

Wireless Technology: Customer Opinion

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Abstract

Wireless Technology has abridged human efforts extremely for retrieving data at several locations by substituting wired infrastructure with wireless infrastructure. Wireless Communication also offers access to devices having mobility. Meanwhile wireless devices essential to be small and bandwidth reserved some of the key encounters in wireless networks are network disappearing, agility, data rate enrichments, minimizing size and price and quality of service. This paper is proposed to convey the readers with an impression of the opinions in wireless technology of various 3G service providers. Therefore this study was conducted on 100 customers having wireless technology with 3G services provided by different companies. The objectives of investigation were, to classify customers satisfaction level in the 3G technology, to establish the partiality level of the customers about the services delivered in 3G live technology and to discover the issues that interested the customers to select 3G Live technology. Wireless network endures to appreciate exponential evolution in the cellular telephony, among the various 3G services namely, Reliance, Airtel, MTNL, Vodafone the Reliance was the most preferred by the customers of Gurgaon city. This may be probably due to better networking system and comparatively cheaper rates of data communication. Today's generation of handheld devices allowed user entree to keep data even when these are portable. Now days the market is highly service and better network oriented. Therefore the customer satisfaction is the utmost important, especially in the communication sector. So the policy maker, should emphasis on the customer's grievances and to find out their solutions. In addition, the various mobile operators should have an effective strategy in terms of better facility and lucrative schemes, all the democratic factors of the

customer are affecting the attitude of the consumer towards 3G services.

Keywords: Wireless technology, 3G, 3G services, customer opinion, network efficiency.

1. Introduction

With the arrival of Wireless LAN technology, nowadays wireless networks have seen wide-ranging acceptance in the household user markets, simply abused holes in the customary security scheme have inhibited wireless distribution rate in organisation surroundings. It became superficial that certain practice of security was compulsory to prevent unknowns from exploiting the linked resources, after some time. The existing wireless entrance points introduce a higher security problem than the initial network connections. Likewise further wireless technology is being upright step for giving a decent secure answer to any wireless answer.

India's wireless network is the second largest wireless network in the world after China. In accordance to the telecommunications department, Indian wireless network has 798.31 million networks with 746.20 million wireless networks. Wired telephones are reducing at a higher rate and wireless cellular telephones are increasing at a higher rate. The portion of wireless telephones is 95.54% of the entire phones. India's telecommunication sector is growing at a very fast speed.

The main item you require to connect with 3G network is a device (e.g. a cell phone) that is 3G compatible. The origin of the name 3G mobile comes from - a phone that has all 3G functions; nothing to do with the number of memories or the camera pixels it has. An example of 3G phone is iPhone. 3G mobiles generally have two cameras meanwhile the technology permits the user to have video calls, for that purpose a front camera is required for capturing front image also.

2. 3G Service

The high-rate access to a service in a network for voice and data techniques is known as 3G service; equally it is deliberated the today's generation of cellular telecommunications Service. A 3G connection is essential for this service to operate. It delivers improvements on the 1G and 2G connections such as hypermedia applications for example audio, video and broadband services. 3G service is grounded on criteria established by the International Telecommunications Union, known as the IMT-2000 standards. The telephony service itself remunerations from improved range and wider availability. In adding, data transfer rates are better than dial-up rates and more in connection with cable modem techniques.

The foremost countries to implement this facility choice were Japan and South Korea, where 3G now registers for nearly 70 per cent of the networks. Europe and North America, precisely firms in the United Kingdom and United States, have also

implemented these facilities to a best part of profitable customers. Many countries such as China and Indonesia have overdue the implementation of 3G facility due to licensing limitations and the entire cost of the system. 2G uses a dissimilar radio frequency, which justifies that all new apparatus and organization are needed to utilize this facility.

3. 3Gservice Availability

Wireless networks have a way for mobile customers to create free or cheap calls internationally and protect a lot of money due to the newest telephony applications and facilities. 3G connections have the benefit of being available on moving also such that this property of 3G is known as portability, with contrasting Wi-Fi, which is restricted to a small number of meters nearby the radiating router. Therefore, a customer with a 3G mobile and a 3G data plan is well-equipped for making free phone calls. She/he will only need to download free application from given different type of applications and install that application on her/his mobile phone and start making calls.

