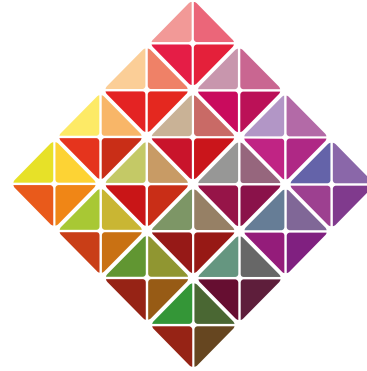





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HIGHER COLLEGES OF TECHNOLOGY

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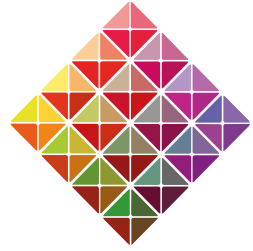
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Exploring Current Trends in Information Technology



An Empirical Factors that Influence the Adoption and Selection of Internet Service. An Exploratory Study in Higher Education

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Survey: Factors Influence Selection of Internet Services

- Let's complete a survey.
- www.menti.com
- Enter Code: **410545**



Internet & Digital Economy

BUSINESS PRODUCTIVITY IS BOOSTED THROUGH EFFICIENT USE OF DATA BY 5-10%

INTERNET OPENNESS

65% OF KIDS TODAY WILL DO JOBS THAT HAVEN'T BEEN INVENTED YET

