

**DETERMINANTS OF HOUSEHOLD DEMAND FOR
BROADBAND INTERNET ACCESS IN
SELECTED TOWNS OF CAVITE**

THESIS

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**DETERMINANTS OF HOUSEHOLD DEMAND FOR BROADBAND
INTERNET ACCESS IN SELECTED TOWNS OF CAVITE**

Undergraduate Thesis
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ABSTRACT

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The study was conducted to find out the determinants of household demand for broadband internet access. Specifically, it aimed to describe the socio-economic characteristics of the household; to identify the preferred type of broadband internet connection; to determine the internet access attributes factors and socio-economic factors that affect the demand for broadband internet access and to determine the price and income elasticity of the broadband internet.

Primary data was conducted from various households in the selected towns of Cavite namely: Carmona, Dasmariñas City, Mendez, Trece Martires City and Tagaytay City. The time period for the survey covered the period of November to December 2012. During that time period, 150 households were surveyed.

Results of the uncorrected multiple regression analysis identified non-significant variables includes average age of the household, number of earning household member, household monthly income, speed and price; and number of dependents were found significant at five percent level to the demand for broadband. While corrected multiple regression analysis showed that number of dependents and number of earning household member as determinants of household demand for broadband internet access. Both variables had a positive relationship to the demand for broadband and were found statistically significant at five percent level.

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An undergraduate thesis manuscript submitted to the faculty of the Department of Management, College of Economics, Management and Development Studies, Cavite State University, Indang Cavite in partial fulfillment of the requirements for the degree of Bachelor of Science in Business Management with Contribution no. 1-2014-BM-0292 Prepared under the supervision of Ms. Jenny Beb F. Ebo.

INTRODUCTION

Communication technologies that provide high-speed, always-on connections to the Internet for large numbers of residential and small-business subscribers are commonly referred to as “broadband” (Crandall, 2005, p. 2). Broadband infrastructure is a key component of the knowledge economy. The Internet is one of the few inventions of the last 100 years that has changed our daily life in a revolutionary way. It has never been so easy to communicate and obtain information as it is now (Sandner, 2009, p. 11). According to International Telecommunication Union cited in Lee & Brown (2007, p. 25), widespread and affordable broadband access encourages innovation, contributes to productivity and growth in an economy, and attracts foreign investment. International organisations such as the Organisation for Economic Co-operation and Development (OECD) regard broadband as being a vital means of enhancing competitiveness in an economy and for sustaining economic growth. In order to be competitive globally today,