

AVANT GARDE SOLUTION (P) LTD



Avant Garde
Delivering Innovative Solutions

Market Promotion of 4G LTE



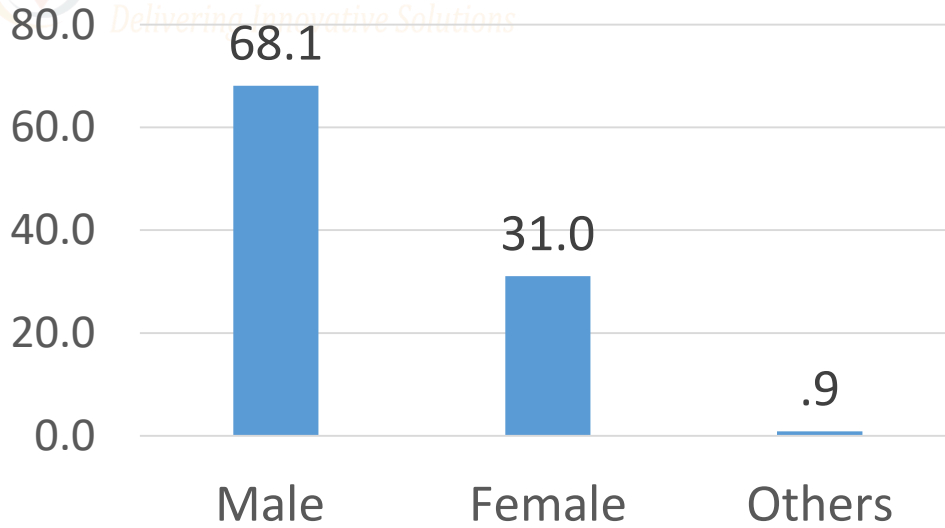
Introduction

- 4G LTE means “fourth-generation long term evolution”
- Up to 10 times faster than 3G (Stringfellow, 2018)
- 4G is vibrant in Nepal but inadequate market success
- How customers perceive 4G LTE?
- What factors affect attitude formation towards 4G LTE?

How was it studied?

- Quantitative and Qualitative Methods
 - Survey Questionnaire with internet users with their smartphones
 - 942 Samples (KTM, Bhaktapur, Lalitpur, Saptari, Morang, Sunsari)
 - Purposive Sampling at central locations
 - Focus Group Discussion (4G users and Non 4G users)
 - Key Informants Interview: (Regulators (NTA) and Operators (NTC, NCELL, SMART Telecom))
- Frequency Distribution, Descriptive Statistics, Regression, Thematic Analysis of qualitative data