JOBS & SKILLS



GLOBAL CONNECTIVITY

14 BILLION

CONNECTED DEVICES IN OECD HOMES BY 2022

TRUST IN LEADING COUNTRIES

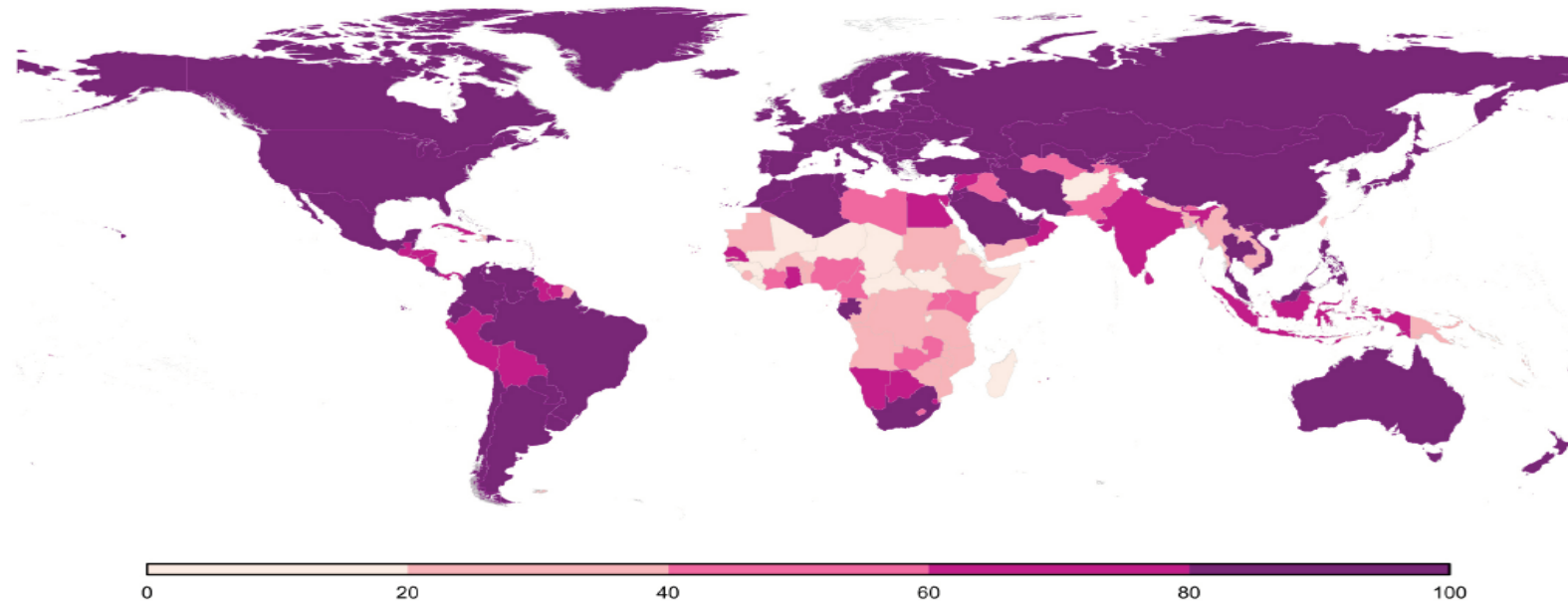
90% OF INTERNET USERS BANK ONLINE

AND 80% SHOP ONLINE



70% OF THE WORLD'S YOUTH ARE ONLINE

Proportion of youth (15-24) using the Internet, 2017*



In 104 countries, more than 80% of the youth population are online.

In developed countries, 94% of young people aged 15-24 use the Internet compared with 67% in developing countries and only 30% in Least Developed Countries (LDCs).

Out of the 830 million young people who are online, 320 million (39%) are in China and India.

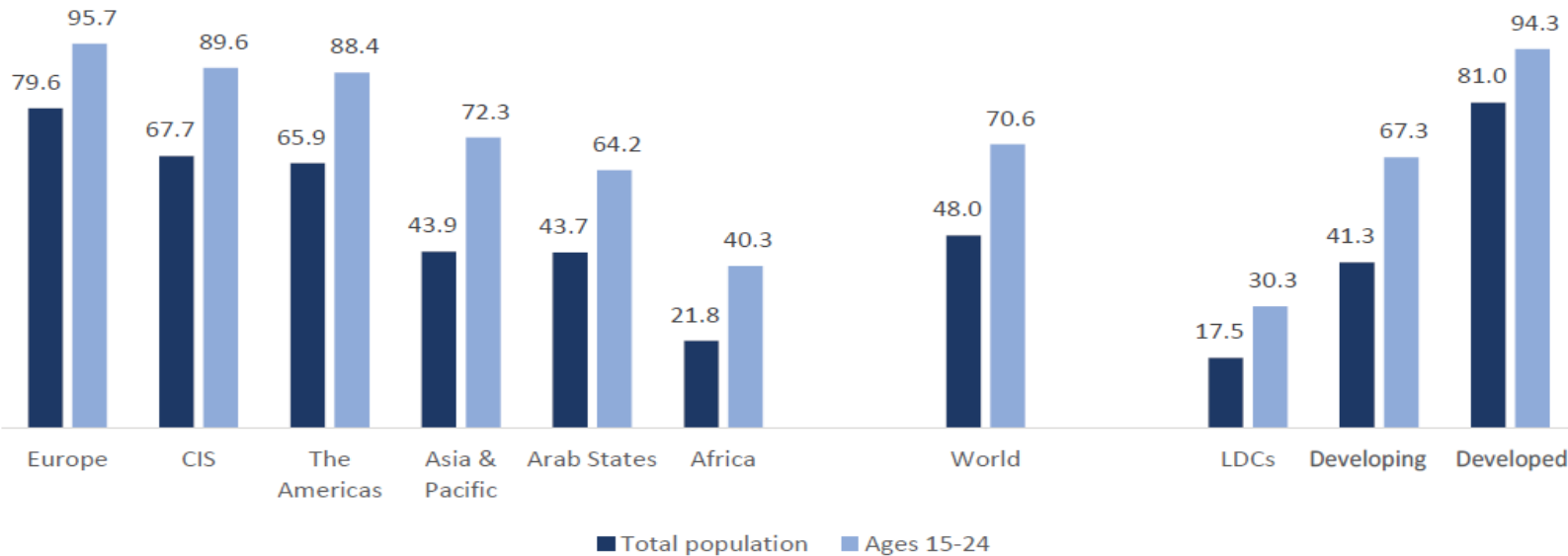
Nearly 9 out of 10 young individuals not using the Internet live in Africa or Asia and the Pacific.

