

Investigation of Factors Influencing Mobile Broadband Adoption in Gurgaon Province of Southern Haryana

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Abstract

Broadband lies at the heart of fourth industrial revolution. Recent advances in broadband framework have created greater opportunities to flourish digitisation. Digitisation is all about mobilising the basic necessities using broadband services that do not require any high-end gadgets. Broadband continues to be a space of rapid innovation, particularly in patterns of access and use. It has pervaded every aspect of human life whether it is agriculture, healthcare, education, banking, e-commerce, governance or entertainment. In past two decades, the development of wireless communication has proceeded rapidly from Morse code to the latest wireless technologies. Mobile phones have become interactive devices capable of managing several aspects of people's lives and could arguably, nowadays, be described as indispensable. Wireless and broadband technologies have presented themselves as a powerful tool to break the barriers of time and space. Moreover, mobile broadband is assumed to be highly instrumental in bridging the rural-urban disparity. This study aims to investigate the factors that affect the consumer behavioural intention to adopt mobile broadband with specific reference to Gurgaon province of Southern Haryana. Various attitudinal, normative and control constructs were identified and investigated that possibly influence the mobile broadband adoption. The result suggests that Utilitarian Outcomes (UO), Hedonic Outcomes (HO), Requisite Knowledge (RK) and Facilitating Conditions (FC) are significant predictors of Gurgaon consumer's behavioural intention to adopt mobile broadband.

Keywords: Mobile Broadband, Behavioural Intention, Adoption, Digital Divide, Digitisation.

INTRODUCTION

Interplay of magic words “Mobile” and “Broadband” comes from “wireless high speed internet”. The term mobile broadband came into practice with the invention of 3G services and that

time the technology was pricey and a bit unreliable. But now a days with rapid development in mobile broadband technologies, 3G/4G services are available at cheaper cost and in more standardised form. Telecommunication technology is evolving at an ever-accelerating pace; mobile, Smartphone and tablet changed the way that consumers connect with

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each other. This led to the phenomenal growth of mobile broadband services adoption and usage. The emergence of mobile broadband services has benefitted people across all walks of life. Going forward, it is expected to play more significant role in bridging the digital divide between the rich and poor, between near and far, thus in connecting the nation. It has not only become the primary communication medium for people, but is also finding numerous uses across various domains.

RESEARCH BACKGROUND

Warschauer (2003) defines the digital divide as the dichotomy between those who have internet access and those who do not. The main argument is no longer the digital divide between Global North and South. The gaps are now between rural and urban areas within countries and between those who have or do not have Smartphone and access to mobile broadband. Over the decade, Information and Communication Technologies (ICT) have changed the way we work and interact.

There are enough evidences in the literature which supports positive impact of broadband penetration on the growth. Ford and Koutsky (2005) in their study found positive economic impact of investment in broadband. Crandall et al. (2007) also found that employment in several industries is positively related to broadband penetration. Fornefeld et al. (2008) in their study revealed that productivity gains of the broadband by efficient use of online services. Czernich et al. (2011) found that a 10 percentage-point increase in broadband penetration raises annual per capita economic growth by 0.9 to 1.5 percentage. Bojnec and Ferto (2012) in their study found that there is positive relationship between broadband penetration and GDP growth. Chavula (2013) estimated that for every 1% increase of mobile broadband penetration yields a 0.21% increase in GDP per capita. Katz et al., (2014) also estimated that for every 10 % increase of mobile broadband penetration yields a 0.22% of GDP growth.

Thus, the internet has been evolved as technology with the biggest impact, which has transformed the way to access information, communication and entertainment. Mobile broadband, in particular, have made the internet experience richer. Studies have revealed that mobile broadband plays a central role in addressing a range of socio-economic developmental challenges across the developing world.

Internet connectivity is considered as an essential factor of progress and access to online information can improve human development in areas such as agriculture, healthcare, education, banking, commerce and political freedom. But unfortunately, Internet access is unevenly distributed across the globe. While Internet penetration reaches staggering numbers in some areas, even basic connectivity is lacking in many developing regions. This is the area of concern and thus it is significantly important to investigate the antecedents that can act as catalyst in the adoption of mobile broadband services. This study laid down special emphasis on investigating the factors that will help in accelerating early adoption and mass diffusion of mobile broadband services with specific reference to Gurgaon province of Southern Haryana.

