

Mobile telephony Adoption in Rural India: An Exploratory Study

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ABSTRACT

Mobile technology has penetrated markets throughout India. The rate of growth of mobile penetration in urban India has been very high as compared to rural but in 2010 share of rural subscribers has increased to 32.3% in total subscription. Macro factors are often mentioned to explain the diffusion of mobile but little attention has been paid to micro factors which directly influence end user. The identification of these micro factors driving the mobile telephony adoption will provide input to understand the adoption behavior. Thus the objective of this paper is to identify micro factors affecting the adoption and diffusion of mobile telephony in rural India. Qualitative research method is adopted to explore and identify the factors in rural India.

Key Words: Mobile, adoption, diffusion, rural India

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