Source: ITU.
Note: * Estimates.



YOUTH ARE AT THE FOREFRONT OF INTERNET ADOPTION

Proportion of individuals using the Internet, by age, 2017*

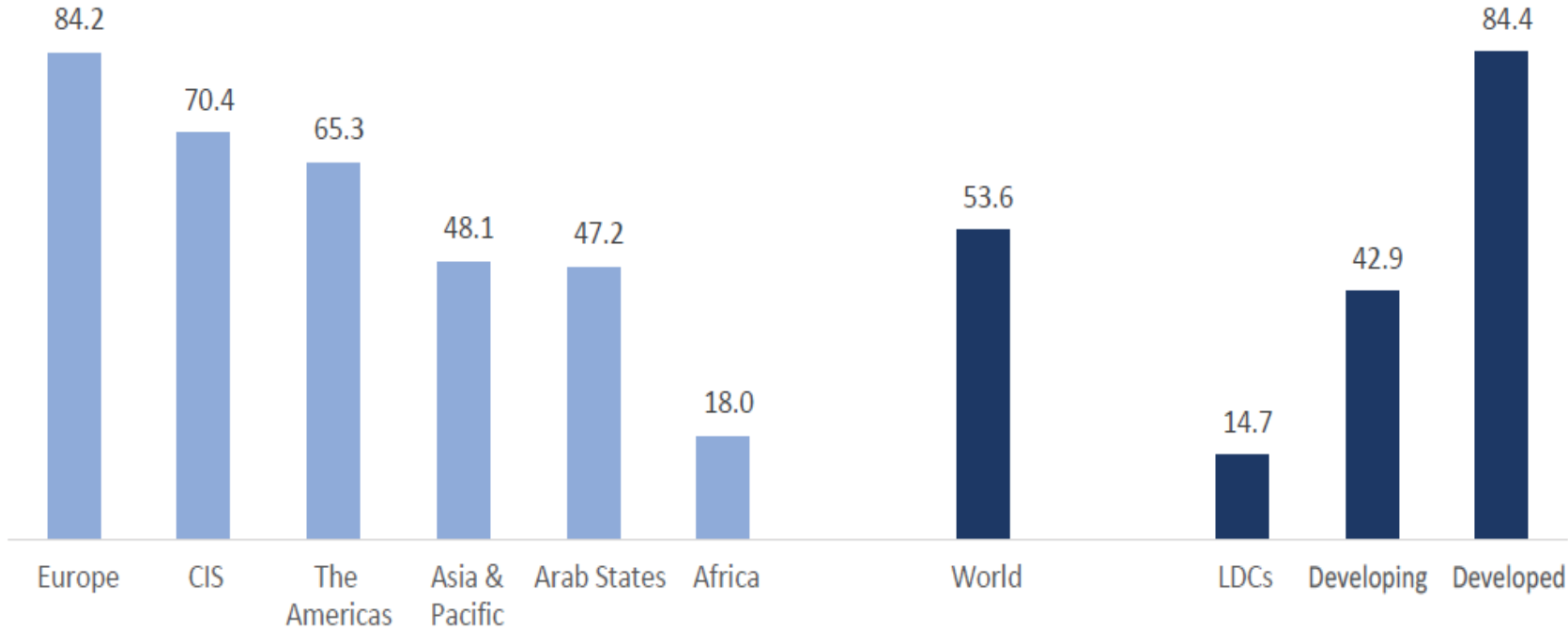


The proportion of young people aged 15-24 using the Internet (71%) is significantly higher than the proportion of the total population using the Internet (48%).

Source: ITU. Note: * Estimates. CIS refers to the Commonwealth of Independent States. Proportions in this chart refer to the number of people using the Internet, as a percentage of the total population, and the number of people aged 15-24 using the Internet, as a percentage of the total population aged 15-24, respectively.



Proportion of households with Internet access, 2017*



In developed countries, the proportion of households with Internet access at home is twice as high as in developing countries.

Only 15% of households in LDCs have Internet access at home. In these countries, many Internet users are accessing the Internet from work, schools and universities or from other shared public connections outside the home.

