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## Assessing The Youth Pulse With Reference To 5G Network

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**ABSTRACT:** Recent years have witnessed a drastic and dramatic sophistication in the telecommunication sector. Mobile communication, smart phones and tablets have perfectly replaced the earlier means of shopping, banking, entertainment etc. Thanks to the advanced means of technology that today distance of miles is just a click away. The core of this lifestyle lies in the extensive use of wireless cables and benefits derived thereof. Current research is an attempt to explore the fast moving world from a customer and comfort/ease of use view point. Change is inevitable but how is the customer accepting or welcoming such change is a matter of concern. A fine effort has been attempted to make systematic research, on customer awareness level and perception level towards 5G telecommunication services which will enable the managers to have an insight into the impact of such advancements. A research was carried out in the twin cities of Hyderabad and Secunderabad in Telanagana state, 100 responses from youth in age group of 20-35 years were contacted to understand the market pulse of customer in respect of 5 G Telecommunication services. As part of research it has been very interesting to note that customer awareness and perceptual levels vary and it is not precisely defined. This is a fine characteristic which kept the researcher motivated to continue. The report is prepared strictly for academic purpose which boosts a student's managerial skills to explore and apply the theoretical knowledge into practice.

**Key Words:** *Awareness level, Perception levels, 5 G telecommunication services, youth, customer satisfaction, Market pulse.*

**INTRODUCTION:** 2022-2023 has witnessed fast growth in the telecommunication industry due to the launch of 5G, in short for the 5th generation, network in mobile communication. Today time is more spent with a smart phone than anything/ anyone else. The 5G, next generation network service was formally introduced by Sri.Narendra Modi, Prime Minister of India at the sixth edition of India Mobile Congress (IMC). Airtel, Reliance Jio and Vodafone Idea, the three major telecom operators of the country demonstrated use cases of 5G technology in front of the Prime Minister to show the potential of 5G technology in India. It is understood that Now it is only a matter of few days when we all soon start using 5G on our phone.

At present, only few major telecom operators are providing 5G services in India. Few among the players include Airtel 5G and Jio 5G. Vodafone Idea has not yet provided an update on 5G services in the country. While Airtel's 5G Plus service is a non-standalone service (NSA) that works on the existing 4G network's infrastructure, Jio's True 5G network is a standalone (SA) network.

The present research is undertaken to study the awareness and perception levels of customer with special emphasis on 5G telecommunication services. The purpose behind such study, however was to explore and analyze the primary data obtained through questionnaires. The current research provides an insight into customer viewpoint of fast changing digital world, the comforts obtained there from.

Buying behavior of consumers is always unique, personal and emotional in nature. The buying motive of individual consumer is different, often driven by personal & social characteristics. Need fulfilling behavior of consumers may be based on logic, matter of fact or at times may be purely unreasoned, irrational and impulsive. The present research is an effort to study the market pulse with respect to 5G telecommunication services. Divergence in attitude of consumer groups due to the influence of variables namely, comfort with feature and awareness/ perception attributes grouped through demographic variables of age, location and marital status. The study identifies and gains understanding of the influence of demographic factors on assessing comfort levels of college level students. The study will improve our understanding of the influence of these demographic variables on consumer awareness and perception patterns. This will help retailers in planning and enhancing their marketing capabilities/ opportunities.

### **OBJECTIVES OF THE STUDY:**

- To ascertain the market pulse with regard to 5G technology.
- To determine awareness and perceptual levels of customers.
- To study various parameters determining awareness and perceptual levels of customers.
- To study the relation between demographic factors with regard to mobile connection and network facilities.

**SCOPE OF THE STUDY:** The study to evaluate customer comfort levels on 5G Telecommunication Services is done targeting the youth population. The scope of the study is restricted to the college premises by considering 100 respondents randomly. As the students are potential users to techie gadgets and open to further advancements, the study focuses on the youngsters and their opinions and perceptions with regards to 5G. The research paper includes application of statistical software such as SPSS which further adds value to the interpretation and widens the coverage of marketing and consumer behavior to statistics enabling the researcher to draw apt and accurate inferences.

