

5.0 Conclusion & Recommendations

5.1 Conclusion

There are different values from various sources including ITU, TRC and World Bank based on different studies regarding broadband adoption in Sri Lanka however World Bank report gives most recent data and based on that we conclude that fixed broadband in the country is 1% and mobile broadband in the country is 4.9% which are way below compared to global and regional averages at the time of this writing.

The wide array of factors in the theoretical model suggests that broadband adoption is a multi-disciplinary phenomenon and, thus, should be studied jointly from social, economic, and social psychology perspectives in addition to drawing from marketing, and consumer behavior theories.

There are many theoretical models evolved during last few decades on technology adoption, technology domestication and technology diffusion. And most of the previous studies on technology adoption including broadband adoption were based on either one of the theoretical model or combination of them. However attitudinal beliefs, normative beliefs and control beliefs were common in most of the broadband adoption studies in household context.

The model proposed in this study based on three beliefs postulates that households' adoption of broadband in western province is determined by a number of factors. And the results of this study showed that there are seven influential factors on broadband adoption in western province. These include relative advantage (faster access, faster download, unmetered access and always-on access), utilitarian outcomes (broadband needed to perform job-related tasks, to attain educational material, perform business activities from home and household-related activities), hedonic outcomes (broadband used for

entertainment purposes), primary influence (friends, colleagues, kids), facilitating conditions (broadband affordability), self efficacy (ability to use the internet), and prior knowledge about broadband.

Out of these self efficacy has showed the highest influence on broadband adoption and it is fair to conclude that those who are more experienced with the internet are more likely to be early broadband adopters in western province.

Utilarian outcomes showed second highest influence on broadband adoption indicates that broadband technology has become an integrated part of every life in among western province adopters. Prior knowledge showed third highest influence on broadband adoption also show which is significantly influenced by the employment in western province. Relative advantage and facilitating conditions also influence broadband adoption in western province.

Also it was found that demographics such as education and income are positively correlated with broadband adoption in western province.

On the other hand all the influential factors are significantly varies within the demographics including age, gender, marital status & employment of the broadband adopters.

However there is evidence to conclude that normative beliefs and hedonic outcomes are not influential on broadband adoption in western province even though in other countries these are influential factors for broadband adoption.

5.2 Recommendations

The findings of this study have implications for policy makers, service providers, media companies, marketers and economists. The policy makers and broadband providers might be interested in determining how to improve their current

strategies. As a result, the proposed model may help managers understand what drives broadband adoption and identify both early adopters and laggards.

The proposed factors could also be considered in forming the basis of segmentation when developing marketing strategies. One variable that draws particular attention is the extent to which household's ability to use the internet. They are likely to be innovative early adopters, and have higher expectations towards broadband, and be less likely to be constrained by resources than users in other categories. Therefore, both developers and marketers should be prudent in recognizing that the confluence of various individual characteristics with varying levels of prior experience, perceptions and learning predispositions are all likely to influence adoption patterns.

Thus, marketing communication must be tailored to cater for the relevant segments. The less-experienced internet users must be convinced that broadband will produce positive outcomes in their own lives and develop the self efficacy they need to become confident they can attain those benefits for themselves.

Also suggested that policies and strategies that aim to increase adoption in western province to be developed or revised to suit the specific needs of western province. For example, awareness campaigns should go beyond establishing broadband availability awareness. These campaigns should focus on utilitarian outcomes of broadband as they specifically apply to Sri Lanka.

Also, product development must be tailored with suitable value propositions to cater for the relevant segments rather than packaging based on speeds. Service providers could bundle the broadband packages with ICT training programs, PCs, Laptops and other computing devices. Further broadband initiation charges could

be slashed for ICT students. Service providers could try to offer narrow band service to all their voice customers with zero upfront charges.

Government institutes (ICTA, TRC, Television channels, etc.) could leverage from these relationships in promoting and marketing broadband and in designing educational and skill enhancement programs. Also Sri Lankan government should seriously analyze the feasibility of initiatives like “Aakash” tablet(\$35) by India for all the students to address the income barrier. Finally it is high time for Sri Lanka to develop the “national broadband plan” by leveraging the finding of this study to achieve national growth and synergize and synchronize various programs under e-Sri Lanka and other isolated national initiatives and service providers initiatives.

Given the paucity of research in this area and expectations of differences, this is considered to be a contribution to existing body of knowledge.