Source: ITU.

Note: * Estimates. CIS refers to the Commonwealth of Independent States.



Internet: Issues & Challenges

- According to the literature review hindrances to reliable & secure Internet Services is one the major challenge
- Due to lack of competition Exorbitant Charges for Internet Service
- Bandwidth Consumption/ slow speed Issues
- Not meeting the QoS (Quality of Service) standards e.g. Technical support, service delivery & Global reach





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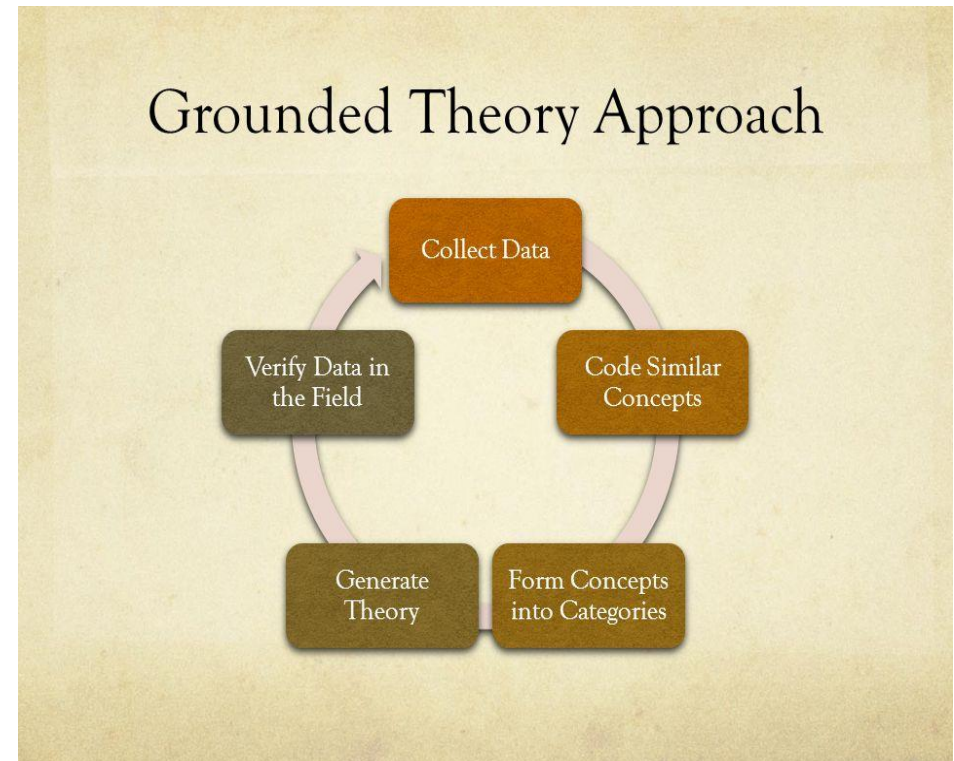
Research Question

- Q) What factors contribute to the adoption and selection of Internet as a service?



Methodology

- Grounded Theory approach assist in collecting data from users who have experience facing the problem (Fortin, 2011).
- As reinforced by the literature, grounded theory is a comprehensive technique for data collection by using semi-structure interviews, using observations, conducting questionnaires from stakeholders.
- The theory provides a systemic way of clearly defined analytic steps but at the same time provides flexibility for the researcher to make adjustments to meet the research requirements.





Case Study: HE (Higher Education) Institution

- Research was conducted in HE institution with 280 students between the age of (18-25).
- 150 male and 130 female students at different levels of degree program
- Online Survey Questionnaires were used to collect data
- Coding system was used to identify the level of degree program
- These students using Internet at home and they decide which Internet Service Provider to use