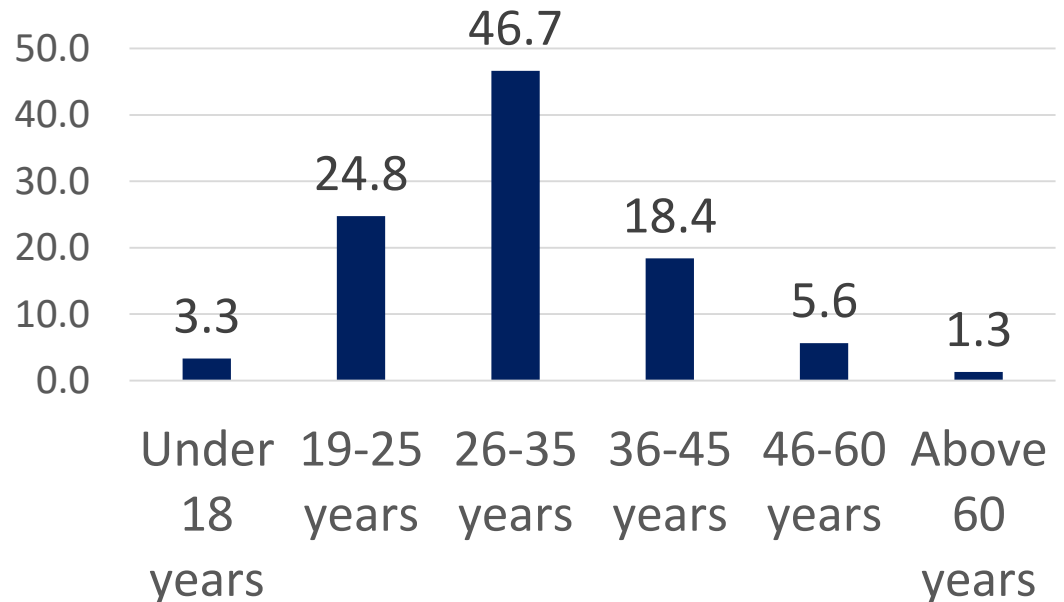
Gender



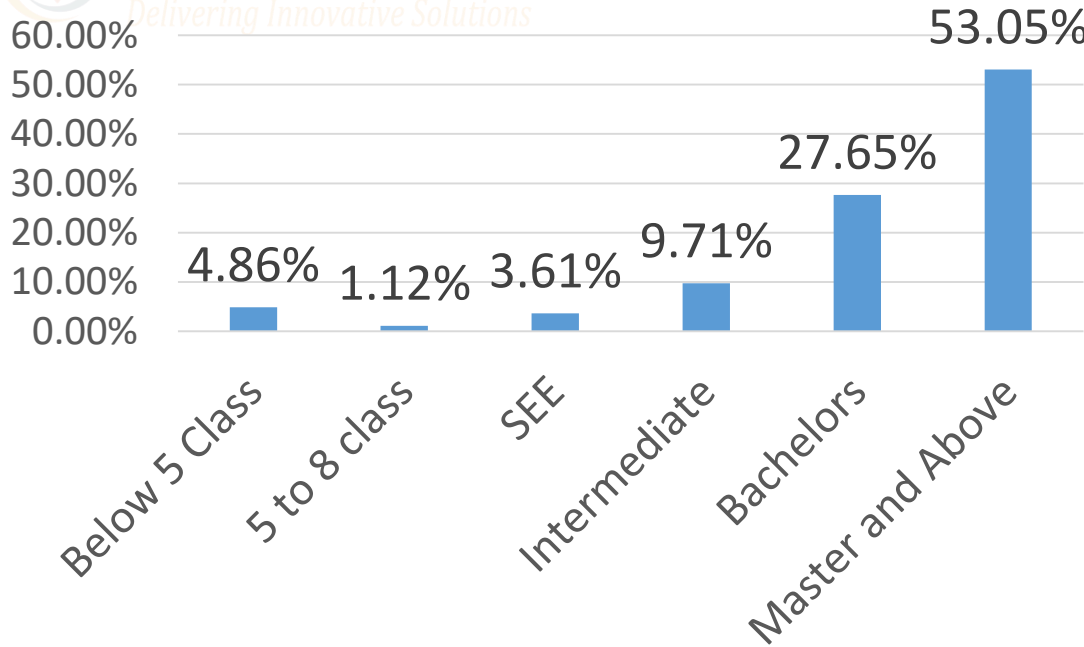
Male: 61.1%
Female: 31.0%

74.4% were
below 35 years

Age Group



Education



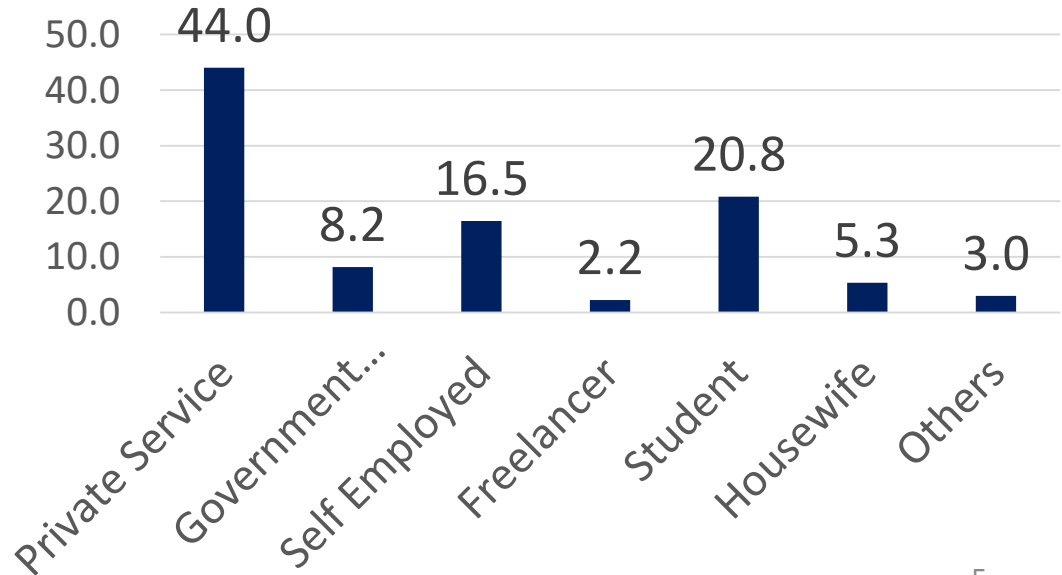
Masters & Above: 53.05%
Bachelors: 27.65%