RESEARCH PROBLEM

Broadband being a key enabler of the industrial revolution is assumed to be highly instrumental in bridging economic disparity (Ghosh, 2017; Kumar et al., 2017). However, around 54% of the world population is internet-less. According to InternetLiveStats estimate for July 1, 2016 only 46% has access to internet. There were less than 1% internet users by 1995. The number of internet users have increased tenfold from 1999 to 2013. The first billion was reached in 2005, second billion in 2011 and the third billion in 2015 and the fourth billion is expected very soon.

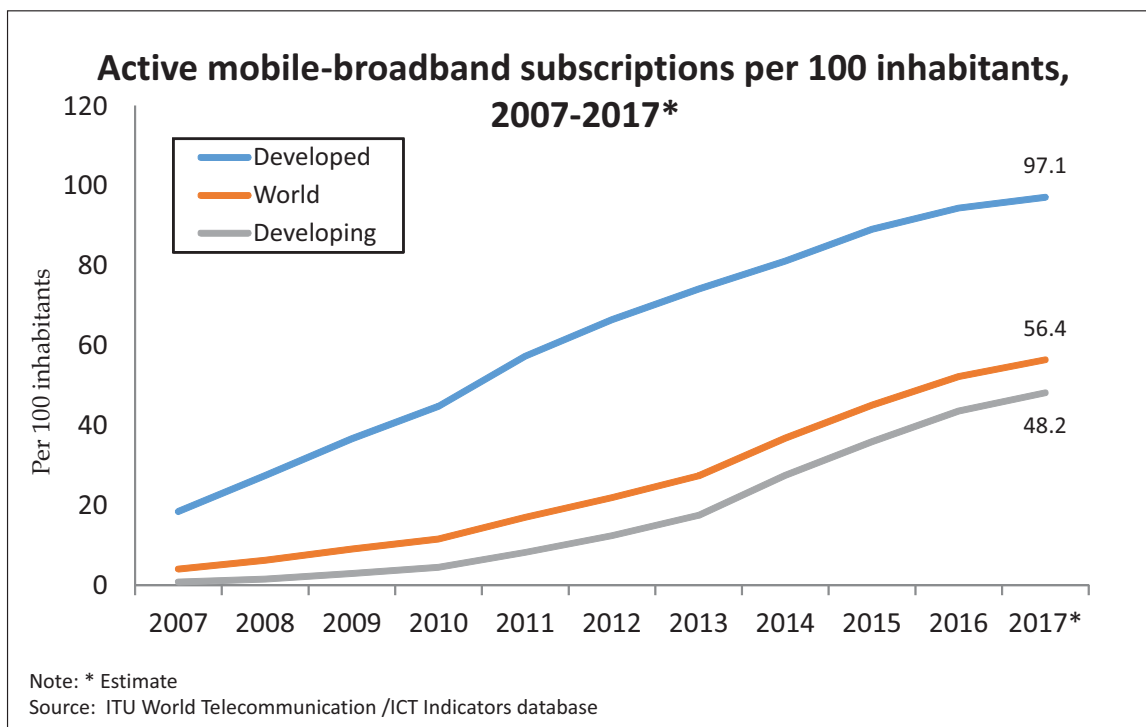
Table No. 1: Individuals using the Internet, 2005-2017

	(millions)												
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017*
Developed	617	651	723	753	776	824	841	898	923	947	972	1,002	1,023
Developing	407	496	645	794	953	1,167	1,343	1,526	1,708	1,933	2,178	2,383	2,555
World	1,024	1,147	1,367	1,547	1,729	1,991	2,184	2,424	2,631	2,880	3,150	3,385	3,578

Source: ITU, 2017 World Telecommunication /ICT Indicators database

Since the inception of broadband idea, fixed broadband market remains underdeveloped because of the dominance of mobile platform and unwillingness by operators to invest in fixed broadband infrastructure. Also, the number of fixed telephone lines is slowly declining as the mobile

segment continues to expand. Kim et al., (2010) study confirms that low broadband penetration in developing countries has been a result of limited fixed line infrastructures, high costs of international bandwidth and monopolies held by telecommunication companies.



