



A STUDY ON 3G SERVICES AWARENESS WITH SPECIAL REFERENCE TO THE STUDENTS IN THANJAVUR

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Abstract

Third generation (3g) mobile devices and services will transform wireless communication in to on-line, real time connectivity. 3g technology designed for multimedia media communication. 3G was developed to address the ever-growing consumer demand for mobile network capacity and services. From the youth-inspired excitement for SMS to a need for seamless connectivity to the corporate network while traveling, consumers have embraced the benefits of Mobility. 3G is a technology for mobile service providers. Mobile services are provided by service providers that own and operate their own wireless networks and sell mobile services to end users. The findings reveal that majority of the respondents are using mobile phones mainly for communication and a good number of them are using it for both leisure and communication. Majority of the respondents are using 3G services followed by 2G. Almost all respondents want to purchase a new 3g mobile phone based on the services available followed by ease of use/functionality, handset size/color appearance, memory size and battery life. Regarding the 3G services, Mobile Internet is the most often used service followed by Mobile TV, Video call and Online single/multi-user gaming.

Key Words: Communication Technologies, 3G Services.

1. INTRODUCTION

3G denotes the third generation of mobile communication systems which was introduced in the year 2000. 3G networks were offered to eradicate many problem tackled by 2G and 2.5G networks particularly the low speed and incompatible technologies such as time division multiple access (TDMA) and code division multiple access (CDMA). The speed of 3G technology is from 125kbps-2mbps. The main features of 3g is that allows higher data transmission rates and increased capacity for traditional voice call and high speed data applications such as global roaming, internet, mobile, video conferencing, video calls and 3D gaming. The important features of 3g technology is that it provides higher data transmission rates and increased speed of capability. 3G uses packet-switching technology, which more effective and faster than the earlier circuit-switched systems, but it requires a changed infrastructure to the 2G systems. Because of greater data rate and bandwidth 3G mobile phones offers multimedia application and mobile internet access. Also called Tri-Band 3G. This is a set of standards used for mobile devices and mobile telecommunication services and networks that comply with the International Mobile Telecommunications-2000 (IMT-2000) specifications by the International Telecommunication Union. Technically speaking 3G is a network protocol which refers to the generations of mobile phones and telecommunication equipments which are compatible with the International Mobile Telecommunications-2000 (IMT-2000) standards stated by International Telecommunication Union (ITU).

2. RELATED STUDIES

Liao et al (2007) analyzed factors influencing subscribers' usage of 3G mobile services in Taiwan. Findings shows that users of 3G mobile services need to be provided with more diverse and entertaining ways of communicating, which are at the same time easily accessible and convenient to use. The number of 3G subscribers increased significantly from 1.4 million to 2.3 million within the first half of 2006 (DGT, 2006). Such increase in the use of 3G services represents consumers' willingness to adopt advanced wireless technology and engage in activities using systems where 3G can provide more comprehensive contents than other wireless services. China is one of the world largest mobile markets in terms of user subscriptions (Kshetri, Williamson & Bourgojn, 2006). Success of China in 3G will create business opportunities sectors as well as driving the telecommunication industry.

The most prominent 3G standards are universal mobile telecommunication system and CDMA2000 (Ricciato *et al.*, 2010). 3G system offer true broadband data transmission, opening the path for the provision of new and improved service (Wisely *et al.*, 2002). The 2 dominant standards, Universal Mobile Telecommunications System (UMTS) and Code-Division Multiple Access 2000 (CDMA 2000), are designed in order to achieve the goals of supporting a wide range of multimedia service, with enhanced performance, security and cost effectiveness. Standards have also been developed for the integration of 3G mobile system with wireless local area networks (WLANS) (3rd Generation Partnership Project, 2004a) (Dimitriadis *et al.*, 2006).

3. OBJECTIVES

The following are the research objectives:

- To find out the level of awareness about the 3G services in Thanjavur.
- To explore the browsing behavior of the students.

4. METHODOLOGY

To solicit information about the use of 3G services, a questionnaire was administered to the students of Thanjavur. The questionnaire contains questions related to awareness of 3G services, use of 3G services and cost of the 3G services.

5 .RESEARCH DESIGN

“A research design is the arrangement of conditions for collection and analysis data in a manner that aims to combine relevance to the researcher purpose with economy in procedure”

This study is a descriptive research design in which I have explained the present nature of the students towards the 3G services.

Hypothesis

H0: There is no significant difference between male and female in the 3g services awareness among the students in Thanjavur.

H1: There is a significant difference between male and female in the 3g services awareness among the students in Thanjavur.

t test for significant difference between Male and Female with respect to 3G services

Factors of 3G services	Gender				t value	P value
	Male		Female			
	Mean	SD	Mean	SD		
3G speed	11.09	2.57	11.32	2.21	1.058	0.290
Plan details	13.42	3.65	13.83	3.51	1.306	0.192
3G coverage	18.09	4.13	19.49	3.72	4.038	<0.001**
Costly	42.48	8.82	45.45	8.25	3.967	<0.001**
Attention paid by the customer care	10.33	2.99	11.24	2.47	3.703	<0.001**
3G services availability of network	17.18	3.95	18.54	3.76	4.040	<0.001**
Ethics of 3G service provider	90.60	20.86	99.04	20.62	4.685	<0.001**
Frequent disturbances in Data	40.27	9.56	43.72	9.55	4.166	<0.001**
Response from the 3G telecom company	19.58	6.18	19.16	6.56	0.773	0.440
Poor customer handling	32.89	6.46	33.92	6.05	1.894	0.059

Note: 1. ** Denotes significant at 1% level

** Since P value is less than 0.01, the null hypothesis is rejected at 1 percent level of significance with respect to 3G coverage , Costly , Attention paid by the customer care , 3G services availability of network , Ethics of 3G service provider , Frequent disturbances in Data .

Hence concluded that there is significant difference between Male and Female with respect to 3G coverage , Costly , Attention paid by the customer care , 3G services availability of network , Ethics of 3G service provider , Frequent disturbances in Data .

There is no significance difference between Male and Female with respect to Response from the 3G telecom company, Poor customer handling, and 3G speed and plan details. Since P value is greater than 0.05. Hence the Null hypothesis is accepted at 5% level with respect to Response from the 3G telecom company, Poor customer handling, 3G speed and plan details.



CONCLUSION

The development of science and technology is never stagnant. They evolve and continuously grow from day to day. Technology today will soon be the past tense and subsequently updated and replaced with more advanced and refined technology. Along with the development, mobile technology, the technology embedded in a small communication device, is getting more and more sophisticated. Today's environment is characterized by the increasingly mobile workforce and flatter organizations. Individuals are equipped with notebook computers and spend more of their time working in teams that cross functional, organizational, and geographic boundaries. Much of these students productive learning occurs on meetings and away from their desks. Users need access to the network far beyond their personal desktops. A few numbers of the respondents are using CDMA services. Almost all respondents want to purchase a new 3G mobile phone based on the services available followed by ease of use/functionality, handset size/color appearance, memory size and battery life. Regarding the 3G services, Mobile Internet is the most often used service followed by Mobile TV, Video call and Online single/multi-user gaming. Majority of the respondents stated that usage of 3G services makes them feel accepted by others (social approval) followed by 3G gives functional value by enabling them to accomplish tasks easier, more quickly, effective, and convenience.

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