**Private Service:
44.0%**

Student: 20.8%

**Self Employed:
16.5%**

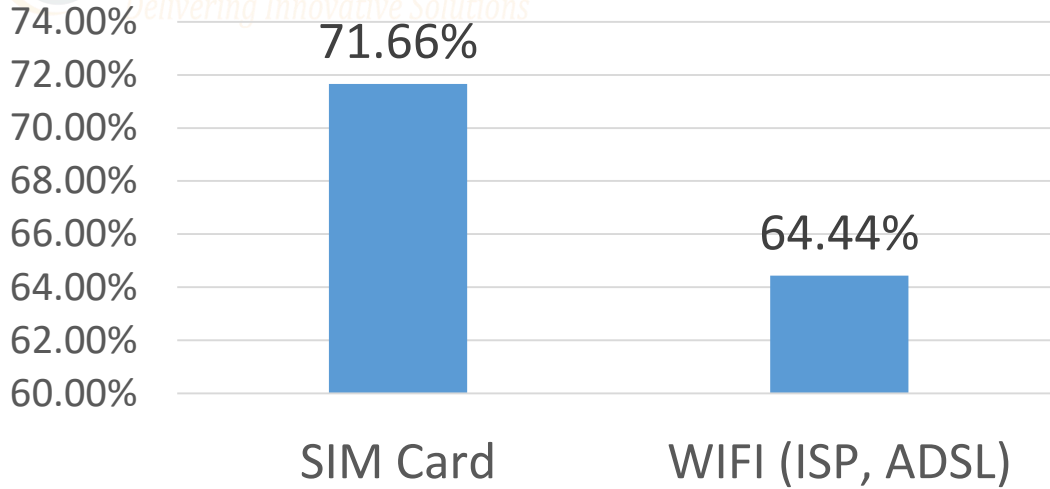
Occupation





Source of Data in Smartphones

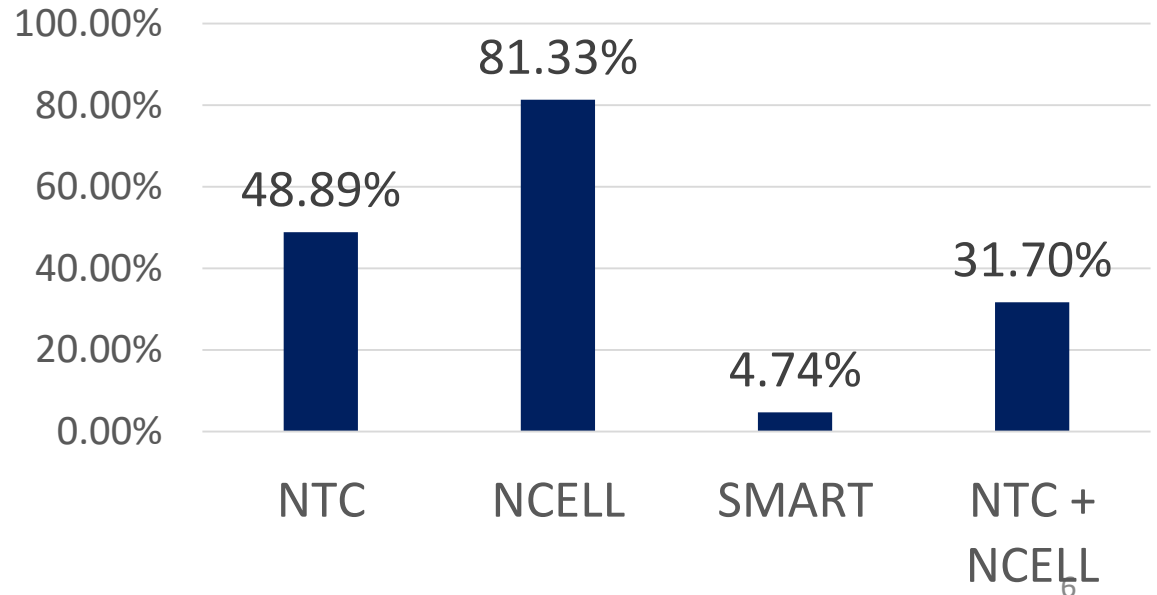
Delivering Innovative Solutions



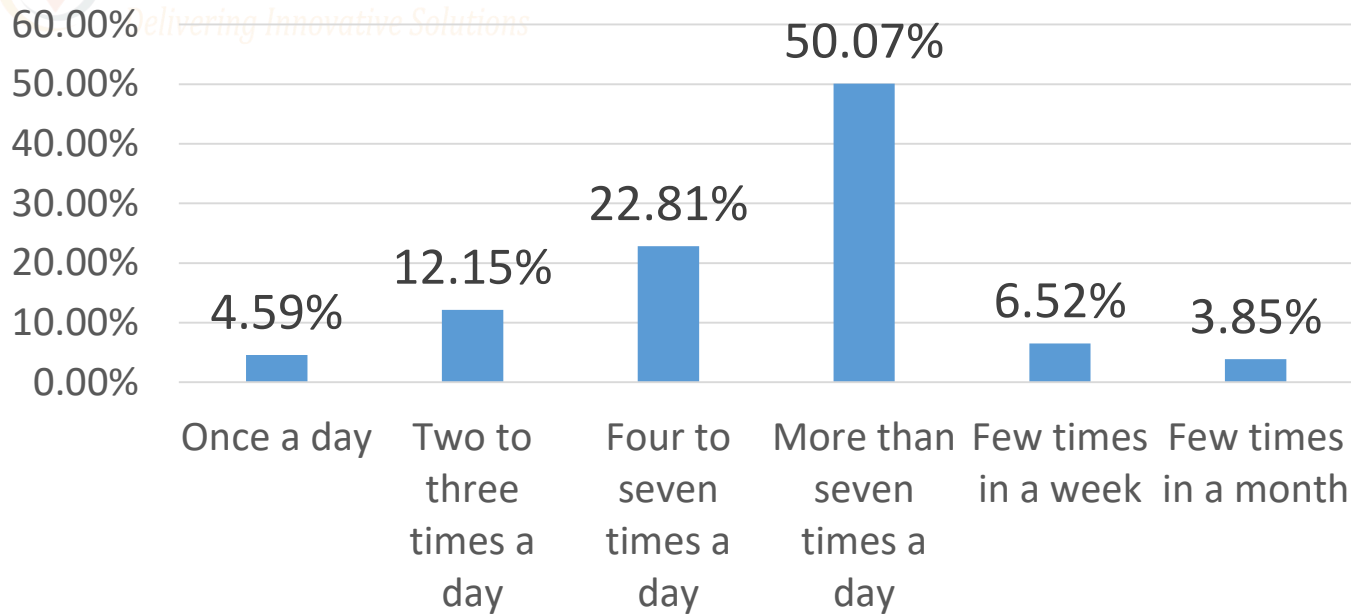
Mobile Data: 71.66%
WIFI: 64.44%

NT: 48.89%
NCELL: 81.33%
NT+NCELL: 31.70%

SIM used for Mobile Data

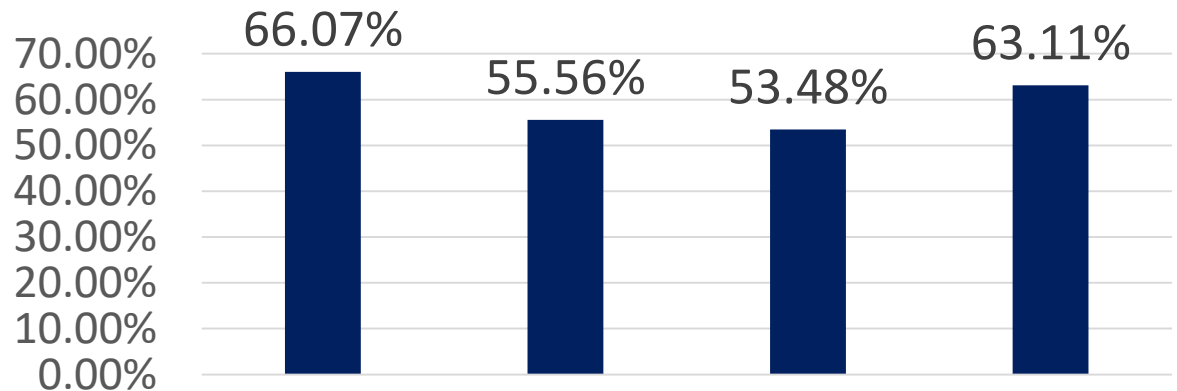


Frequency of Data Use from SIM Card



More than seven times a day: 50.07%

Location of Data Use



Travelling:
66.07%

No WIFI: 63.11%

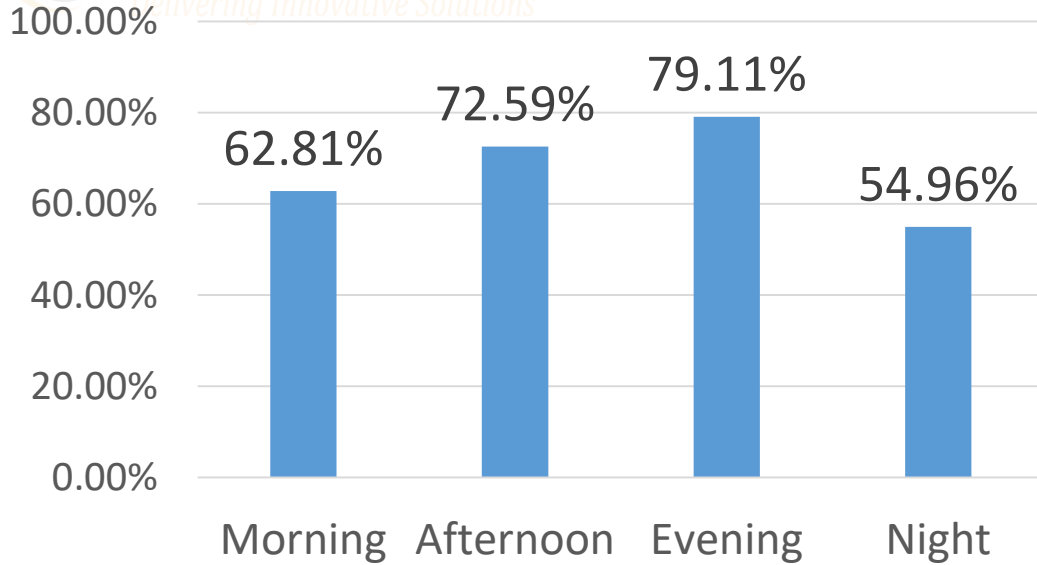
Travelling

Home

Office

When
WIFI is not
available