According to ITU (2017) estimates, global mobile broadband subscriptions are expected to reach 56.4% per 100 inhabitants by the end of 2017. Growing mobile penetration and increasing bandwidth demand witnessing mobile broadband revolution. The broadband gap, in terms of deployment and adoption between developed and developing countries, is increasing. Mobile broadband growth is

very impressive for developed world where the active mobile-broadband subscriptions per 100 inhabitants is expected to reach 97.1%, however the situation is not equally true for developing world where the active mobile-broadband subscriptions per 100 inhabitants is expected to reach 48.2% only by the end of 2017.

Table No. 2: Active mobile-broadband subscriptions per 100 inhabitants, 2007-2017

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017*
Developed	18.5	27.5	36.6	44.7	57.3	66.5	74.1	81.1	89.1	94.4	97.1
World	4.0	6.3	9.0	11.5	16.9	21.9	27.4	36.8	45.1	52.2	56.4
Developing	0.8	1.6	3.0	4.5	8.2	12.4	17.5	27.5	36.0	43.6	48.2

Source: ITU, 2017 World Telecommunication /ICT Indicators database

The telecom industry is facing a steep decrease in voice average revenue per user (ARPU), so service providers are expanding their reach by offering data services in try to increase revenues. The voice market is heavily penetrated and the ARPU for voice is declining due to fierce competition. With the introduction of new operators voice call tariffs (price per minute charged for an outgoing call) declined phenomenally from INR ~15.5 per minute in 1999 to INR ~0.5 per minute in 2010 and so on. So, the telecom operators are looking to data services as a way of maintaining revenue and income growth.

Indian internet landscape is continuously evolving and 2016 was the year of many developments including launch of 4G by various operators followed by freebies offered by Reliance Jio India limited (RJIL). The launch of Jio made a dent in the share of Airtel, Idea and others and gave the common man an easy access to internet. This also resulted Vodafone-Idea merger to create a new number one network company. According to the analysts, the poor revenue growth for the sector in third quarter of 2017 financial year was noticed due to free data offer by Jio but this consolidated both the spectrum and market share of Jio. It was also observed by the experts that the telecom industry lost nearly 20% revenue due to free services provided by Jio.

In spite of all these, Indian mobile sector has developed a sustainable momentum, aided by higher subscriber volumes, lower tariffs and falling handset prices. Despite this huge growth, Indian telecom operators continued to face several

challenges. Telecom operators are struggling heavily to maintain ARPU (Average Revenue per User) levels. ARPU can be described as the revenue billed to the customer each month for usage, including the revenue generated from incoming calls, payable within the regulatory interconnection regime. Although penetration has increased, ARPU has declined. As mobile subscriptions have spread from the less price-sensitive business and high-end consumer market into the mainstream of Indian society, the average value of a subscriber has inevitably declined. The Indian telecom industry is going through an acute financial crisis, which has triggered several mergers and acquisitions.

THEORETICAL BACKGROUND

Mobile broadband is an intelligent way to access internet on move at higher speed. It is a revolutionary technology, which has become an area of concern in both the growing internet industry and matured telecommunication industry. A lot of research work has been done in the area of internet services, but those haven't covered the mobile broadband a lot. Factors affecting the adoption of various technological innovations have been the subject of interest for researchers for many years. There is significant amount of research work done related to broadband adoption. Review of technology adoption literature empirically analysed the influence of an assortment of variables towards behaviour intention towards mobile broadband adoption. Mostly the researches undertaken on mobile broadband adoption so far have been taken from the foreign experiences, as they have come of

age in the US, UK and European markets. Recent studies showed a growing trend towards the mobile broadband networks and Smartphone.

Researchers suggest broadband adoption is more constrained by demand than supply (Howick and Whalley, 2008). To encourage widespread adoption and reduce the digital divide, it is necessary to focus on understanding the factors that influence the consumer’s decision to adopt mobile broadband. Based on reviewed various theoretical models

employing user’s intention and studies regarding broadband internet adoption, this study postulates that behaviour intention to adopt mobile broadband is influenced by several independent factors, which can be categorised according to MATH framework into eight core constructs: Utilitarian Outcome (UO), Hedonic Outcome (HO), Social Outcome (SO), Primary Influences (PI), Secondary Influences (SI), Facilitating Conditions (FC), Perceived Ease of Use (PEU) and Requisite Knowledge (RK).

