Determining Factors Responsible in Shifting Consumption of Mobile Data (2G to 3G)

International Journal of Computer Applications
Foundation of Computer Science (FCS), NY, USA

Volume 155 - Number 14

Year of Publication: 2016

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Abstract

This study is about the Influential elements that have been inquire into by the researcher which induce them to change their mind to shift from 2G to 3G mobile technologies in Dera Ismail Khan and this is the main goal of this research. Those factors are also address in the research questions of this study that influence the users of mobile phone to shift to 3G mobile technology. This study have been derived from the earlier research and tried to discover the gap in the previous studies. To analyze the interval of the started subjects was the main goal of this subject not in reference to Dera Ismail Khan but in reference to Pakistan. With 200 sample of respondents who take part in the study and Quantitative research method was used in this study. The source of data assimilation was the university students in Dera Ismail Khan. Reliability was approved by the reliability of the sample data and we can analyze the data again by this reliability, and on collected sample Chi square test was used reliability test, which display 79.8% which exhibit the. The conclusion of the study reveals that this technology is not adapted by the users of the 3G technology and respondents in reference to Dera Ismail Khan.
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Index Terms
Keywords

Chi Square, 2G Technology, 3G Technology, Influential factors, Reliability Test