Consumers Attitude Towards Various Internet Service Providers

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ABSTRACT

The Internet is a global system of interconnected computer networks that use the standard Internet Protocol Suite (TCP/IP) to serve billions of users worldwide. It is a network of networks that consists of millions of private, public, academic, business, and government networks, of local to global scope, that are linked by a broad array of electronic, wireless and optical networking technologies. The objective of the study is to analyze the consumers' attitude towards various internet service providers. The study is based on the primary data i.e. collected through field survey by well–structured questionnaire. For the study, 100 respondents have been taken from the Sirsa district. The data was analyzed by using various statistical techniques and tools such as Percentages, Frequency and Mean. The present article discusses the findings achieved through the study.

Keywords: Consumers' Attitude; Internet; Internet Service Provider.

1.0 Introduction

No doubt life runs on heart beat, air and food but with the present time, would not forget one more thing that is internet. Today's life without internet is not possible. If railway track is jam, there are alternatives but no solution for j am of internet

The Internet is a global system of interconnected computer networks that use the standard Internet Protocol Suite (TCP/IP) to serve billions of users worldwide. It is a network of networks that consists of millions of private, public, academic, business, and government networks, of local to global scope, that are linked by a broad array of electronic, wireless and optical networking technologies. The Internet carries a vast range of information resources and services, such as the inter-linked hypertext documents of the World Wide Web (WWW) and the infrastructure to support electronic mail.

Most traditional communications media including telephone, music, film, and television are reshaped or redefined by the Internet, giving birth to new services such as Voice over Internet Protocol (VoIP) and IPTV. Newspaper, book and other print publishing are adapting to Web site technology, or are reshaped into blogging and web feeds. The Internet has enabled or accelerated new forms of human interactions through instant messaging, Internet forums, and social networking. Online shopping has boomed both for major retail outlets and small artisans and traders. Business-to-business and financial services on the Internet affect supply chains across entire industries.

The origins of the Internet reach back to research of the 1960s, commissioned by the United States government in collaboration with private commercial interests to build robust, fault-tolerant, and distributed computer networks. The funding of a new U.S. backbone by the National Science Foundation in the 1980s, as well as private funding for other commercial backbones, led to worldwide participation in the development of new networking technologies, and the merger of many networks. The commercialization of what was by the 1990s an international network resulted in its popularization and

incorporation into virtually every aspect of modern human life. As of 2009, an estimated quarter of Earth's population used the services of the Internet.

The Internet has no centralized governance in either technological implementation or policies for access and usage; each constituent network sets its own standards. Only the overreaching definitions of the two principal name spaces in the Internet, the Internet Protocol address space and the Domain

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Name System, are directed by a maintainer organization, the Internet Corporation for Assigned Names and Numbers (ICANN). The technical underpinning and standardization of the core protocols (IPv4 and IPv6) is an activity of the Internet Engineering Task Force (IETF), a non-profit organization of loosely affiliated international participants that anyone may associate with by contributing technical expertise.

2.0 Review ot Literature

Michal Polasik (2013) sought to identify empirically the factors underlying the decision to adopt online banking in Poland. The sample used in this study is based on 3519 interactive questionnaires completed by Internet users. The decision of whether to adopt Internet banking services is linked, via Binomial Logistic Regression, to numerous explanatory variables, such as perceived security of online transactions, Internet experience, marketing exposure, use of other banking products and socio-demographic characteristics. The results presented here can be of assistance to banks and provide useful insights with regard to market segmentation, security and strategies fostering the acceptance of online banking. Kenneth E. Pigg (2012) revealed that Internet has become an important part of the daily lives of millions of Americans. Despite its importance, there is little empirical knowledge about the spatial pattern of Internet growth. Using the number of ISPs (Internet service providers) as an indicator of Internet diffusion and adoption, the authors attempt to understand the spatial pattern of Internet adoption and the factors responsible. For the spatial analysis, polygon pattern analysis is used to see the pattern of Internet adoption. Three spatial error models (for all counties, metro counties, and nonmetro counties) are used to investigate the relationship between various county-level demand indicators and Internet service status. The result shows that market demand is the driving force as counties that are more urban, have more educated people, more business establishments, and higher housing value also have higher ISP presence. This finding implies that the remote and rural areas will continue to suffer from poor Internet access. S. M. Monchina (2011) examined that from speed, another major difference between broadband and dial up