5.3 Limitations of the study

This study provides a snapshot of the adoption behaviour of broadband within western province households. As this research has a limited completion timeframe, it was not possible to conduct further data collection in order to observe the effect of time on adoption behaviour.

This study focused upon utilizing a quantitative approach that may have limited the ability of this research when attempting to obtain an in depth view of household technology adoption.

Generalizing findings would require collecting data from whole western province which was not possible due to the unavailability of a suitable sample frame. Thus, our sample may not necessarily be representative of whole urban Sri Lanka.

As the research was conducted in western province, the findings may not be applicable in other parts of Sri Lanka or across other cultural environments.

Moreover, this study does not provide assumptions reference in the study as if each of the factor may have correlation and effect with the others.

5.4 Suggestion for future studies

The findings would also have been reinforced if the research had been longitudinal in design. By undertaking a longitudinal study, the elimination of any variables could achieve anomalies in the obtained results.

To obtain an in depth view of household broadband adoption in future studies the questionnaire findings could be strengthened by supplementing those with interviews.

With regards to adoption in the future, this research intends to examine whether the findings obtained from this study are specific to Sri Lankan households or whether the results will be the same across other countries. This would require a cross-cultural approach when understanding broadband adoption.

Future research will need to examine whether the findings obtained in this sample apply to other urban areas both in Sri Lanka and in other countries.

Hence, future research should emphasize more on spreading out the age brackets as well as conducting a cross country comparison or cross cultural research on the adoption of broadband.

Therefore, it is recommended that future research should include moderating constructs in order to examine the inter relationships among the adoption factors. Also it recommended to validate the diffusion approach in future studies.



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APPENDIX – A

Questionnaires for Households - Factors influencing Broadband Adoption

Instructions

Complete the questionnaire sequentially.

Please answer the questions by placing a check ("X ") in the relevant cell or writing the suitable answer in the space () provided

(1) Who is (with reference to household/family heads) completing the questionnaire?

- | | | | |
|---|--|------------------------------------|-----------------------------------|
| <input type="checkbox"/> Head of household | <input type="checkbox"/> Son/daughter | <input type="checkbox"/> Parents | <input type="checkbox"/> Relative |
| <input type="checkbox"/> Spouse | <input type="checkbox"/> Son/daughter-in-law | <input type="checkbox"/> Cohabiter | <input type="checkbox"/> |
| Boarder/Lodger | | | |
| <input type="checkbox"/> Others (Please specify) | | | |

(2) What age group do you belong to?

- | | | | |
|---|--------------------------------------|--------------------------------------|-----------------------------------|
| <input type="checkbox"/> Under 18 Years | <input type="checkbox"/> 17-24 Years | <input type="checkbox"/> 25-34 Years | <input type="checkbox"/> 35-44 |
| Years | | | |
| <input type="checkbox"/> 45-54 Years | <input type="checkbox"/> 55-64 Years | <input type="checkbox"/> 65-74 Years | <input type="checkbox"/> Above 75 |
| Years | | | |

(3) Gender

- | | |
|-------------------------------|---------------------------------|
| <input type="checkbox"/> Male | <input type="checkbox"/> Female |
|-------------------------------|---------------------------------|

(4) Marital Status

Single Married

(5) Highest level of education

5th Grade GCE O/L GCE AL Diploma
 Degree Masters (MBA, MSc) PhD
 Other (Please Specify)

(6) What best describes your present employment status?

Permanent Employee Casual Employee Self employed
 Unemployed Retired

Other (schooling, university student etc. Please state)

(7) What is your occupation?

Directors, doctors, lawyers, professors
 Managers, teachers, computer programmers
 Foremen, shop assistants, office workers
 Electricians, mechanics, plumbers and other crafts
 Machine operators, assembly, cleaning
 Pensioners, casual workers, unemployed, students
 Others (please specify)

(8) What is your household's monthly income (Rs)?

< 8627 8627-12500 12501-16019
 16020-19655 19656-23746 23747-28502

28503-35167
 > 64443

35168-44762

44763-64443

(9) Are you an internet user ?

Yes No

(10) If you are an internet user from where you access Internet? If no please continue to Q11.

1	From home	<input type="checkbox"/>
2	From office	<input type="checkbox"/>
3	From other locations (eg. Net café, etc.)	<input type="checkbox"/>

(11) If you have internet at home, what would you describe the type of internet is that you do have?

