	1.220	
	RA2	6.08	1.007	
	RA3	5.63	1.178	
	RA4	6.21	0.922	
Utilitarian Outcomes (UO)	SCALE_UO	5.45	0.651	2
	UO1	6.29	0.798	
	UO2	5.88	1.160	
	UO3	5.73	1.125	
	UO4	4.92	1.302	
	UO5	4.78	1.312	
	UO6	5.98	0.863	
	UO7	4.88	1.084	
	UO8	5.74	0.920	
	UO9	5.24	1.392	
	UO10	4.65	1.158	
	UO11	4.94	1.227	
	UO12	5.71	1.220	
Service Quality (SQ)	SCALE_SQ	4.69	1.060	3
	SQ1	4.81	1.581	
	SQ2	4.62	1.464	
	SQ3	4.45	1.533	
	SQ4	5.08	0.997	

Hedonic Outcomes (HO)	SCALE_HO	3.82	0.921	4
	HO1	3.77	1.462	
	HO2	4.28	1.556	
	HO3	3.08	1.569	
	HO4	3.02	1.700	
	HO5	3.15	1.458	
	HO6	1.81	1.024	
	HO7	5.17	1.028	
	HO8	5.06	1.040	
Social Outcomes (SO)	SCALE_SO	1.81	1.201	5
	SO1	2.10	1.588	
	SO2	1.75	1.246	
	SO3	1.58	1.217	

#### 4.3 IMPACT OF INDEPENDENT VARIABLES ON BEHAVIOURAL INTENTIONS

The relapse investigation was performed with behavioural aims as the reliant variable and a sum of 16 factors including relative preferred standpoint, utilitarian results, hedonic results, social results, benefit quality, essential impact, work referent's impact, auxiliary impact, encouraging conditions assets, saw convenience, saw simplicity of getting membership, cost, declining cost, saw information, self-viability and saw absence of requirements as the indicator factors. A sum of 48 cases was analyzed. From the analyzed, a huge model rose (See Table 3). The balanced R square was 0.491. Just three indicator factors incorporated into the investigation were observed to be noteworthy (Table 4). These included relative preferred standpoint ( $\beta = .28$ ,  $p = .000$ ), Cost ( $\beta = .24$ ,  $p = .011$ ) and hedonic results ( $\beta = .159$ ,  $p = .017$ ). The various indicator factors were not observed to be critical (See Table 4). As outlined in Table 4, the constructs are arranged by their size of  $\beta$  esteems in diminishing request. The extent of  $\beta$  proposes that the relative preferred advantage construct had the biggest effect in the clarification of varieties of BI. This was trailed by the cost and afterward hedonic results constructs` (See Table 4).

Table 3: Analysis of variance

	Sum of Squares	df	Mean Square	F	Sig.
Regression	20.183	3	6.728	10.017	.000(c)
Residual	16.790	25	0.672		
Total	36.973	28			

Table 4: Regression analysis

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.546	1.633		1.559	0.132
RA	0.576	0.254	0.329	2.270	0.032
COST	-0.418	0.131	-0.448	-3.181	0.004
HO	0.471	0.170	0.399	2.777	0.010
UO	-.008(c)	-0.049	0.961	-0.010	0.802
SO	-.180(c)	-1.334	0.195	-0.263	0.966
PI	.064(c)	0.421	0.677	0.086	0.818
WR	.063(c)	0.433	0.669	0.088	0.883
SI	.068(c)	0.458	0.651	0.093	0.842
FCR	-.135(c)	-0.696	0.493	-0.141	0.496
PEU	.154(c)	1.049	0.305	0.209	0.841
PES	.093(c)	0.625	0.538	0.127	0.836
DC	.037(c)	0.256	0.800	0.052	0.897
PK	.208(c)	1.252	0.222	0.248	0.644
SE	-.037(c)	-0.262	0.795	-0.053	0.929
PLN	.137(c)	0.952	0.351	0.191	0.881
SQ	.171(c)	1.143	0.264	0.227	0.802

## 5. DISCUSSION

The internal consistency of measures was surveyed utilizing an reliability test, as Cronbach's  $\alpha$ . For an exploratory or pilot think about, it is proposed that reliability should to be equivalent to or over 0.60 (Straub et al. 2004). reliability, or the Cronbach's  $\alpha$  esteem, of the constructs in this exploration changed in the vicinity of 0.51 and 0.97, and just two develops had dependability marginally beneath the suggested level of .60 (Table 1). This implies everything except two constructs had reliability esteems over the base prescribed level (Table 1). This proposes the measures of this examination showed a proper level of inside consistency. Past examinations have proposed the noteworthy part of attitudinal factors, for example, as relative advantage, utilitarian outcomes, hedonic outcomes and service quality on influencing consumers' behavioural intentions to adopt personal computers (Brown and Venkatesh, 2005) and broadband (Dwivedi, 2005; Dwivedi et al., 2006b). Reliably, the result of this pilot consider recommends that the two attitudinal factors - relative favorable position and hedonic results were critical as far as affecting shoppers' behavioral intentions to embrace broadband inside India. Be that as it may, as opposed to past discoveries (Brown and Venkatesh, 2005; Dwivedi, 2005; Dwivedi et al., 2006b) every one of the three standardizing develops were observed to be unimportantly identified with behavioral aims. Of the control class, just a single develop - cost-was fundamentally identified with BI, which isn't predictable with the discoveries of past examinations (Brown and Venkatesh, 2005; Dwivedi, 2005; Dwivedi et al., 2006b). In any case, the impact of all other control constructs was non-significant on BI.

The prescient force of the relapse analysis model of this exploration can be appeared differently in relation to the controlling model of broadband appropriation (Dwivedi, 2005). The examination of a past report (Dwivedi, 2005) for the adjusted  $R^2$  acquired for behavioral objective in both the studies obviously displays that the selection model of this exploration executed and furthermore the model in the past study (Dwivedi, 2005). With regards to the behavioral aim estimation of the balanced  $R^2$  detailed in Dwivedi (2005) think about which was 0.43, the balanced  $R^2$  for this study was found to be 0.49, which proposes the suitable level of illuminated distinction. This suggests the self-ruling factors considered in this examination are vital for understanding buyers' behavioural intention to adopt broadband in India.

## 6. CONCLUSION

This study observationally examined the factors affecting the choice of broadband Internet in a making country by focusing India. The going with conclusions can be drawn from this research and are considering the research supposition made in Section 2. A total of 16 factors (See Tables 2 and 4) were required to be associated to the BI of consumers when grasping broadband Internet in India. Of these 16 factors three, including relative advantage, hedonic outcomes and cost, generally connected to the BI of buyers. As far as the extent of the effect of these three develops that contributed fundamentally to behavioural desires, the relative advantage construct had the greatest impact in the illumination of assortments of BI. This was trailed by the cost and hedonic outcomes create. As broadband technologies engage an extent of correspondence and Internet administrations, thinking about individuals from India gives an accommodating starting stage to understanding the selection of broadband in making countries. This study presents one of the beginning undertakings towards understanding the selection conduct of Internet buyers outside of the created country perspective. The disclosures are especially significant for ISPs and strategy makers within India. Factors that are accounted as being huge are of utmost significance and require consideration keeping in mind the end goal to empower the further reception and use of broadband Internet inside the country.

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