**RESEARCH METHEDODOLOGY:** The study spans across college premises focusing on the youth population and their opinions on 5G technology.

**Data Collection:** The study makes use of both primary and secondary data

**Primary Data:** The main analysis is based on the primary data. Primary data is the first hand information. It is collected through personal interaction with users of various telecom services.

**Secondary Data:** Secondary data is already existing data which is gathered to give a brief note on the Telecommunication industry, textbook literature pertaining to marketing and consumer behavior. The sources of secondary data are: Publishes and unpublished research works, Internet, Related articles , Research papers and books, Magazines and journals, Library visits

**Research Instruments:** Questionnaires and personal interaction with respondents.

**Sample design:** The research is descriptive in nature as the existing situation & circumstances are examined in light of customer preferences and comforts. Data has been collected through non probability, convenience sampling targeting the youth and college students using the current smart phone technology. Sample Size: 100. Data has been analyzed with the help of simple statistical tools.

**Period of study:** The study has been completed in a span of 45 days

**Research attributes:** To ascertain the levels of awareness level, perception levels and comfort from customer's point of view following attributes have been considered. Data usage, Connectivity/ signal strength, Download speed, Pay facilities, Ease of use, Other inbuilt features, Brand image, Call cost, Call performance. The respondent was requested to rank his/ her awareness level, perception level and comfort on a scale

ranging from (1 to 5). Where 1- High discomfort; 2- Moderate discomfort; 3- Neutral; 4- Moderate comfort, 5- High Comfort. Thus, higher score implies higher comfort.

**DATA ANALYSIS AND INTERPRETATIONS:**

**Age in years**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15-20 years	6	6.0	6.0	6.0
21-25 years	91	91.0	91.0	97.0
26-30 years	2	2.0	2.0	99.0
31-35 years	1	1.0	1.0	100.0
Total	100	100.0	100.0	

The study is extensively concentrated around the youth population of the age 20-25 years. Research is based on convenient sampling.

**Residence**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Hyderabad	87	87.0	87.0	87.0
Secunderabad	13	13.0	13.0	100.0
Total	100	100.0	100.0	

Majority of the respondents are from Hyderabad city. However, a considerable number of respondents are residents of Secunderabad area.

**Marital Status**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Unmarried	97	97.0	97.0	97.0
Married	3	3.0	3.0	100.0
Total	100	100.0	100.0	

From the data analysis it revealed that 97% of the respondents are found to be unmarried.

**How long have you been using these connections?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0-2 years	28	28.0	28.0	28.0
above 2-5 years	46	46.0	46.0	74.0
More than 5 years	26	26.0	26.0	100.0
Total	100	100.0	100.0	

From the data analysis it revealed that 46% of the respondents prefer using a phone or a service provider for a span of 2-5 years.

**Are you aware of 4G technology**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	10	10.0	10.1	10.1
Yes	89	89.0	89.9	100.0
Total	99	99.0	100.0	
Missing System	1	1.0		
Total	100	100.0		

Nearly 89% of the respondents are aware of the advent of 4G Technology. Awareness among the respondents is a favorable situation. Market pulse for advent and advancements exist.

**Do you aspire to use 5G technology?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	10	10.0	10.2	10.2
Yes	88	88.0	89.8	100.0
Total	98	98.0	100.0	
Missing System	2	2.0		
Total	100	100.0		

Nearly 89% of the respondents wish to migrate to 5G phone. There is a wave of positivity in the mindset of young people with regard to 4G services. There is a huge potentiality for accepting upgraded versions of telecommunication services.

**Within what time span would you wish to switch to 5G Connection?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0-6 months	40	40.0	44.0	44.0
above 6-12 months	31	31.0	34.1	78.0
More than 1 year	20	20.0	22.0	100.0
Total	91	91.0	100.0	
Missing System	9	9.0		
Total	100	100.0		

Nearly 43.96% of the respondents wish to switch to 5G technology within a span of 6 months. Customers today are more open to change. There is an emergent market for 5G phones in the near future.