Dial-up wired Broadband with ADSL Wireless with WiMAX
 Dial-up wireless Broadband with 3G MODEM Other (please specify)

(12) If you have broadband at home, are you satisfied with the present broadband speed?

Yes No

(13) Which of the following advantages influenced your decision or will influence your decision to subscribe broadband?

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
1	Broadband provides faster access to the internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Broadband provides always-on access to the internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Broadband frees up home phone line	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Broadband provides unmetered access to internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Broadband provides access to all features of Smart phone, Tablet & Smart TV.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(14) How often you login to Internet?

- Daily Weekly Monthly Rarely Never

(15) What is your preferred time band of broadband access at home?

1	8am to 12pm	<input type="checkbox"/>
2	12pm to 6pm	<input type="checkbox"/>
3	6pm to 10pm	<input type="checkbox"/>
4	After 10 pm	<input type="checkbox"/>
5	Equally among the 4 bands mentioned above	<input type="checkbox"/>
6	On Weekends and Holidays	<input type="checkbox"/>

(16) Which of the following broadband capabilities you considered or will consider when you decided to subscribe broadband?

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
1	Broadband can be useful to find	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	educational materials and accessing library resources at home					
2	Broadband will help me communicate better via e-mail, chat, web cam	<input type="checkbox"/>				
3	Broadband can help in performing personal and household activities, i.e. online shopping	<input type="checkbox"/>				
4	Broadband can help in performing personal and household activities, i.e. information search	<input type="checkbox"/>				
5	Broadband can be helpful to establish and operate a home business	<input type="checkbox"/>				
6	Broadband can help children to do their homework	<input type="checkbox"/>				
7	Subscribing to broadband is compatible with most aspects of my everyday life	<input type="checkbox"/>				
8	Overall broadband will be useful to me and other members in the family	<input type="checkbox"/>				

(17) Which of the following influenced or will influence your decision to subscribe broadband?

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
1	Influence from family members and relatives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2	Influence from friends and colleagues	<input type="checkbox"/>				
3	Influence from kids	<input type="checkbox"/>				
4	Influence from TV/news advert	<input type="checkbox"/>				

(18) Which of the following describes your affordability to subscribe broadband?

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
1	My annual household income level is enough to afford subscribing to broadband	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	It is not too costly to purchase a new computer or to upgrade my old computer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	It is not too costly for me to subscribe to broadband at its current subscription fee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	I would be able to subscribe to broadband if I wanted to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(19) Are you a credit card holder?

Yes No

(20) If yes, do you pay your broadband bill through credit card? If no please continue from Q21.

Yes No

(21) How do you access Internet ?

Desktop Laptop Netbook Smartphone Tablet
 Smart TV Other (Please specify)

(22) Which of the following broadband services influenced or will influence you to subscribe broadband?

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
1	I enjoy using broadband to play online games	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	I enjoy using broadband for entertainment such as music and movies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	I enjoy using broadband to communicate with family, friends and relatives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(23) How would you describe your knowledge on broadband prior to your broadband subscription?

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
1	I do not have difficulty in explaining why adopting broadband may be beneficial	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	I know how broadband is different from dial up/narrow band internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	I know the benefits that broadband offer and cannot be obtained by dial-up/narrowband	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(24) How would you describe your internet literacy/ skills prior to subscribe broadband?

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
1	I would feel comfortable using the internet on my own	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Learning to operate the internet is easy for me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	I clearly understand how to use the internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(25) What type of broadband services you like most ?

	Service Types	Highest Interest	Average Interest	No Interest
a.	General			
1	News, Sports, Weather updates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Maps, Directions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Directories(Yellow/White Pages)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Auctions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Banking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Bill payments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	Submitting Forms or information to government sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b.	Health			
1	Channel your Doctor from your home (e-channeling)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Health & Medicine sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

c.	Travel			
1	Airline ticket purchases	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Accommodation Bookings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d.	Education			
1	File downloading (eg. Google search)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Subscribe or Sign up to email news letters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Education or study sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Online forums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e.	Entertainment			
1	Online radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Online Social Networking (eg. Face book, LinkedIn, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Local community information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Downloading audio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Downloading video	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Reading blogs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	Chat groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	Streaming video (eg. You Tube)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f.	Communication			
1	Instant messages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	E mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Video Calling (eg. Skype)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(26) Any other factors influenced you to subscribe broadband ?

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