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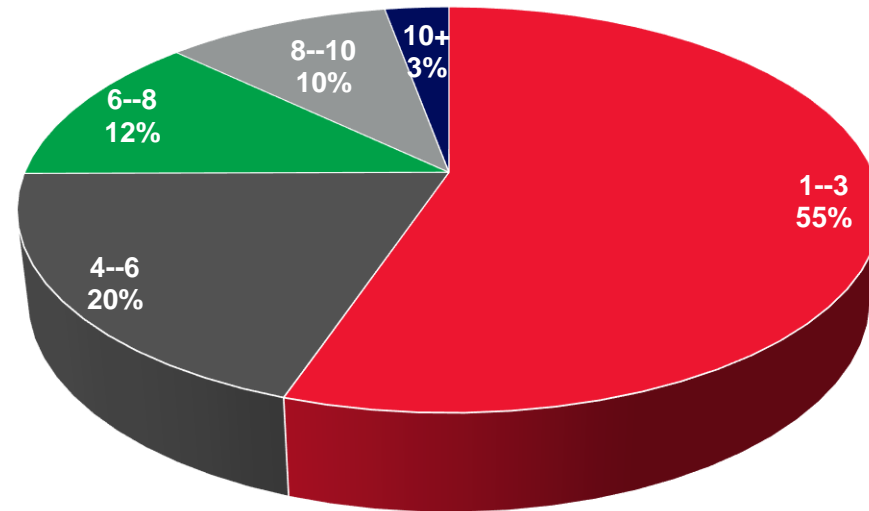


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Findings

- Q1: How many web-enabled devices you have in your possession?

Web-enabled devices you have in your possession



■ 1-3 ■ 4-6 ■ 6-8 ■ 8-10 ■ 10+

55% of student have 1 to 3 Web Enabled devices
20% of students have 4 to 6 Web Enabled devices
12% of students have 6 to 8 Web Enabled devices



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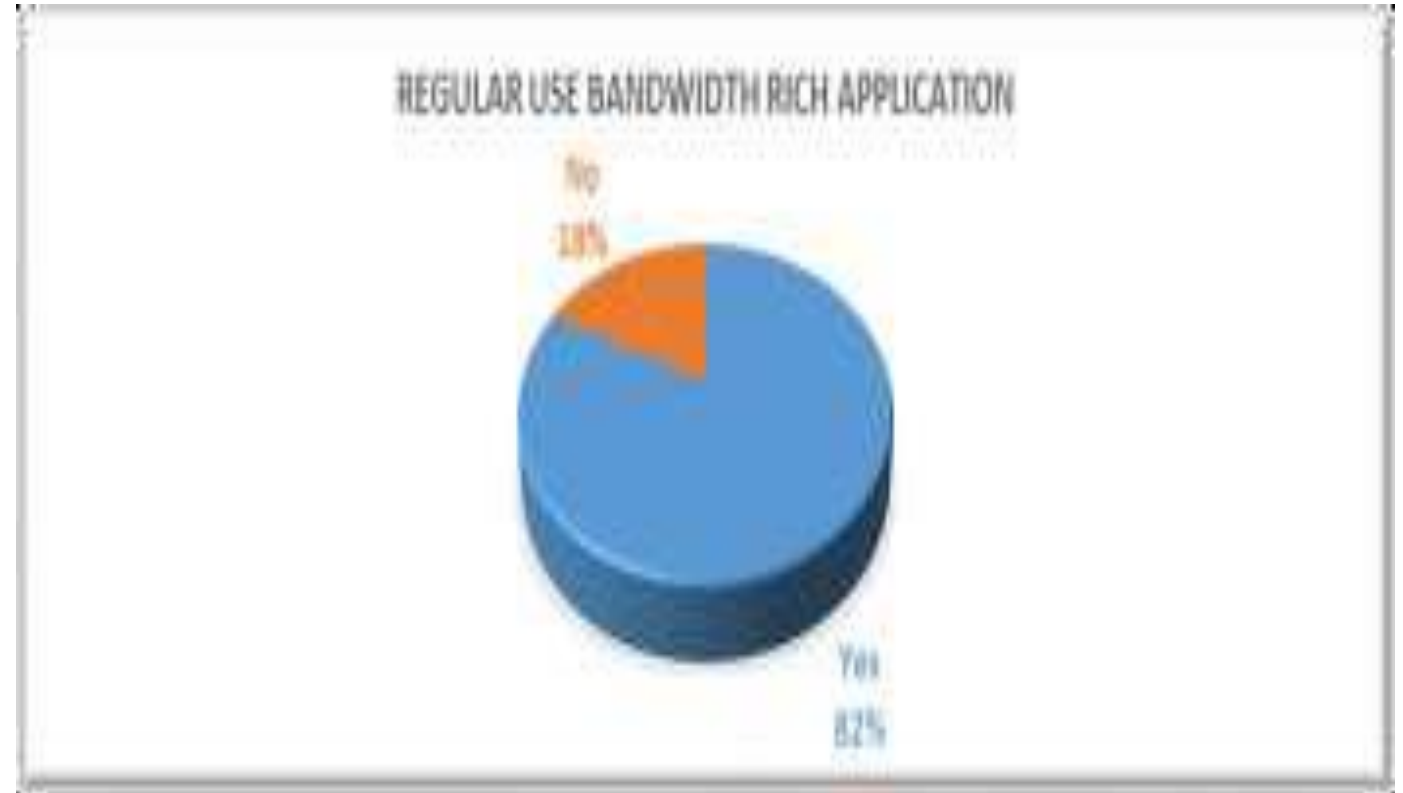
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Findings

