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Title: **Technology Adoption and Customer Satisfaction: A Cross-Sectional Study of Mobile Phone Users in India**

ABSTRACT

Advancements in the technological arena are always associated with the development of human race. The advancing technology in the last century has been so much exponential that if compared with the previous era it is one year against a thousand. Earlier there used to be a huge gap between inventions and discoveries and it is like the wheel was discovered in BCs but only used for industrial propose in ADs. Since the last part of the 19th-century things have been moving very fast and have gained further momentum. Mobile communication is one such technology that has moved exponentially ahead in last few decades. Not only has there been an improvement on the communication front as far as bandwidth usage is considered. There has been an enormous work going on the hardware front as well. The sending and receiving capability of the transmitters and receivers have also improved considerably. The same is true with a mobile phone. The journey of a traditional phone into a smartphone is in itself a witness to the changing technological scenario. Mobile phones have become a necessity for human beings that are exponentially taking over other media of communication. Each month millions of mobile phones are being sold throughout the globe. India is the second most populous country with an average age of 29 for every individual. To add to it, Indian economy is on a gradual rise and with income of people increasing more and more can afford a mobile phone. This makes India one of the largest market of mobile phones in the world. On one side is an open market with a billion prospective customers, on the other hand, the fact remains that Indian market is quite different

that rest of the markets in the world. This fact constantly worries the marketers as they are trying to study the buying behaviour of an Indian customer in a detailed manner. This is one of the reasons for undertaking this study as it will not only help to explore how Indian mobile phone users decide to adopt to the cell phone technology, but also help us understand better how they perceive various things surrounding such technology. One of the fundamental reason for doing this research was to formulate a model that can be used in future studies as well to understand how Indians use and decide to repurchase a particular type of mobile technology be it smartwatches or Google glasses, etc.

This research reviews various theories of technology acceptance and adoption like TAM (Technology Acceptance Model) and its successors and other theories that reveal a person's propensity to use or refuse a technology. A model has been suggested on the lines of these theories and then tested for its relevance and validity. The results indicate that adoption of mobile phone technology is different from other technologies in the consumer market. The determinants of technology acceptance like perceived ease of use and perceived usage seem to have a little or no impact on the usage of the mobile phones. The study also reveals that more a satisfied a customer is with an existing mobile phone the greater are chances of him/her repurchasing or using the next generation of the technology. The research shall be very insightful to various stakeholders in mobile phone industry be it the government, vendors, service provides, application developers and most importantly the consumers.