Table No. 3:

Model of Adoption of Technology in Household (MATH)		
Belief Structure	Detailed Constructs	Core Constructs
Attitudinal Beliefs	Applications for personal use	Utilitarian Outcomes (UO)
	Utility for children	
	Utility for work-related use	
	Applications for fun	Hedonic Outcomes (HO)
	Status gains	Social Outcomes (SO)
Normative Beliefs	Friends and family influences	Primary Influences (PI)
	Secondary sources’ influences	Secondary Influences (SI)
	Workplace referents’ influences	
Control Beliefs	Fear of technological advances	Facilitating Conditions (FC)
	Declining cost	
	Cost	
	Perceived ease of use	Perceived Ease of Use (PEU)
	Requisite knowledge	Requisite knowledge (RQ)

Source: Venkatesh and Brown, (2005)

Following the literature review of different nomological technology adoption models, the Behavioural Intention is considered to be a dependent factor and refers to “the person’s subjective probability that he or she will perform the behaviour in question” (Fishbein and Ajzen, 1975). Behavioural Intention is a measure of the likelihood

of an individual’s technology acceptance and usage. Independent factors consist of the factors which identified the affect mobile broadband service adoption among the mobile broadband users of Gurgaon province of Southern Haryana. They have been grouped in three types as shown below:

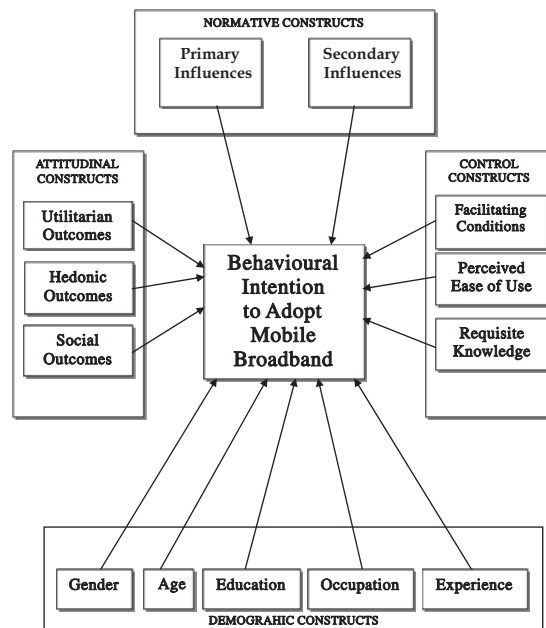
Table No. 4:

Construct	Definition
Utilitarian Outcomes (UO)	"The extent to which mobile broadband use enhances the effectiveness of typical daily activities of the consumer" Venkatesh and Brown (2001); Brown and Venkatesh (2005)
Hedonic Outcomes (HO)	"The extent of pleasure that the consumer derives from the use of mobile broadband" Venkatesh and Brown (2001); Brown and Venkatesh (2005)
Social Outcomes (SO)	"The enhancement of social status that the consumer derives from the use of mobile broadband" Venkatesh and Brown (2001)
Primary Influences (PI)	"The influences from the consumer’s family and friends to use or not to use mobile broadband" Venkatesh and Brown (2001); Brown and Venkatesh (2005)
Secondary Influences (SI)	"The influences from media and secondary sources to use or not to use mobile broadband" Venkatesh and Brown (2001); Brown and Venkatesh (2005)
Facilitating Conditions (FC)	"The degree to which a person believes that the required resources exists subscribing to mobile broadband" Triandis (1971); Venkatesh and Brown (2001)
Perceived Ease of Use (PEU)	"The extent to which a person believes in using mobile broadband would be free from any efforts" Davis et al. (1989); Venkatesh and Brown (2001)
Requisite knowledge (RK)	"The level of knowledge that one perceived about mobile broadband usage regardless of risks or benefits" Rogers (1995); Venkatesh and Brown (2001)

RESEARCH MODEL

A research model tuned with the review and investigation of relevant factors related to the adoption of broadband was designed based on MATH framework that postulates that behaviour

intention to adopt mobile broadband is influenced by several independent factors, which can be categorised into three broad categories: attitudinal factors, normative factors and control factors (Dwivedi et al., 2006).



Graph 1

Research Hypotheses

Research hypotheses laid a way to systematically solve the research problem. Based on the literature review, thirteen research hypotheses were developed (H1-H13) for the model suggested.