Video Calling and Video conferencing is the main vast thing that you will acknowledge on 3G wireless network. Video calling accounts; that anybody can see his/her friend/family member smiling, singing and he/she can capture every single instant of expression of somebody who matters to him/her. Then all this can be done in real time. It also supports real time spitting image to the new party though, clearness and steadiness rest on specific factors for example quality of Mobile equipment, location of customer, connection condition etc.

4. Objective of the Study

1. To classify customers satisfaction level in the 3G technology.
2. To establish the partiality level of the customers about the services delivered in 3G live technology.
3. To discover the issues that interested the customers to select 3G Live technology.

5. Methodology

Now, this theory is accepted to study the several forms of services suppliers like, Reliance 3 , Vodafone 3G, Airtel 3G, MTNL 3G, etc., and further to recognize the important factors responsible for user satisfaction. For this determination, a distinct Questionnaire was designed for this theory. The analysis, interpretations, discoveries and recommendations are done on the foundation of the plotted data. This study zone refers to Gurgaon City. This study has recycled both initial and subordinate data. The data were recorded with the help of a questionnaire. The questionnaire for users is organized in a different way such that they were capable to show their suggestions liberally and openly. On behalf of this resolution some customers were selected using

simple arbitrary sampling technique. The recorded data are examined through separate figures and distinct analysis.

6. Results and Discussion

Table 1: Number of customers using 3G services.

Name of Company	Number OF Customers	Percentage %
Reliance 3G	50	50%
Vodafone 3G	30	30%
Airtel 3G	05	05%
MTNL 3G	15	15%
Total	100	100%

It was illustrious that, out of the sampled customers, 50% are customers of Reliance 3G, followed by 30% are customers of Vodafone 3G, 5% are customers of Airtel 3G and the rest 15% are customers of MTNL 3G. It is noted from the study that most of the customers are Reliance 3G customers.

Table 2: Number of customers having 3G telephone connections.

Using 3G TELEPHone Connection		
Less than 4 months	21	21%
4-5 months	39	39%
5-8 months	18	18%
More than 8 months	22	22%
TOTAL	100	100.0%

Table 3: Most common reasons for using 3G services by number of customers.

Reasons for Using 3G		
Affordable	20	20%
Rank	24	24%
Low cost than other resources	39	39%
Easiness of Communication	17	17%
Total	100	100.0%

The above given table reveal that, 21% of the customers use telephone connection for less than four months, followed by 39% uses it between 4 and 5 months, 18% use it between 5 and 8 months and the rest 22% use for more than 8 months.

This above table shows that out of total customers 20% opined that the factor 'affordable' prepared them to avail the phone connection, 24% opined that the factor 'rank' prepared them to avail it, 39% opined that the factor 'comparatively low cost than other resources' prepared them to avail it and 17% opined that the factor 'easiness of communication' prepared them to avail it. This analysis showed that, most of the customers opined that the factor 'comparatively low cost than other resources' prepared them to avail the phone connection.

Table 4: Most common features of 3G services used by customers.

Features OF 3G		
Low cost data rates	28	28%
National-open service	16	16%
High speed data access	36	36%
Smart Schemes	20	20%
TOTAL	100	100.0%

28% customers expressed 'Low cost data rates' subjective to avail the 3G service, 16% subjective by the feature 'National open services', 36% subjective by the feature 'High speed data access' to avail the 3G service, 20% subjective by the feature 'Smart schemes' to avail the 3G service. This study, describe that the quality of service influenced mainly of them to avail 3G service.

Table 5: Number of customers having various telephone connections.

Value Added Service		
Video Call	29	29%
Video conference	12.5	12.5%
High download speed	45	45%
Social network	26	26%
TOTAL	100	100.0%

Out of total customers 28.5% preferred the value added Video call, 12.5% preferred Video conference, 45.5% preferred high download speed, and the rest 26% preferred Social network. Therefore the study shows that

Highest rate of the customers have preferred the value added service 'high download speed network'.

7. Conclusion

Nowadays the market is highly concerned with customer. Without customer contentment, it is difficult to run the organization, especially in the service area. Therefore the policy creator initially has to focus on the customer's grievances and resolve it. Afterwards the corporation can maintain the active customer and in addition get new customers. So the cell phone operator would have dissimilar strategies because as per this paper, all the autonomous factors of the customer are disturbing the behaviour of the user towards 3G services.

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