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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

INTRODUCTION

A way to get Internet access, the term Wi-Fi is a play upon the decades-old term Hi-Fi that describes the type of output generated by quality musical hardware, Wi-Fi stands for Wireless Fidelity and is used to define any of the wireless technology in the IEEE 802.11 specification - including (but not necessarily limited to) the wireless protocols 802.11a, 802.11b, and 802.11g. The Wi-Fi Alliance is the body responsible for promoting the term and its association with various wireless technology standards.

Hosting a Wi-Fi hotspot, in any type of business, should attract new people to your location and entice them to return and stay longer. For retail stores such as cafés and bookstores, this access helps fill empty seats. For businesses such as hotels, having Wi-Fi Internet access available for guests might be essential to prevent losing potential customers.

People find hotspots in many ways, including Online directories, Software directories, Display signs, Wi-Fi finders, Laptop/PDAs. So the best way to attract users to a hotspot is to display signs advertising that the business have a hotspot at the location.

RESEARCH METHODOLOGY

The area of survey was restricted to Alleppey district in Kerala. Alappuzha is considered to be the oldest planned city in this region and the lighthouse built on the coast of the city is the first of its kind along the Laccadive Sea coast. A youth consisting of 107 students from 3 different colleges were considered as the sample. The primary data was collected from the respondents through questionnaires and personal interviews. The secondary data was collected with help of internet, journals etc.

Statement of Problem

The basic problem identified was to explore the capabilities of integrating Wifi Hotspots into a Core business. Hence the study analyses the internet usage pattern among the youth on various basis.

Objectives

- To analyse the preference of youth to use Wi-Fi in various public locations

- To analyse the internet usage pattern of the youth so as to find out the internet usage trends on the basis of Devices

LITERATURE REVIEW

All businesses pass through several stages of growth and it occurs for a number of reasons, such as change in the commercial market, increased customer demand for services or product, higher numbers of customers. Business Development shows how to make the most of this growth and also how to deal with the different types of problems that are encountered along the way.

Jeffrey Gitomer's bestselling guide to the art of the sale has helped hundreds of thousands of people get ahead in the sales game. The Sales Bible offers the proven methods and techniques that lead to bigger sales and more loyal customers. Full of practical, hands-on information, it offers everything salespeople need to know to improve their results immediately.

Segmentation is the term given to the grouping of customers with similar needs by a number of different variables. Once this has been done, segments can be targeted by a number of targeting strategies. The stage that then follows is known as positioning which is the place that products or services occupy in the marketplace in relation to the competition, as perceived by the target market. The underlying principle of market segmentation is that individual customers have different product and service needs. Mass marketing, the marketing of a single product to everyone, is rarely a viable strategy, just as it is to customize products to an individual. The segmentation process is generally regarded as consisting of three stages; segmentation, targeting, and positioning.

Today, speeding the right value proposition to the market can make all the difference between success and failure. With case examples, organizational analysis and project planning tools, this book looks at that longer, organizational view of product development, and how that view can improve product development cycle times and better take advantage of new market opportunities. Provides product development professionals with the concepts and tools for a more integrated, successful product development cycle Promotes a more coherent deployment of managers, engineers, marketers, and sales personnel to achieve results within market opportunity in terms of time, cost and performance. Shows how to better identify and target product value propositions in product line extensions and in securing new markets

TECHNOLOGY

What is Wi-Fi?

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802.11a, 802.11b, and 802.11g. The Wi-Fi Alliance is the body responsible for promoting the term and its association with various wireless technology standards.

What is a Wi Fi Hotspot?

A Wi-Fi hotspot is defined as any location in which 802.11 (wireless) technology both exists and is available for use to consumers. In some cases the wireless access is free, and in others, wireless carriers charge for Wi Fi usage. Generally, the most common usage of Wi Fi technology is for laptop users to gain Internet access in locations such as airports, coffee shops, and so on, where Wi Fi technology can be used to help consumers in their pursuit of work-based or recreational Internet usage.

How does Wi-Fi compare to 3G?

Wi-Fi is the most cost-effective and technologically mature wireless technology in the market today. Wi-Fi allows data traffic to exploit the unlicensed free spectrum unlike the dreadfully expensive3G/WiMax spectrums. Public Wi-Fi networks can offer at least 10 times better speed than 3G at a fraction of the cost!

| Parameters	3G	Wi-Fi
Functionality	• **3G** is a popular wireless network technology used mainly with mobile phones for mobile connectivity. • 3G is a service that is completely provided by the service provider. • For availing 3G, you need to get in touch with your service provider.	• Wi-Fi is a Broadband Technology used with Wi-Fi enabled Devices (Mobiles, smart phones, I-pads, laptops, i-pods etc..). • Wi-Fi access can be controlled by a Router located in a specific range from the access point. • For availing the Wi-Fi facility, you will have to visit a hotspot which provides a Wi-Fi zone.
Range & Signal	• The 3G scores well over Wi-Fi with regards to range and signal, since it depends on the mobile service provider. • You will receive signal reception as long as you are in the network range.	• In case of Wi-Fi, you will be able to receive good, uninterrupted reception as long as you are within the range of the router situated in the hotspot.
Speed	• The maximum speed on 3G networks is considered to be about 2.05 mbps.	• Wi-Fi is faster as compared to 3G. • The maximum speed of the 'N' standard of the latest Wi-Fi technology is reported to be 600 mbps.
Cost	• 3G is costlier than Wi-Fi.	• Wi-Fi is cheaper than 3G.

