



## A STUDY ON CONSUMER PERCEPTION TOWARDS ADOPTION OF 5G MOBILE TECHNOLOGY IN MADURAI CITY

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### ABSTRACT:

A research study was conducted with an objective to understand the Indian consumers' Perception Choice in selecting 5g mobile telecommunication service providers. Consumers' Perception is Widely varied in accordance with the Communication quality, call service, Facilities, price, Customer care and service provider's attributes. A structured questionnaire was Developed to Collect the required primary data from the consumers. The outcome of this Research shows a Comprehensively integrated framework to understand the relationships among Several dimensions. The study shows communication and price were most influential and most Preferential factors in Selecting telecommunication 5g service provider. However, product Quality and availability has a significant impact on consumer perception choice in selecting Mobile service provider.

### KEYWORDS:

MOBILE SERVICES, CUSTOMER PREFERENCES, CUSTOMER SATISFACTION, MADURAI CITY.

### 1.1 INTRODUCTION

Portable & web has become the fundamentally portion of human life fashion. The improvement of shrewd phones and Dynamic improvement of web innovation & social media is coming about is improvement of reliance on Portable. Not only the youngsters or working course employees/servicemen, housewives, children indeed& the oldies Are not protected from this condition. 1G is the primary era of remote of cellular innovation. 1G bolsters voice as it were calls. 2G stands for 'second generation', as it's the moment sort of versatile phone innovation Third-generation; for versatile phones permitting quick association, web. 4G as Superior download speed.5G is the fifth era of remote cellular innovation, Advertising higher transfer and download speeds, more Steady associations, and moved forward capacity than Past networks.5G will be much quicker than 4G. Beneath perfect conditions, 5G Download rates can surpass 10 gigabits per moment. That's Up to 100 times speedier than 4G, and it's obviously the level of execution required for an progressively Associated society.

### 1.2 STATEMENT OF PROBLEM:

The tall fetched of foundation and Gadgets might constrain get to, particularly for moo salary People and locales. Early 5G gadgets are Essentially pricier than their 4G partners, making a Obstruction for low-income people and Families. Reasonableness concerns can worsen the computerized Partition, barring powerless populaces from the benefits Of 5G. Accomplishing comprehensive scope is fundamental to open the complete potential of 5G. This incorporates urban, rural, and rustic regions, as well as indoor scope in buildings underground spaces. Guaranteeing consistent

network amid high-demand circumstances, such as crowded occasions or Crises, is additionally vital.

- Cost and Affordability.
- Coverage and connective

### 1.3 REVIEW OF LITERATURE:

**Ahmed, S. et al. (2019):** Ahmed et al. examined consumer attitudes and perceptions towards 5G adoption in urban areas of India. The study highlighted factors influencing consumer decision-making, including perceived benefits, concerns about privacy and security, and willingness to pay for 5G services.

**Banerjee, R. et al. (2020):** Banerjee and colleagues investigated consumer awareness and readiness for 5G technology in metropolitan cities of India. Their research identified knowledge gaps and misconceptions among consumers, emphasizing the importance of education and communication in shaping positive perceptions towards 5G adoption.

**Das, P. et al. (2022):** Das et al. conducted a longitudinal study tracking consumer sentiment and adoption trends towards 5G technology in India over a two-year period. Their research highlighted evolving consumer preferences, concerns, and behaviour in response to changing market dynamics and technological advancements.

### 1.4 OBJECTIVE:

- To Determine the extent of awareness among consumers in Madurai regarding 5G technology, its features, and potential benefits.
- To identify the problems encountered by the 5G

customers.

- To Explore the expectations and anticipated advantages that consumers associate with the adoption of 5G Mobile Technology in Madurai.

## 1.5 RESEARCH DESIGN:

There is no specific information available on the adoption Of 5G mobile technology in Madurai city. However, according to 5G technology has the potential to Revolutionize the TMT sector in India, offering faster data Speeds, improved connectivity, and new business Opportunities. Airtel, India's leading telecommunications Services provider, has launched its ultra-fast 5G service in 500 cities in India, including major cities. The deployment Of 5G networks requires skilled professionals who can Install and maintain the technology, develop new Applications and services, and manage security.

### 1.5.1 METHOD OF DATA COLLECTION:

The focus of the research is to study the behaviors of audience towards advertisements.

Data for study were collected through the primary and secondary sources.

#### PRIMARY DATA:

Primary data is collected by means of a self-administered structured questionnaire, field survey to collect the primary data.

#### SECONDARY DATA:

The secondary data used in this study were collected from the national and international journals, newspapers, magazines, articles and other records. Websites were also used to collect some statistical information. A number of standard text books in the area of marketing, advertising and mass communication were also referred to present the theoretical perspective.