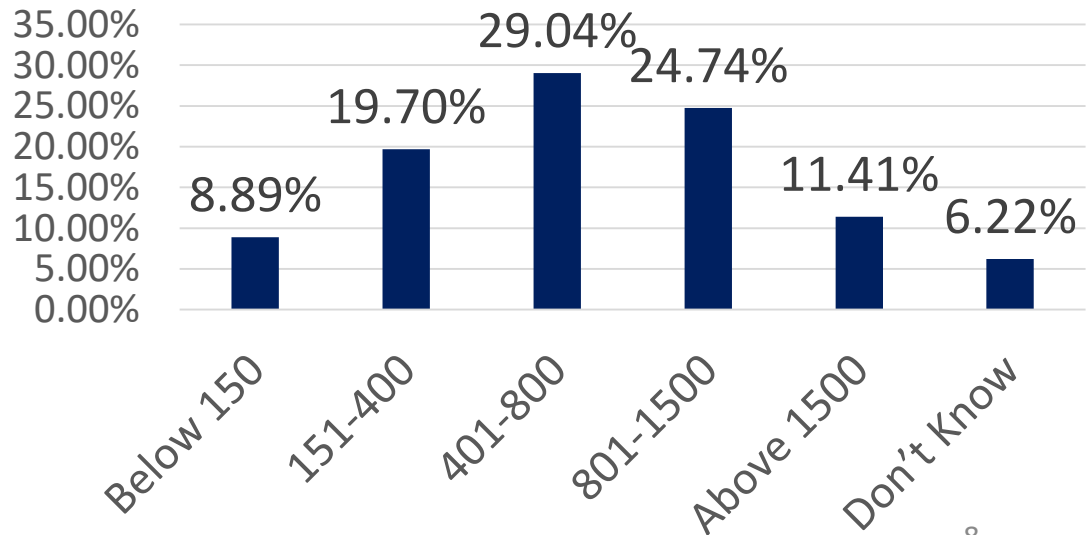
Time of Data Use



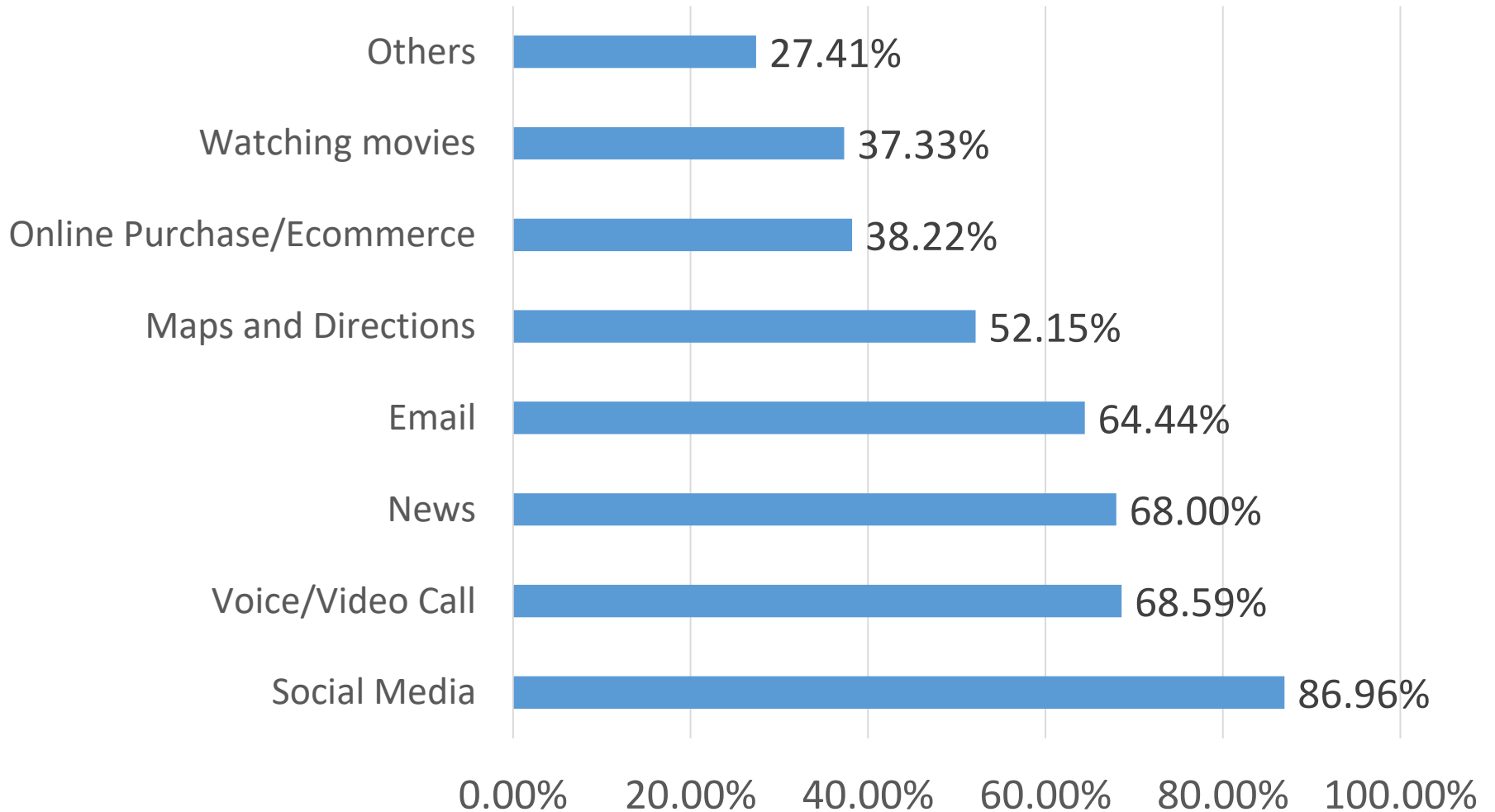
Evening: 79.11%
Afternoon: 72.59%

Rs. 401-800: 29.04%
Rs. 801-1500: 24.74%

Money Spend in Mobile Data

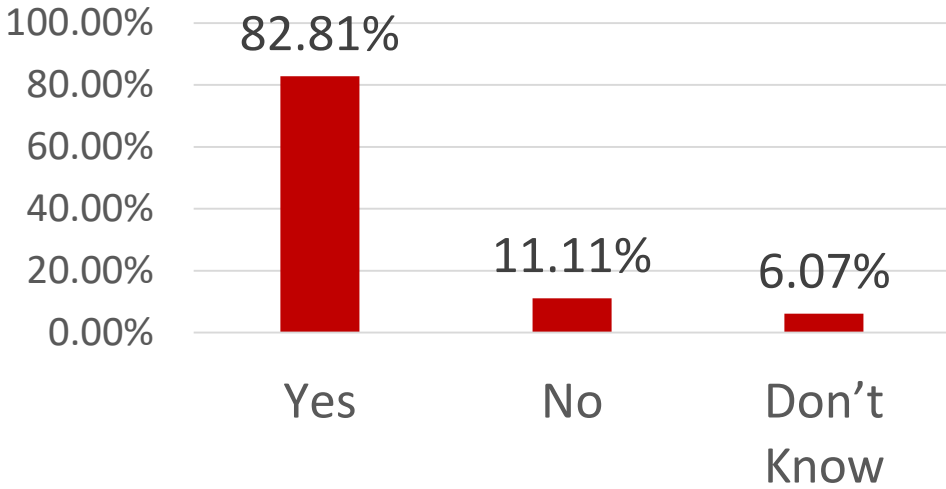


Purpose of Mobile Data

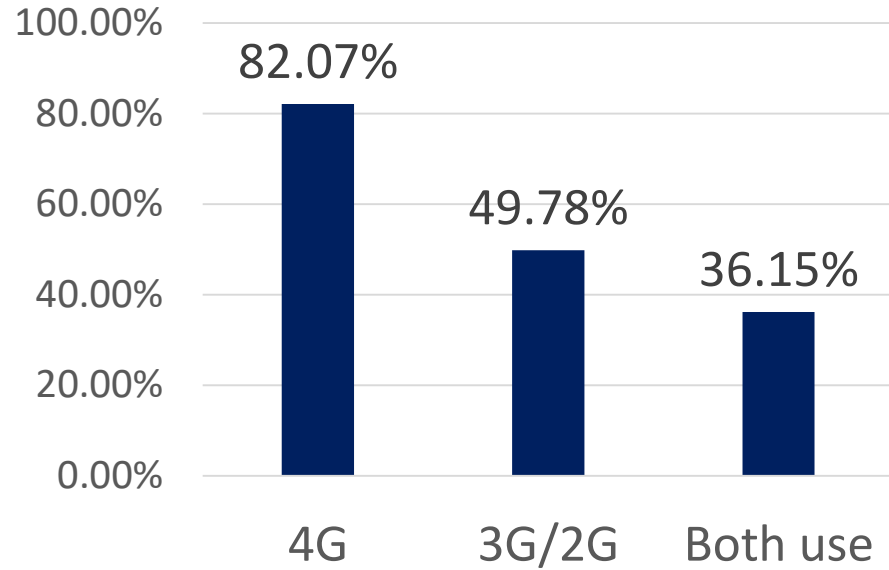


Smartphones Support

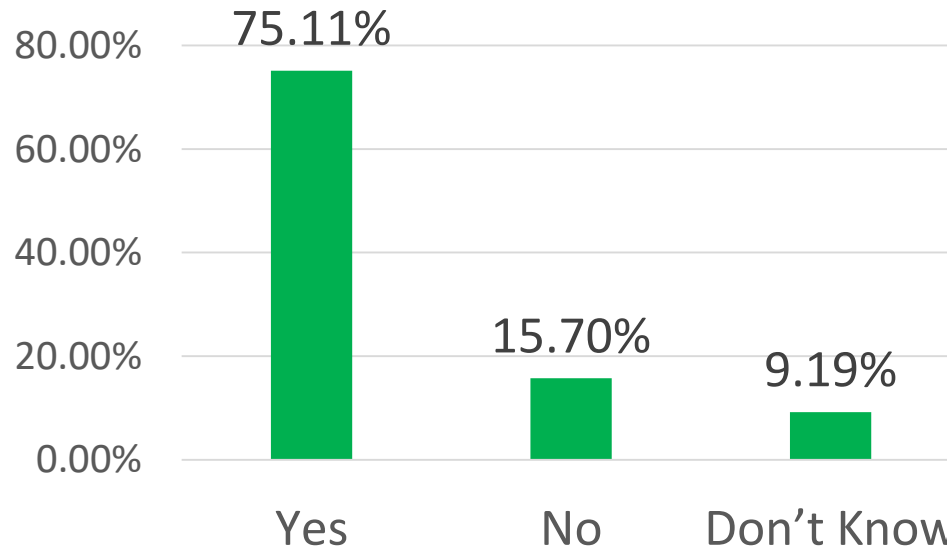
4G LTE



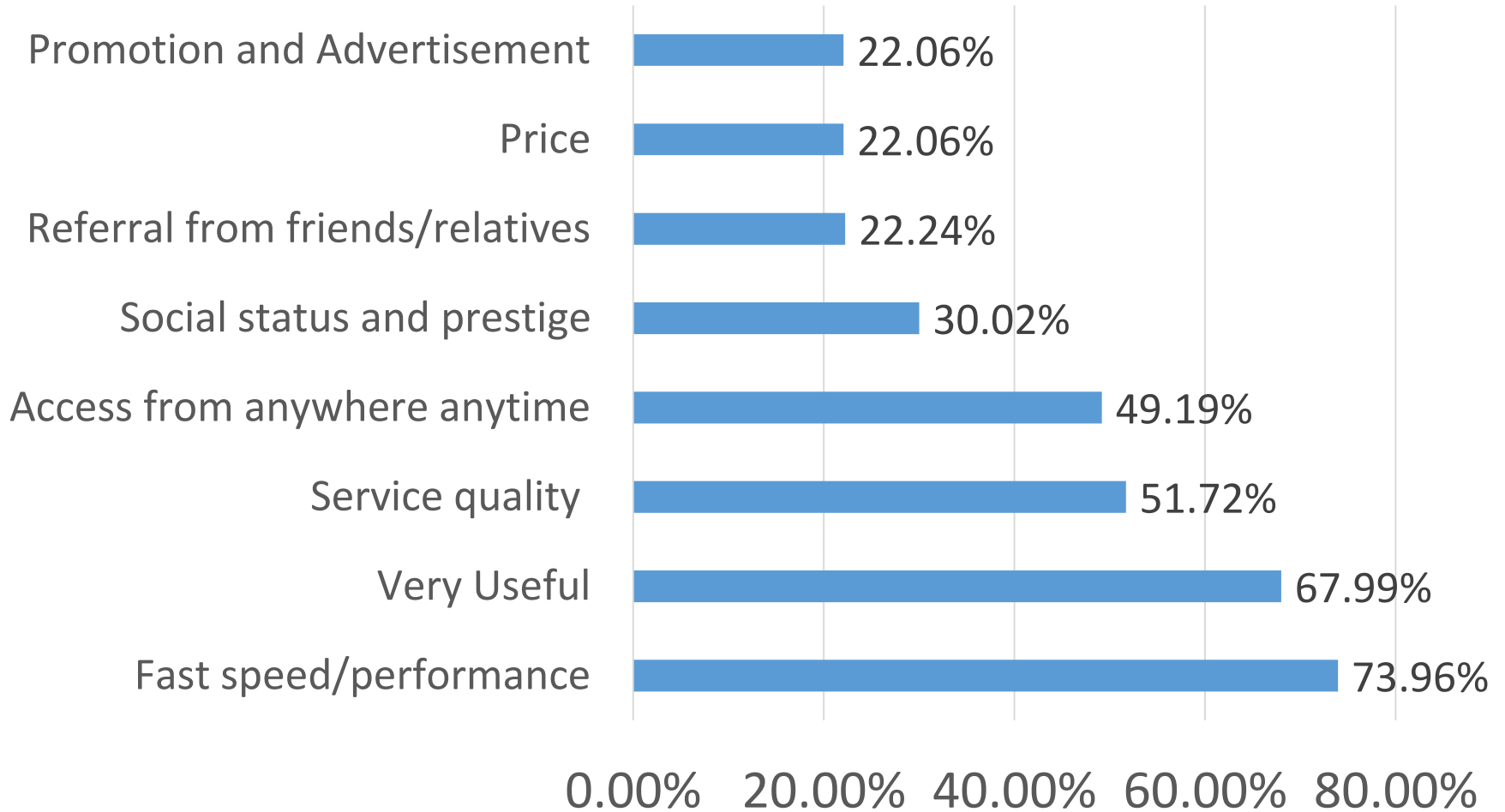
Mobile Technology Use



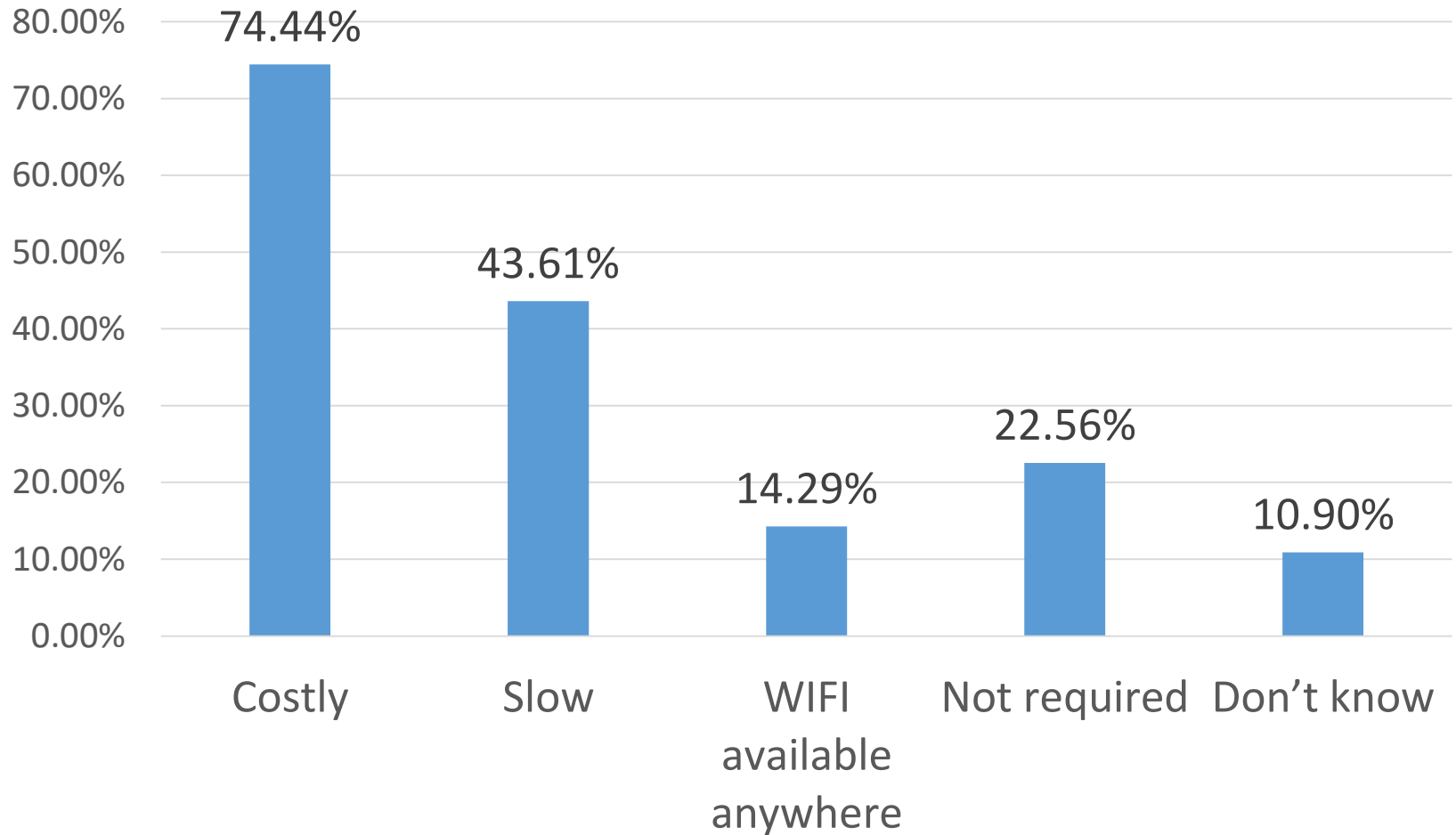
Use Mobile Data Package



What encouraged you to use 4G LTE?



Why don't you use mobile data?



Perception towards 4G LTE

		Mean	Std. Deviation