Data Analysis and Interpretation

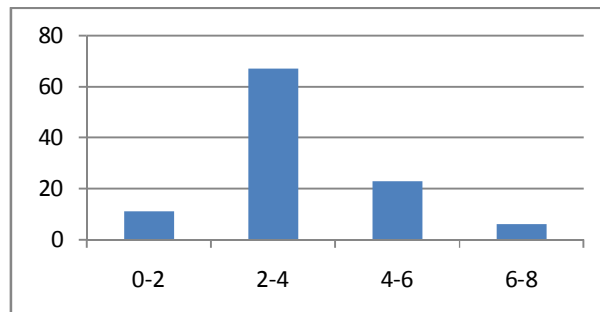Out of 107 samples 46 were males and 61 were females.
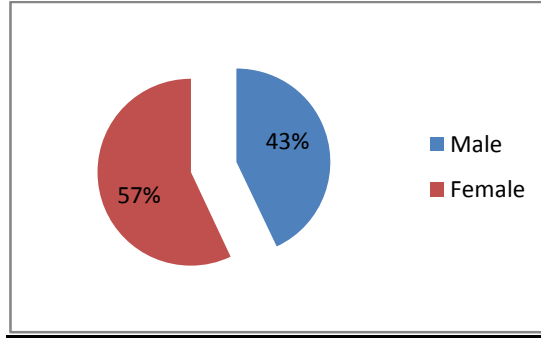
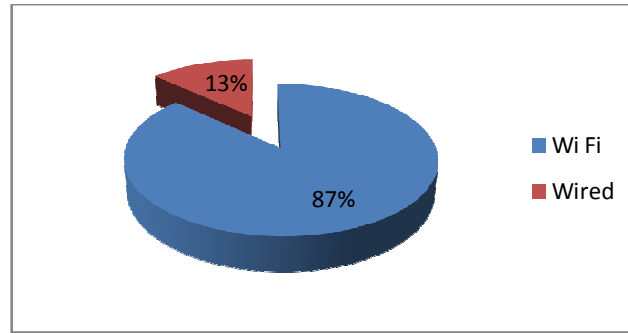**From where all do you Use Internet Services? (Specify Multiple Options if any)**
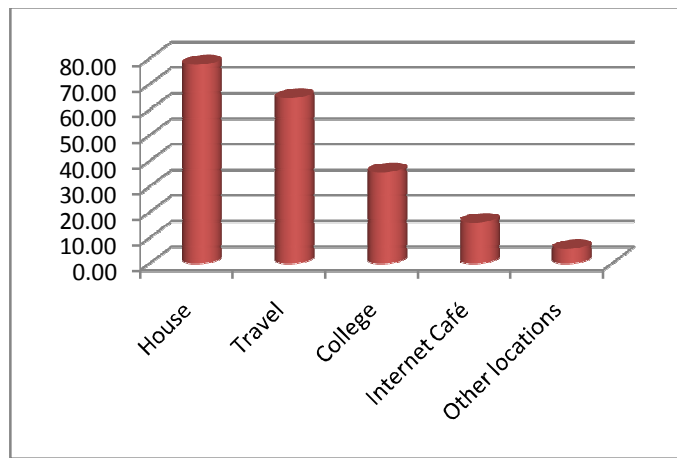
Which of the following Wi-Fi Enabled Devices do you Own?
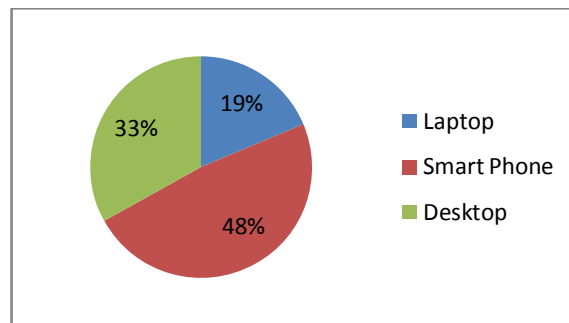
No of Hours Spent on the Internet Daily

Given an Option would you Like to Use?

Relationship between Gender and Public Wi-Fi Preference among the Youth

A chi square test was conducted to see if there is relationship between gender and Public Wi-Fi preference among the youth.

Null Hypothesis:

There is no significant relationship between the gender and Public Wi-Fi preference among the youth.

Alternative Hypothesis:

There is significant relationship between the gender and Public Wi-Fi preference among the youth.

		Prefer	**Do Not Prefer**	
	Male	40	6	46
Observed Value	Female	13	48	61
		53	54	107

	22.785	23.215
Expected Value	30.215	30.785
$\sum(O-E)2/E =$	45.207	

The calculated value is greater than the table value. So H0 is rejected which specifies there is relationship between gender and Public Wi-Fi preference among the youth.

FINDINGS AND CONCLUSIONS

- The major concerns in Wi-Fi for people are Security and Speed, hence Businessmen needs to fill this gap and thus can immensely leverage on it.

- The sample considered was open to the idea of using Wi-Fi in eating joints, hence restaurants may consider this.

- Since there is lack of awareness relating to Wi-Fi, there is a need to educate the masses in order to remove their apprehensions.

- There is significant relationship between the gender and Public Wi-Fi preference among the youth. This inference can be positively adopted in business.

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