Table No. 5:

Research Hypotheses		
HN	Independent Factor	Dependent Factor
H1	Utilitarian Outcomes (UO)	Behavioural Intention to adopt Mobile Broadband (B I)
H2	Hedonic Outcomes (HO)	
H3	Social Outcomes (SO)	
H4	Primary Influences (PI)	
H5	Secondary Influences (SI)	
H6	Facilitating Conditions (FC)	
H7	Perceived Ease of Use (PEOU)	
H8	Requisite Knowledge (RK)	
H9	Gender	
H10	Age	
H11	Education	
H12	Occupation	
H13	Experience	

RESEARCH METHODOLOGY

An undisguised, structured and close ended questionnaire with multiple choice questions was prepared. Out of 250 target respondents, only 200 were found usable and same were put under analysis. Questionnaires were distributed both in hard copy format and via e-mails. Other than demographic and general information, each statement was based on 5-point Likert scale ranging from “strongly disagree” to “strongly agree”. In the light of the difficulty in obtaining any formal lists or information about the population, convenience sampling was used. The attempt has been made to obtain samples covering various demographic backgrounds in order to reduce sampling bias. 250 questionnaires in paper/online format were distributed over the course of four week period. A total 203 questionnaires were collected (response rate

81.2%). The numbers of responses obtained from web survey were 98 and the numbers of responses obtained from personal interview were 105. This totals up 203 as the total responses. Out of the total 203, only 200 were usable since for 3 cases most of the questionnaire fields were left blank.

DATA ANALYSIS

The sample description of the survey respondents presented according to five demographic categories: gender, age, education, occupation and experience. The frequency and percentage distribution of total sample made up of 200 respondents.

The survey made an attempt to cover mobile broadband users belonging to different gender, age, education, occupation and experience categories. There were slightly different numbers of males (103

respondents) and females (97 respondents). The age group of 30 to 49 years formed the largest respondents (59.5%), followed by 33% between the ages of 19 to 29 years. The least responsive category was the (50 years and above) with 7.5% responses. Majority of respondents (58.5%) had completed their graduation followed by 29% undergraduate degree holders. The least responsive educational category was the postgraduate and above level with 12.5%

response rate. Most (53.5%) occupation group of the respondents belong to employed at the time survey was conducted. The second-largest occupation group of the respondents belongs to unemployed (30.5%), followed by students (12.5%) and retired (3.5%). Mostly 163 (81.5%) people are using mobile broadband for more than 1 year and only 37 (18.3%) of people are new to mobile broadband having less than 1 year of experience.

Table No. 6:

Sample Description			
Variables	Scale	Frequency	Percent of Total
Gender	Male	103	51.5
	Female	97	48.5
Age	19-29	66	33
	30-49	119	59.5
	50 Years and above	15	7.5
Education	Under Graduate	58	29
	Graduate	117	58.5
	Post Graduate	25	12.5
Occupation	Student	25	12.5
	Unemployed	61	30.5
	Employed	107	53.5
	Retired	7	3.5
Experience	Less than 1 Year	37	18.5
	More than 1 Year	163	81.5

The reliability is obtained through Cronbach Alpha Model. The collected data is analyzed using SPSS 22 (Statistical Package for the Social Science). Obtained

Cronbach’s alpha (α) values are shown in Table below:

Table No. 7:

Construct	No. of Items	Cronbach's Alpha
Behavioural Intention (BI)	2	0.918
Utilitarian Outcomes (UO)	6	0.897
Hedonic Outcomes (HO)	2	0.910
Social Outcomes (SO)	2	0.919
Primary Influences (PI)	2	0.895
Secondary Influences (SI)	2	0.947
Facilitating Conditions (FC)	4	0.878
Perceived Ease of Use (PEU)	4	0.828
Requisite Knowledge (RK)	3	0.831

Analysis of the data measured Cronbach's Alpha (α) values of dependent construct Behavioural Intention (BI) = 0.918. The independent constructs Cronbach's Alpha (α) values varied between 0.947 for the Secondary Influence constructs and 0.828 for Perceived Ease of Use constructs, thus confirming

acceptable internal consistency reliability and evidence of content and constructs validity. Exceeding a minimum (α) value of 0.70 for constructs indicates that the factors are internally consistent and are good measures of the concept under study (Hair et al., 2006).