Internet is that broadband is usually "Always On". With a dial up service, you have to initiate the dial up connection yourself and then wait several seconds before the connection is complete. With broadband Internet, including DSL, Cable, and Satellite, the connection is made when your computer is turned on and will remain connected until you do something to disconnect it or your Internet Service Provider (ISP) experiences technical difficulties. Also, with broadband, you can never accidentally get Long Distance Charges by dialing the wrong dial up access number. Gireesh Shrimali (2010) developed models for Internet Service Provider (ISP) peering when ISPs charge each other for carrying traffic. We study linear pricing schemes in a simple ISP peering model using a two stage sequential Nash game in which self interested providers first set linear prices for carrying peers' traffic and then choose to route their traffic according to the prices set and costs incurred by carrying traffic on their links. Under reasonable cost models, we show that rational ISPs will participate in this game. Moreover, we show that the ISP with the lower marginal cost in the absence of peering has no incentive to send traffic in a hot-potato fashion and effectively acts as a monopolist. The other provider strategically routes traffic, splitting between hot-potato and cold-potato routing. We also show that though this outcome is inefficient, both ISPs are strictly better off when compared to not peering at all. Finally, we consider appropriate cost models that make the notion of capacity explicit. Under certain conditions we show not only that the monopolist has an incentive to upgrade the capacity of its links but also that this incentive is higher when the monopolist is in a peering relationship. Wayne Lee (2009) To date, competitive local exchange carriers (CLECs) have focused primarily on pricing strategies to capture customers and build market share. As they move beyond low-cost pricing to compete, however, service level agreements (SLAs) are becoming critical elements for creating value rapidly and sustaining their businesses for the future. Indeed, new quality of service (QoS) guarantees and the ability to offer multiple provisioning and billing services for customers uniformly, consistently and efficiently is becoming a requirement for doing business. But before carriers finalize strategies to introduce SLA frameworks for flow-through or "just-in-time" services, they should consider whether their proposed

plans allow them to provide guaranteed services beyond access; include a means of monitoring compliance or correcting SLA agreements with interconnect or leased-facilities providers; support SLA contracts as they would like; include simple, integrated customer-facing applications; allow for integration of network operations with back-office business systems; and respond well to growth and change. CLECs can address these issues rapidly—creating far more value than costs to the customer—by using a process of abstraction in system design; that is, developing high-level representations of problems and processes. (See chart, "Problems with Existing Management Systems.") Keffala Mohamed Rochdi (2008) revealed that study was to identify the barriers to the adoption and the usage of Internet Banking by Tunisian consumers. In this study like in the other many studies in the literature an extension of the technology acceptance model (TAM) is used as the conceptual framework to measure factors of the adoption and the usage of Internet Banking by Tunisian consumers. In order to explain the weaknesses' reasons of Internet banking demand in Tunisia we have conducted qualitative and quantitative research. The qualitative investigation leds to the identification of hypotheses and specify the research model. Using a sample of 227 persons the quantitative analysis has revealed the determinants of the adoption and the usage of Internet Banking by Tunisian consumers. The comparison average's analysis and perceptions' tests between users and non users of Internet Banking have identified the user's profile of Internet Banking in Tunisia. The results of the regression analyses have showed that, on one hand, perceived ease of use, perceived usefulness, trust and security are motivators' factors and on the other hand, perceived costs and personal features are inhibitors' factors to the adoption and the usage of Internet Banking by Tunisian consumers. Finally, we have deduced that Internet costs and ATM usage are the main barriers to the adoption and the usage of Internet Banking by Tunisian consumers. David D. Van Hoose (2007) examined that what economists have learned about Internet banking. The paper begins by surveying evidence regarding the fundamental motivations for banks to offer services via the Internet and for their customers to utilize the services. It considers the experience of and future prospects for so-called

"pure-play" Internet banks that conduct virtually all dealings with their customers via the Web. The paper next evaluates the current evidence on how Internet banking has affected the performances of traditional banking institutions, with a focus on whether the provision of banking services via the Web has mainly been felt on the revenue or expense side of banks' income statements. Furthermore, it examines recent concerns about the possibility that deposits raised through Internet channels are potentially more susceptible to sudden withdrawals that could result in runs on banks. The paper concludes by summarizing the main points and considering future directions for research on this topic.

3.0 Research Methodology

3.1 Objective of the study

The objective of the study is to analyze the consumers' attitude towards various internet service providers.

3.2 Sample size

The study is based on the primary data i.e. collected through field survey by well-structured questionnaire. For the study, 100 respondents have been taken from the Sirsa district.