- Q2: Do you regularly use bandwidth rich application such as online gaming, video conferencing, and e-commerce?

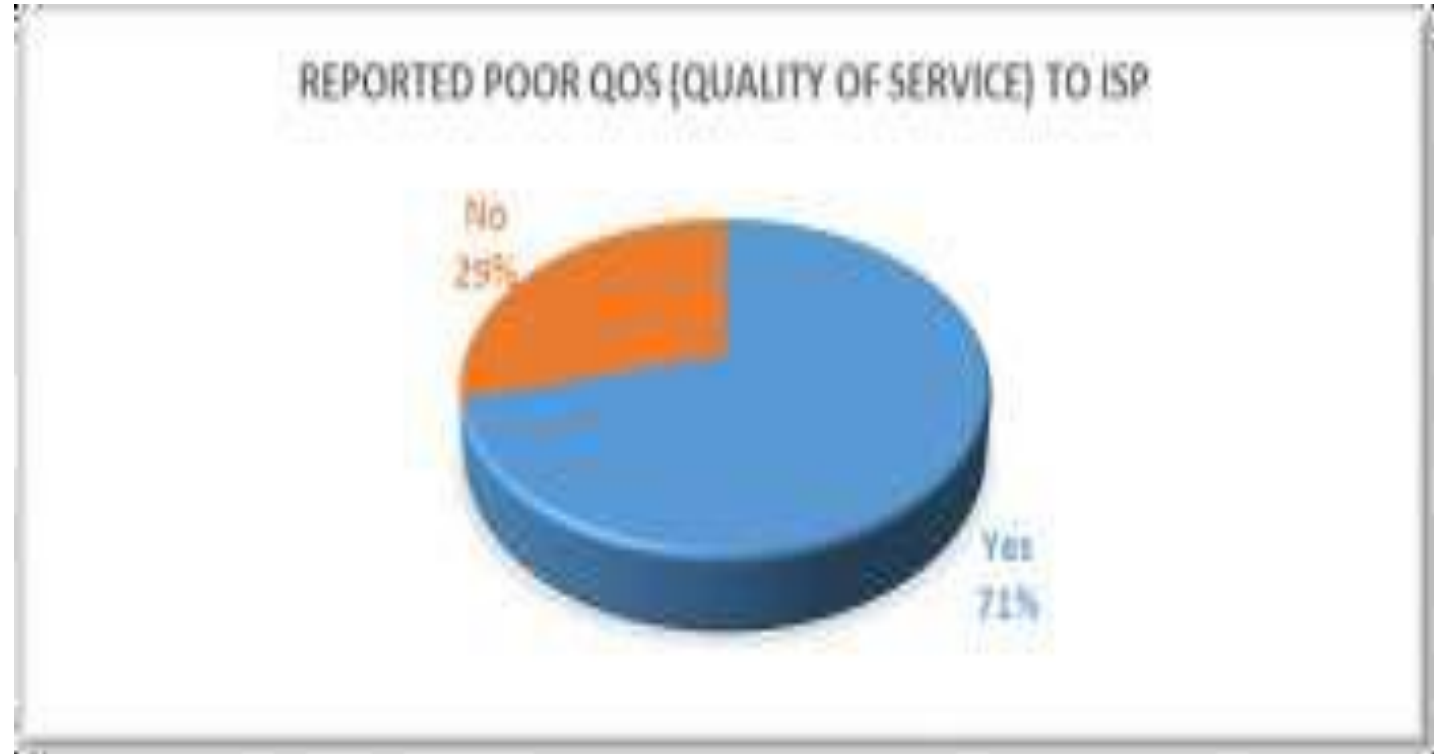


82% of respondents use bandwidth rich applications



Findings

- Q3: Did you contacted ISP (Internet Service