**Do you perceive the 5G technology would help you overcome the present day discomfort?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	13	13.0	13.4	13.4
	Yes	84	84.0	86.6	100.0
	Total	97	97.0	100.0	
Missing	System	3	3.0		
Total		100	100.0		

It is observed that 86.60% of the respondents perceive that the 5G technology would help them overcome the present day discomfort. Advertising the benefits of 5G service would convince the remaining customers/ respondents to change their opinion. Thus customers can be convinced to switch to 5G technology to overcome the present day discomfort.

**What attracts you to 5G connection?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Technological Advance	40	40.0	41.2	41.2
	Bandwidth and connectivity	39	39.0	40.2	81.4
	Promotional strategies	9	9.0	9.3	90.7
	Others	9	9.0	9.3	100.0
	Total	97	97.0	100.0	
Missing	System	3	3.0		
Total		100	100.0		

Technological advancement is regarded as the most attractive feature. There is a great potential for exploring other features apart from technological advancement, Bandwidth & connectivity and promotional strategies. Varied attractive features exists with 4G connection, yet to be explored.

**FINDINGS OF THE STUDY:**

- ❖ The study is extensively concentrated around the youth population of the age 20-25 years. Research is based on convenient sampling. The respondents are from twin cities of Hyderabad and Secunderabad. However, a considerable number of respondents are residents of Secunderabad area.
- ❖ From the research it was found that 46% of the respondents prefer using a phone or a service provider for a span of 2-5 years on an average.
- ❖ The data analysis reveals that nearly 89% of the respondents are aware of the advent of 5G Technology. Around 89% of the respondents wish to migrate to 5G phone. Nearly 43.96% of the respondents wish to switch to 5G technology within a short span of time. Technological advancement is regarded as the most attractive feature.
- ❖ It is observed that 86.60% of the respondents perceive that the 5G technology would help them overcome the present day discomfort.
- ❖ From the data analysis it was observed that 63% of the respondents use single connections.

**RECOMMENDATIONS:**

- ❖ Telecom service providers are suggested to adopt wide range of marketing techniques to tap the unexplored segments in the market. Promotions, Personal Selling and Propaganda are required.
- ❖ It is recommended that benefits of dual connections should be elevated.
- ❖ As the market future is bright huge investments in research and development would facilitate product/ service development/ up gradation.
- ❖ Special emphasis to be laid on cutting edge technologies.
- ❖ Companies should seek for cost effectiveness as this would attract price sensitive customers.

**CONCLUSIONS OF THE STUDY:**

- ❖ Good awareness among the respondents is a favorable situation for marketers. It is found that the market pulse for advent and advancements exist.
- ❖ It is concluded that there is a wave of positivity in the mindset of young people with regard to 5G services. Which shows that there is a huge potentiality for accepting upgraded versions of telecommunication services.
- ❖ It is known fact that customers today are more open to change, which clearly indicate that there is an emergent market for 5G phones in the near future.
- ❖ It is felt that customers can be convinced to switch to 5G technology to overcome the present day discomfort.
- ❖ It is concluded from the research that customers at present day are active on Internet for a long time period in a day.
- ❖ Finally it is concluded and recommended that varied attractive features exists with 5G connection, which are yet to be explored.

**LIMITATIONS OF THE STUDY:** The study is fair & complete yet it suffers the following limitations or drawbacks

- Most of the information is from secondary data
- Due to the limitations of the source the data collection could not be adequate
- Research coverage is widely based on young population (youth)
- Period of study is 6 weeks i.e. 45 days

**SCOPE FOR FURTHER RESEARCH:**

The present research was carried out with limited number of variables and responses covering a small segment of customers, the research study can be extended by studying on various demographic, psychographic and behavioral patterns of customer to understand the market pulse effectively. The study will be helpful for managers and marketers to clearly understand the pulse which will enable them to reap maximum profits.

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