3.3 Tool

The data was analyzed by using various statistical techniques and tools such as Percentages, Frequency and Mean.

4.0 Data Analysis

Table 1 shows the respondents those subscribe the internet service. All the respondents are internet users.

Table 1: Subscribe to an Internet Service

Serial No.	Subscribe to an Internet Service	No. of respondents	Percentage of respondents
1	Yes	100	100
2	No	00	00
3	Total	100	100

Source: survey.

Table 2 highlighted the kind of internet connection. Most of the respondents i.e. 34 percent were using broadband connection followed by 29 percent respondents using data card, 22 percent using dial-up connection, 10 percent were using 3G and 5 percent respondents were using other internet connections.

Table 2: Kind of Internet Connection

Serial No.	Kind of internet connection	No. of respondents	Percentage of respondents
1	Dial-up	22	22
2	Data Card	29	29
3	Broadband	34	34
4	3G	10	10
5	Others	05	05
6	Total	100	100

Source: survey

Table 3 shows the internet service provider of the respondents. Being oldest in the country majority of the respondents (41 percent) have BSNT followed by Idea with 22 percent respondents, Reliance 19 percent respondents and 18 percent respondents were using other internet connections, i.e. Vodafone, Airtel and Tata docomo.

Table 3: Internet Service Provider

Serial No.	Internet service provider	No. of respondents	Percentage of respondents
1	BSNL	41	41
2	Reliance	19	19
3	Idea	22	22
4	Others	18	18
5	Total	100	100

Source: survey

Table 4 highlighted the committed speed of the internet. 42 percent respondents were availing speed up to 256 kbps, 29 percent were availing 256 to 512 kbps. 19 were availing 512-1 mbps and rest 10 were availing internet speed more than 1 mbps.

Table 4: Committed Speed of Internet by the Internet Service Provider

Serial No.	Speed of internet	No. of respondents	Percentage of respondents
1	Up to 256 kbps	42	42
2	256 – 512 kbps	29	29
3	512– 1 mbps	19	19
4	More than 1 mbps	10	10
5	Total	100	100

Source: survey

Table 5 describe the response towards the hassle free consistent speed. 68 percent respondents admitted that they are getting hassle free consistent speed while 32 percent respondents admitted that they are not getting hassle free consistent speed.

Table 5: Find Hassle Free Consistent Speed

Serial No.	Hassle free Consistent Speed	No. of Respondents	Percentage of Respondents
1	Yes	68	68
2	No	32	32
3	Total	100	100

Source: survey

Table 6 shows the average monthly cost for internet service, it has came into light that 69 percent respondents were spending between 200-500, 14 percent were spending up to 200 and 11 percent respondents were spending between 500-1000 and only 6 percentage respondent were spending more than 1000 rupees.

Table 6: Average Monthly Cost for Internet Service

Serial No.	Average monthly cost	No. of respondents	Percentage of respondents
1	Up to 200	14	14
2	200 – 500	69	69
3	500– 1000	11	11
4	More than 1000	06	06
5	Total	100	100

Source: survey

Table 7 highlighted the respondents paying capacity for high speed internet service. 55 percent respondents were willing to pay more for high speed internet connection, contrary to it 45 percent respondents were not ready to pay more in this regard.

Table 7: Willing to pay more for High-Speed Internet Service

Serial No.	Willing to pay more	No. of respondent	Percentage of respondents
1	Yes	55	55
2	No	45	45
3	Total	100	100

Source: survey

Table 8 depicts the percentage of the respondents that were ready to recommend their connection to any one other. 60 respondents were willing to recommend their connection, contrary to it 40 were not ready to recommend their connection because they are not satisfy with it.

Table 8: Recommend your connection to anyone

Serial No.	Recommend your connection to anyone	No. of respondents	Percentage of respondents
1	Yes	60	60
2	No	40	40
3	Total	100	100

Source: survey

5.0 Conclusion

It is concluded that consumer have a positive attitude towards the internet connections. Most of the respondents are using data cards and broadband connections for conducting their day to day activity .It is also founds that almost all the consumers using their respective connections are satisfied with the speed of ISP.

ISP, BSNL is the most preferred among the respondents. Further it is concluded that most of the internet

service providers were availing speed up to 256 kbps and most of the respondents are spending average monthly cost for internet service between 200-500 rupees and also willing to pay more for high speed internet service. Majority of the respondents are ready to recommend their connection to anyone other.

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