Provider) because of poor QoS (Quality of Service)?

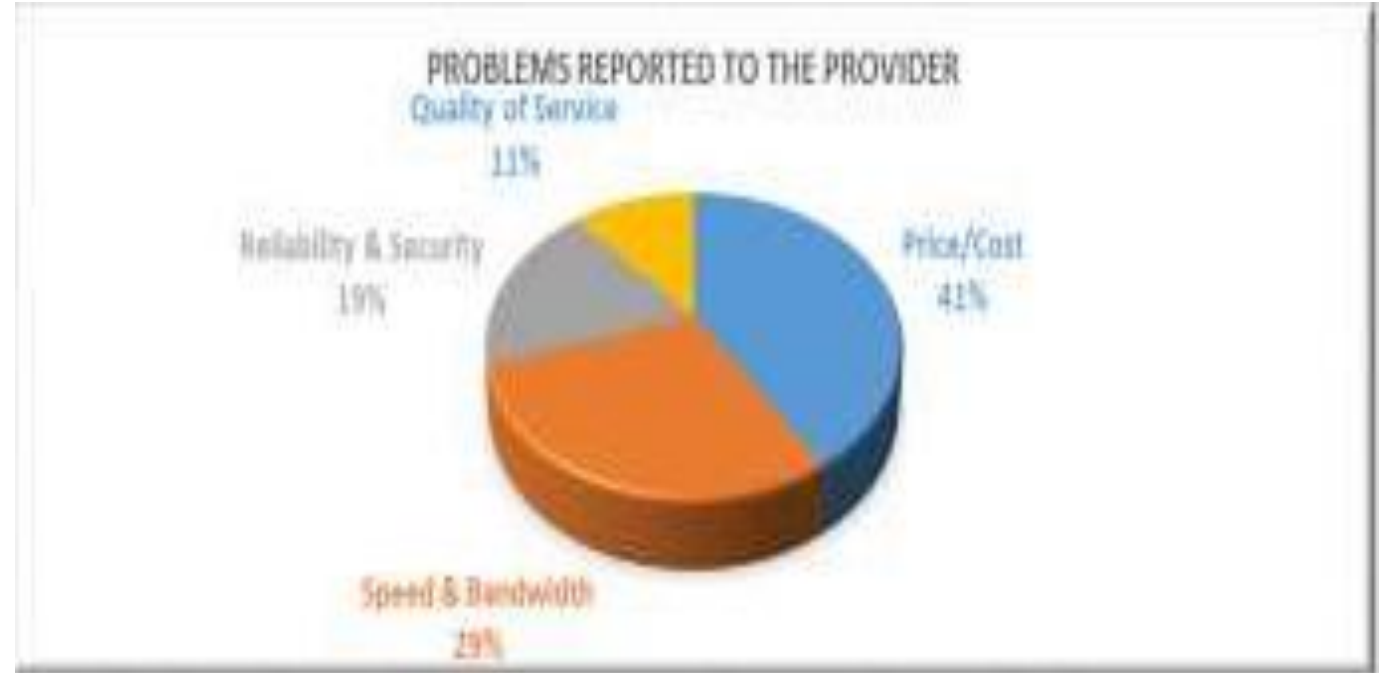


71% of respondents reported poor QoS (Quality of Service) to Internet Provider



Findings

- Q4: Which problem you reported to the ISP (Internet Service Provider)?

