

Comparative Study on the Popularity of Fixed and Mobile Internet Connections in Sri Lanka: Study Based on Western Province

Karunaratne, R. N.P.¹ and Pieris, D.²

Sri Lanka Telecom PLC, Sri Lanka. narmada.rnpk@gmail.com¹

Department of Human Resource Management, University of Kelaniya,

Sri Lanka, mdp@kln.ac.lk²

Abstract

Internet has grown from a nascent technology to a tool that transforms people's lifestyle and business world. In Sri Lanka, as per statistics published by Telecommunication Regulatory Commission, number of Mobile Internet subscribers is higher than Fixed Internet subscribers despite the heavy investments by Fixed Internet Service Providers (ISP). The purpose of this comparative study is to examine the factors leading to adoption or popularity of Mobile Internet over Fixed Internet connections. A survey was distributed to a randomly selected population residing in Western province. Out of the 150 total respondents, 121 valid responses were analysed. The results in this study revealed that Technicality of Mobile Internet over Fixed Internet (TEC) and Perceived Fee of Mobile Internet over Fixed Internet (FEE) are the factors that influence Behavioural Intention to Adopt Mobile Internet over Fixed Internet (BIA). TEC, the highest correlated item with the BIA indicated that the adopters sought for straight forward connectivity and speed in an internet connection. Dynamic pricing, an indicator of FEE was another influencing factor for adoption decision. Adopters give least priority Perceived Usefulness of Mobile Internet over Fixed Internet (USE). The research findings prove that subscribers are content with the level of the technicality in Mobile Internet connections whilst Mobile Internet connections are perceived to be more economical than Fixed Internet connections. Additionally, the results reveal that adoption decision is influenced by cultural and social characteristics of a particular society or a country. The clarity gained from this research can be considered by ISPs in their marketing activities.

Keywords: *Behavioural Intention to Adopt, Perceived Fee, Perceived Usefulness, Mobile and Fixed Internet, Technicality,*