



MARKETING USING WI-FI HOT SPOTS - AN ANALYSIS WITH SPECIAL REFERENCE TO ALLEPPEY DISTRICT

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ABSTRACT

With more than 300 million Smartphone users today, India is one of the fast growing countries for internet users. The Internet in India took more than a decade to move from 10 million to 100 million and 3 years from 100 to 200 million. However, it took only a year to move from 200 to 300 million users. Clearly, Internet is main stream in India today. This research aims to identify the benefits of making a business integrated with Wi-Fi. Primary data was collected through questionnaires and personal interviews. Various Statistical tests like Percentage Analysis and Chi-Square Test has been used. Here we analyse internet usage pattern among the youth in Alleppey district.

KEYWORDS: Wi-Fi, Internet, Hotspots, Business, Marketing