

# **KEY SUCCESS FACTORS & PORTFOLIO MANAGEMENT OF 3G SERVICES**

**By**

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## DECLARATION

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## **ABSTRACT**

With the worldwide development of mobile technologies, mobile services have already become an essential part of people lives and society. After experiencing a series of innovations and developments, the mobile technology began to enter 3G period starting from year 2000. The 3G refers to the third generation of mobile telephony technology. The third generation, as the name suggests, follows two earlier generations.

This dissertation is aimed to investigate key success factors in 3G mobile services and identification of portfolio of 3G services. In order to achieve these aims, the researcher proposed an extended Technology Acceptance Model as the research framework for testing consumer attitudes towards 3G services. Moreover, a survey approach was adopted for data collection and a questionnaire was designed based on the literature review and the research model. At the end of the survey, the researcher collected 82 valid samples for this research and the samples are from actual 3G users. After the data analysis and discussion, the results indicate that the Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Perceived Price Level (PPL) and Perceived Playfulness (PP) are the direct factors influencing consumer attitudes and the success of 3G services. Moreover some indirect factors like 3G branding as well as customer support are other factors influencing consumers. Further studies on these aspects were suggested for future research.

## **ACKNOWLEDGEMENT**

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## **LIST OF ACRONYMS**

1G – First Generation

3G – Third Generation Mobile networks

3GSM - Third Generation GSM

ARPU – Average revenue Per Subscriber

ATU – Attitude towards using 3G services

GPRS – General Packet Radio Service

GSM - Global System for Mobile

IE – Internet Experience

Kbps - kilobits per second

LAN - Local Area Network

Mbps - megabits per second

PCQ - Perceived content quality

PEOU – Perceived ease of use

PP - Perceived playfulness

PPL - Perceived price level

PSQ - Perceived system quality

PU – Perceived usefulness

QOS – Quality of Service

SLT – Sri Lanka Telecom

SMS – Short Message Service

TAM – Technology acceptance Model

W-CDMA - Wideband Code Division Multiple Access

WLAN – Wireless Local Area Network