

## Diffusion of Technology during Covid Period

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### ABSTRACT

During the Covid period the people are depending broadband internet connectivity for their work. Faster and reliable connectivity is becoming an essential criterion in our daily life. The pandemic period has provided an opportunity for fast diffusion of technology. So uninterrupted and high speed data services has become essential. During the lock-down period people prefer online platforms of food distribution services for ordering food .The covid crisis has changed everything to online. People are forced to adapt to new technologies during the covid period. This article narrate consumer preference towards various broadband internet services and the diffusion of broad band internet services.

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## INTRODUCTION

During the pandemic crisis the environment became conducive for those service providers who provide uninterrupted and high speed data services. The environment has provided ample opportunities to those firms which provide: Uninterrupted data services, reliable and secure internet service, prompt service and maintenance, speed. The penetration and diffusion of smart phones accelerated the pace of mobile broadband connectivity. Whereas faster broadband services provide uninterrupted connectivity to customers.

## THEORETICAL REVIEW

The pandemic period has provided an opportunity for fast diffusion of technology. So uninterrupted and high speed data services has become essential. During the lock-down period people prefer online platforms of food distribution services for ordering food. The covid crisis has changed everything to online. People are forced to adapt to new technologies during the covid period. This article narrates consumer preference towards various broadband internet services and the diffusion of broadband internet services. The penetration and diffusion of smart phones accelerated the pace of mobile broadband connectivity. Whereas faster broadband services provide uninterrupted connectivity to customers.

## METHODOLOGY

To assess the consumer preference towards broadband service providers. To know the impact of diffusion and penetration of broadband internet connectivity. The study is confined to the users of data services only. Occasional users are not included in the survey as it is not practically visible. 120 customers are selected using simple Random Sampling. Consumers of broadband services are interviewed.

## RESULTS

Table 1. Data Analysis and Interpretations

No	Age Group	frequency	percentage	cumulative percentage
1	Below 30	68	31.67	31.67
2	30-50	12	48.33	80
3	above 50	38	20	100
	total	120		

31.67% of respondents are below 30 age group category, 48.33% of respondents are in the age group category 30-50 years and 20% of respondents are above 50 years of age group category. Majority of respondents are in the age group of 30 to 50 years category.

Table 2. Price Perception towards Broad Band Services

price perception	frequency	percentage	cumulative percentage
high	27	22.5	22.5
average	40	33.33	55.83
good	42	35	90.83
very good	6	5	95.83
excellent	3	4.17	100
Total	120	100	

22.5% of respondents perceive that the price charged for the service is high.33.33% respondents perceive that the price charged is average level,35% of the respondents perceive the price is good,5% of the respondents consider the price is very good and 4.17% of respondents consider the pricing is excellent.

Table 3. Preferred Attribute for Purchasing Broadband Service

Attributes	Frequency	percentage	Cumulative percentage
Speed	68	56.67	56.67
service	12	10	66.67
more connectivity	38	31.67	98.33
others	2	1.67	100
total	120	100	

56.67% of respondents prefer broad band internet for high speed connectivity.10% of respondents prefer broad band internet connection if there is effective service.31.67% prefer broad band internet service due to more connectivity.

## DISCUSSIONS

To assess the consumer preference towards broad band service providers. To know the impact of diffusion and penetration of broadband internet connectivity. The study is confined to the users of data services only. Occasional users are not included in the survey as it is not practically visible. 120 customers are selected using simple Random Sampling. Consumers of broadband services are interviewed. 31.67% of respondents are below 30 age group category ,48.33% of respondents are in the age group category 30-50 years and 20% of respondents are above 50 years of age group category.Majority of respondents are in the age group of 30 to 50 years category. BSNL FTTH connections are preferred 27.5% of respondents, Asianet broad band is preferred by 22.5% of respondents, 13.33% of respondents prefer Kerala Vision broad band,14.17% of respondents prefer Geo fibre,18.33% of respondents Rail wire and 4.17% prefer other internet services.Majority of customers prefer BSNL FTTH connections. 22.5% of respondents perceive that the price charged for the service is high.33.33% respondents perceive that the price charged is average level,35% of the respondents perceive the price is good,5% of the respondents consider the price is very good and 4.17% of respondents consider the pricing is excellent. 56.67% of respondents prefer broad band internet for high speed connectivity.10% of

respondents prefer broad band internet connection if there is effective service.31.67% prefer broad band internet service due to more connectivity.

## CONCLUSIONS AND RECOMMENDATIONS

According to Adam Brandenburger and Barry Nalebuff ,the effect of complementors on competitive structure were ignored by Porter in his five force model for determining the competitive structure. Complements are can add more value to a firm's product or services. Now people use mobile phones and smartphones not only for the communication purpose alone but also for online transactions and online purchase. Smartphones ,and broadband connectivity can act as complementors. Customers need technology supportive devices as well as uninterrupted data connectivity. The penetration and diffusion of smartphones and mobile phones can facilitate data consumption pattern of customers. Hence this paradigm shift can be conducive for online transactions. Time is an important component in diffusion of new technology. Time of adoption of technology and speed of adoption of technology may differ among individuals. But the covid period forced people to change to the new normal.

## FURTHER STUDY

The covid crisis has changed everything to online. People are forced to adapt to new technologies during the covid period. This article narrate consumer preference towards various broadband internet services and the diffusion of broad band internet services. The penetration and diffusion of smart phones accelerated the pace of mobile broadband connectivity. Whereas faster broad band services provide uninterrupted connectivity to customers.

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