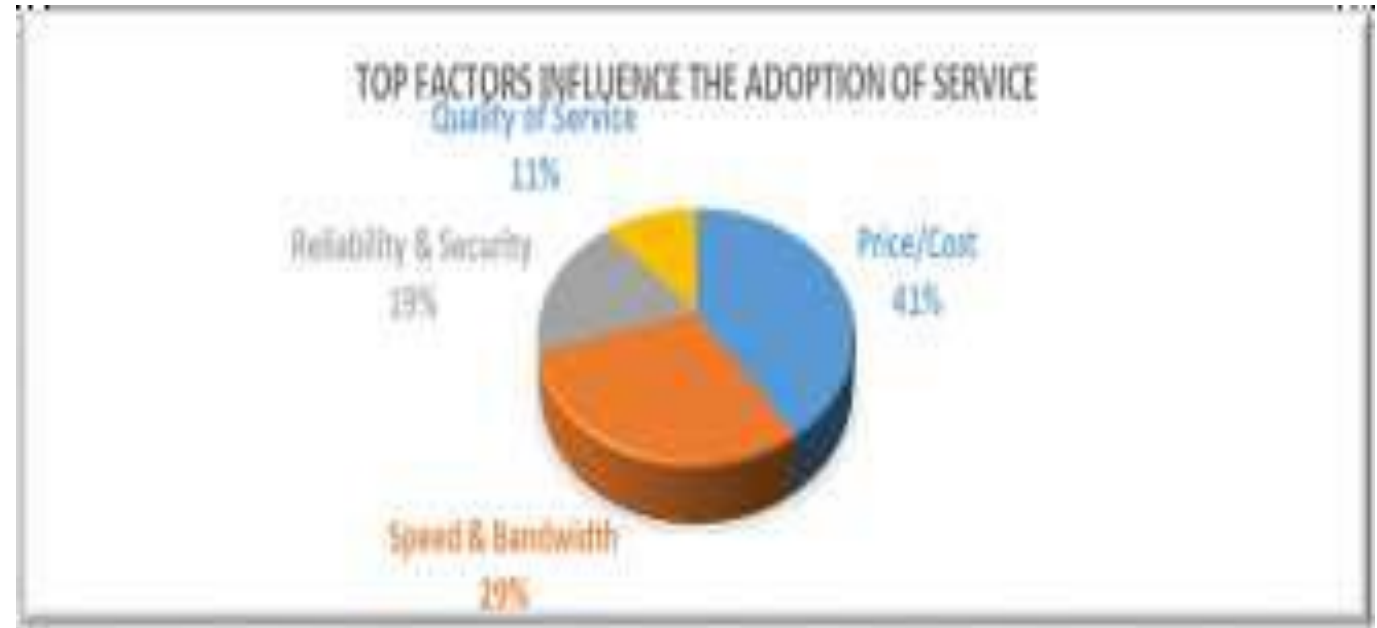


- 41% reported Price/Cost as a major problem**
- 29% reported slow speed & bandwidth**
- 19% reported Reliability & Security issues**
- 11% reported overall QoS (Quality of Service)**



Findings

- Q5: Identify the Top factors that influence the selection of Internet Service Provider and best service offered?



- 41% reported Price/Cost as a major problem
- 29% reported slow speed & bandwidth
- 19% reported Reliability & Security issues
- 11% reported overall QoS (Quality of Service)



Conclusion

- Key factors that influences the decision to use a particular internet service is based around factors such as cost, bandwidth or spend of connection, reliability & security of the connection and overall QoS (Quality of Service).
- 41% of student's respondent by stating cost/price
- 29% of student's respondent by stating bandwidth/speed of internet connection
- 19% of student's respondent by stating reliability/security issues
- 11% of student's respondent by stating that overall QoS (Quality of Service)