## 1.6 DATA ANALYSIS:

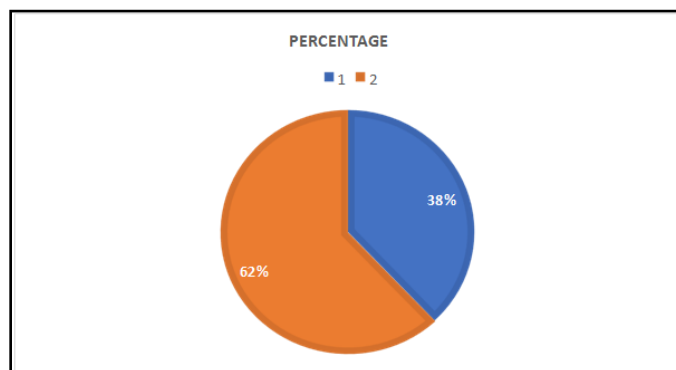
### 1.6.1 PREFERRED MOBILE NETWORK SERVICE PROVIDER

**TABLE 1.6.1 PREFERRED MOBILE NETWORK SERVICE PROVIDER**

PREFERENCE	NO OF RESPONDENTS	PERCENTAGE
AIRTEL	19	38%
JIO	31	63%
TOTAL	50	100%

Source: Primary data

**FIGURE 1.6.1 PREFERRED MOBILE NETWORK SERVICE PROVIDER**



The sample size for the survey was 50. Jio is the most popular being by 62% Respondents

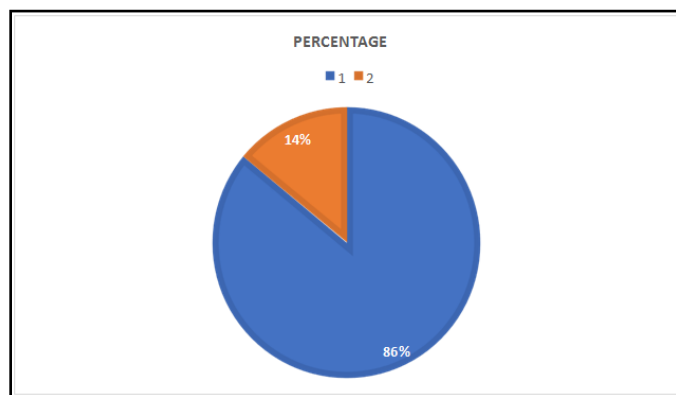
### 1.6.1 TYPE OF CONNECTION

**TABLE 1.6.2 TYPE OF CONNECTION**

CONNECTION	NO OF RESPONDENTS	PERCENTAGE
PREPAID	43	86%
POSTPAID	7	14%
TOTAL	50	100%

Source: primary data

**FIGURE 1.6.2 TYPE OF CONNECTION**



The sample size for the survey was 50. majority of them are using prepaid connection about 86%. and only 14% respondents use post paid connection.

### 1.6.3. RATE THE FACTORY YOU CONSIDERED

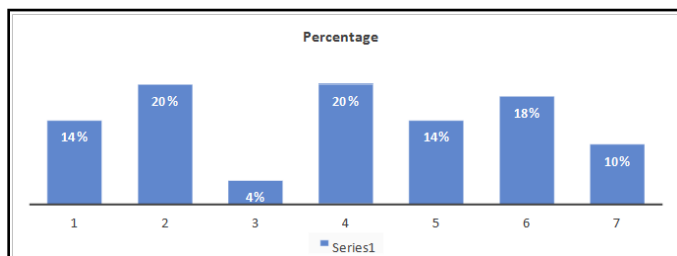
**TABLE 1.6.3. RATE THE FACTORY YOU CONSIDERED**

FEATURES	NO OF RESPONDENTS	PERCENTAGE
PRICE	7	14%
QUALITY	10	20%
BATTERY	2	4%
NETWORK COVERAGE	10	20%
UPDATE	7	14%

GAMING	9	18%
AVAILABILITY	5	10%
TOTAL	50	100%

Source: Primary data

**FIGURE 1.6.3. RATE THE FACTORY YOU CONSIDERED**



The sample size for the survey was 50. From the above table Maximum no of respondents 20% of Quality and Network coverage. 18% of gaming. 14% of price and update. 10% of availability. 4% of battery.

#### FINDING:

- The sample size for the survey was 50. Jio is the most popular being by 62% Respondents Followed by Airtel 38%.
- Majority of them are using prepaid Connection about 86%.
- The sample size for the survey was 50. Majority of the respondents are Samsung galaxy which Consists of 52%. And 30% of one plus. Only 18% of respondents OPPO.
- Maximum no of respondents are using their mobile networks for more than 2 years followed by 1 years. Only 16% of the respondents uses their mobile network less than 1 to 2 years
- The sample size for the survey was 50. From the above table Maximum no of respondents 20% of Quality and Network coverage. 18% of gaming.

14% of price And update. 10% of availability. 4% of battery.

#### CONCLUSION

The Indian mobile telephony market has grown at a rapid speed in the last decade. Declining the call tariffs and favourable regulatory policies have led to a tremendous Increase in the subscribers' base. Proper identification of the Customer preferences Will facilitate the favourableness towards the various mobile service providers. Continuous research on consumers will enhance the customer satisfaction. The present Research focuses on the study of customer preferences with the special reference to the Mobile network users in Madurai city. If these suggestions are Considered by the respective mobile Network service Providers and it would certainly help to improve the Service quality of the Mobile network service Providers and also it improves the level of Satisfaction of the mobile Network users.

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