Table No. 8:

Regression Analysis Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.617a	.380	.377	.58868
2	.657b	.431	.425	.56537
3	.678c	.459	.451	.55280
4	.685d	.470	.459	.54867
a. Predictors: (Constant), UO				
b. Predictors: (Constant), UO, HO				
c. Predictors: (Constant), UO, HO, RK				
d. Predictors: (Constant), UO, HO, RK, FC				

The final model selected in four steps and the adjusted coefficient of determination are the largest (Adjusted R-Square = 0.459). Multiple correlation coefficient with respect to selected model $R = 0.685$ and the ratio of interdependence R Square outcome value is 0.470, which indicates considerably good

relationship between the dependent and the independent factors of the model. The adjusted R Square is 0.459, which means that 45.9% of the variance in BI can be predicted by independent factors: UO, HO, RK and FC.

Table No. 9:

Regression Analysis ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
4	Regression	52.015	4	13.004	43.196	.000e
	Residual	58.703	195	.301		
	Total	110.719	199			
a. Dependent Variable: BI						

The empirical F-ratio, (F=43.196) found significant at 5 percent confidence level (Sig. of F is .000 i.e. <0.05). Hence, there is a statistically significant relationship

between all the independent factors (UO, HO, RK and FC) and the dependent factor (BI) to adopt mobile broadband.

Table No. 10: Regression Analysis Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		β	Std. Error	Beta		
4	(Constant)	.909	.261		3.478	.001
	UO	.282	.094	.250	3.015	.003
	HO	.194	.066	.211	2.922	.004
	RK	.168	.080	.165	2.106	.037
	FC	.179	.090	.171	1.991	.048
a. Dependent Variable: BI						

Stepwise method is selected to eliminate the effect of correlation between independent variables (multicollinearity problem) and finds the variables that are directly affecting the dependent variable. According to the regression model, four predictor factors were found significant for explaining the variation in BI. These predictor factors include UO ($\beta = 0.282, p = 0.001 < 0.05$), HO ($\beta = 0.194, p = 0.003 < 0.05$), RK ($\beta = 0.168, p = 0.037 < 0.05$) and FC ($\beta = 0.179, p = 0.048 < 0.05$).

Here, unstandardised coefficient β implies that the increase in the figures of each of the variables UO, HO, RK and FC has led to increased BI figures by 0.282, 0.194, 0.168 and 0.179 respectively and vice versa. To sum up, the relative impact of the independent factors (UO, HO, RK and FC) on the dependent factor (BI) in the model the regression equation for the validated model was found to be as follows:

$$BI = 0.909 + 0.282(UO) + 0.194(HO) + 0.168(RK) + 0.179(FC)$$

DEMOGRAPHIC RESULTS

Gender, age, education, occupation and experience illustrate the five socioeconomic characteristics of this study.

- 1) **Gender:** Independent samples T test was applied to check the difference between the means of male and female for behavioural intention to adopt mobile broadband services. The condition of homogeneity of variance for T test was checked using Levene’s statistic.

Table No. 11:

Testing Factor	Gender Categories	N	Mean	Levene Statistic Sig.
BI	Male	103	4.30	0.354
	Female	97	4.28	

Levene’s test results revealed insignificant outcomes ($P=0.354>0.05$), which confirmed that the error variance of the dependent factor is equal across the gender groups (male and female) meet the homogeneity assumption of variance (Field, 2009). This signifies that there is no significant difference between behavioural intention to adopt mobile broadband services among male and female respondents. The mean values of male and female are 4.30 and 4.28 respectively. This depicts that male

and female are equally agreeing to adopt the mobile broadband services with same gravity.

- 2) **Age:** One-Way ANOVA test was applied to check the difference between the means of age groups for behavioural intention to adopt mobile broadband services. The condition of homogeneity of variance for one-way ANOVA test was checked using ANOVA significance.

Table No. 12:

Testing Factor	Age Categories	N	Mean	ANOVA Sig.
BI	18 - 29 Years	66	4.33	0.584
	30 - 49 Years	119	4.25	
	50 Years and above	15	4.43	
	Total	200	4.29	

ANOVA result revealed insignificant outcomes ($P=0.584>0.05$). The respondents irrespective of their age are willing to adopt mobile broadband services and the mean values across the age categories are varying between 4.43 and 4.25.