Mobility	4G Users	3.5835	.80176
	2G/3G Users	3.1530	.74738
	WIFI Users	3.3233	.97210
Speed	4G Users	3.9144	.58386
	2G/3G Users	3.5464	.63574
	WIFI Users	3.5627	.93591
Social Prestige	4G Users	3.5527	.97104
	2G/3G Users	3.1202	.88562
	WIFI Users	3.4561	1.03034
Price	4G Users	3.7185	.69311
	2G/3G Users	3.5273	.65673
	WIFI Users	3.8333	.86983

Perception towards 4G LTE

		Mean	Std. Deviation
Quality	4G Users	3.8318	.66277
	2G/3G Users	3.4918	.64740
	WIFI Users	3.4749	.91597
Promotion	4G Users	3.4858	.83541
	2G/3G Users	3.0410	.75646
	WIFI Users	3.0840	1.02139
Usefulness	4G Users	3.7348	.70993
	2G/3G Users	3.3060	.77209
	WIFI Users	3.3070	.97631
Attitude	4G Users	3.9421	.70530
	2G/3G Users	3.5082	.68059
	WIFI Users	3.4975	.94114

Regression Results

- Promotion, Speed and Quality creates perceived usefulness ($\beta_p = .517$, $\beta_s = .218$, $\beta_q = .156$, $R^2 = .618$)
- Social prestige, price and mobility have no affect on perceived usefulness
- Attitude towards 4G is formed through perceived usefulness ($\beta = .749$, $R^2 = .592$)

Focus Group Discussion (4G Users)

- Tariff is high
- Packages are cost effective and preferable however difficult to understand sometimes.
- Use mobile data during travelling for maps, email, social media
- Useful and saves time
- Faster than 3G
- No affect on social status
- Large number of dark spots

Focus Group Discussion (Non Users of Mobile Data)

- WIFI available at home.
- 4G is expensive. Opt to use if price is lowered.
- Use WIFI data for social media, watching movies, serials
- People say 4G is expensive

Key Informants Interview (Regulator)

- No significant difference between 3G and 4G in terms of speed
- Large number of blind spots
- Bandwidth limitation – 5MHz (NT and NCELL), 10 MHz (SMART)
- Low marketing role
- No motivation for Users: Limited coverage and speed
- 4G data will grow with progression of socio-economic conditions

Key Informants Interview (Operators)

- Consumer perceive 4G as high speed
- No significant difference between 3G and 4G
- Expansion at low pace. Limited investment
- No aggressive marketing. Limited features for marketing
- No revenue target on 4G
- 4G packages are effective
- Limited 4G handsets penetration
- 4G data will grow with content and service based solutions

Conclusion and Recommendations

- Availability of 4G handsets in market. Consumers ready to use 4G
- Allocate 4G Spectrum (Regulator)
- Expand 4G network (Operators)
- Initiate promotion indicating speed and quality
- Develop content and service based solutions



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