- 3) **Education:** One-Way ANOVA test was applied to check the difference between the means of education level for behavioural intention to adopt mobile broadband services.

Table No. 14:

Testing Factor	Education Categories	N	Mean	ANOVA Sig.
BI	Under Graduate	58	4.43	0.194
	Graduate	117	4.24	
	Post Graduate and above	25	4.16	
	Total	200	4.29	

ANOVA result revealed insignificant outcomes ($P=0.194>0.05$). The respondents irrespective of their education level are willing to adopt mobile broadband services and the mean values across the age categories are varying between 4.43 and 4.16.

4) Occupation: One-Way ANOVA test was applied to check the difference between the means of occupation types for behavioural intention to adopt mobile broadband services.

Table No. 14:

Testing Factor	Occupation Categories	N	Mean	ANOVA Sig.
BI	Student	25	4.28	0.938
	Unemployed	61	4.34	
	Employed	107	4.27	
	Retired	7	4.21	
	Total	200	4.29	

ANOVA result revealed insignificant outcomes ($P=0.038>0.05$). The respondents irrespective of their occupation types are willing to adopt mobile broadband services and the mean values across the age categories are varying between 4.34 and 4.21.

5) Experience: Independent samples T test was applied to check the difference between the means of consumer’s experience level and behavioural intention to adopt mobile broadband services. The condition of homogeneity of variance for T test was checked using Levene’s statistic.

Table No. 15:

Testing Factor	Experience Categories	N	Mean	Levene Statistic Sig.
BI	Less than 1 year	37	4.4	0.892
	More than 1 year	163	4.26	

Levene’s test result revealed insignificant outcomes ($P=0.892>0.05$), which confirmed that the error variance of the dependent factor is equal across different experience groups meet the homogeneity

assumption of variance (Field, 2009). This signifies that there is no significant difference between behavioural intention to adopt mobile broadband services among respondents with less than 1 year or

more than 1 year of exposure to mobile broadband services. The mean values of respondents with less

than 1 year or more than 1 year of exposure are 4.40 and 4.26 respectively.

Table No. 16: Research Hypothesis Results

HN	Independent Variable	Dependent Variable	Empirical Result
H1	Utilitarian Outcomes (UO)	Behavioural Intention to adopt Mobile Broadband (B I)	Significant
H2	Hedonic Outcomes (HO)		Significant
H3	Social Outcomes (SO)		Not Significant
H4	Primary Influence (PI)		Not Significant
H5	Secondary Influence (SI)		Not Significant
H6	Facilitating Conditions (FC)		Significant
H7	Perceived Ease of Use (PEU)		Not Significant
H8	Requisite Knowledge (RK)		Significant
H9	Gender		Not Significant
H10	Age		Not Significant
H11	Education		Not Significant
H12	Occupation		Not Significant
H13	Experience		Not Significant

CONCLUSION

Last decade has brought about a slew of telecommunication changes and with emergence of mobile broadband critical threshold has been crossed at the cost of information, which now enables all stakeholders to enjoy affordable access to expert knowledge at broadband speed, in both office and field settings. Mobile broadband has fundamentally altered how access to knowledge and expertise is managed. It reverses the centralising tendency of knowledge cultures by pushing access to knowledge out to the periphery, to the site of need. Cost of information is regarded as a key determinant of power and status. Mobile broadband opens up the theoretical possibility that anyone, anytime, anywhere can access knowledge at the cost of a local phone call. Absence of accurate information on

potential factors that have influence on consumer’s behaviour regarding mobile broadband adoption could mislead the service providers into adopting unhelpful solutions and that strives to accelerate the implementation of broadband services. This study investigated eight significant variables as: Utilitarian Outcomes (UO), Hedonic Outcomes (HO), Social Outcomes (SO), Primary Influences (PI), Secondary Influences (SI), Facilitating Conditions (FC), Perceived Ease of Use (PEOU) and Perceived Knowledge (PK). Findings of this study suggests that the coefficients of Utilitarian Outcomes (UO), Hedonic Outcomes (HO), Requisite Knowledge (RK) and Facilitating Conditions (FC) found positive which indicate that they all have positive effects on the behavioural intention to adopt mobile broadband in Gurgaon province of Southern Haryana.

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