

ОБРАЗОВАНИЕТО ПО СВЕТА

КОМУНИКАЦИЯ ЧРЕЗ МОБИЛНИ ОПЕРАТОРИ В АЛБАНИЯ

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COMMUNICATION THROUGH MOBILE OPERATORS IN ALBANIA

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Abstract: Communication is the “vertebral column” of each person’s everyday life, represents the process by which information is exchanged and understood between two or more people. One of the most used and fastest ways of communicating in the everyday life is mobile communication. Increasing demand for human society to communicate at any time and anywhere has been given a new and powerful dimension of mobile phones by making it indivisible in our daily lives.

Mobile communication technologies have evolved from analog to digital, and networks have passed through a number of generations from the first generation (1G) to the fourth generation (4G). Today, cellular communication is more complex, not only involving voice communication, but also text, images, graphics (graphics), animation, video, sound thanks to the applications and technologies that mobile companies offer.

To concretize the current situation of coexistence of companies with respective users of different age groups, a questionnaire was developed over a two-month period, where were interviewed 50 persons of different age groups in the city of Elbasan. The aim is to obtain the necessary information on: the distribution of telephone companies, the amount spent by respondents over a month to recharge the phone as well as the most widespread way of communicating over the phone they use the most. The purpose of this topic is to give an overview of how mobile phones are used by people belonging to different age groups in the territory of Albania. It is also intended to point out the close connection of a phone with the user as a communication tool.

Key words: communication, phone networks, phone, user

The concept of communication. Communication is a process through which we exchange information with one or more people. First of all by definition we find that a single person can not communicate and require at least two people in order to establish a communication process.

The most important elements of the communication process are; source, receiver, message, channel as well as encoding and decoding process. The source is the basis of any communication process. It is the source that chooses the message to be communicated. The decoding process gives the form of idea or thought. The encrypted message is transmitted through a channel that can be radio, television, typed paper, phone, and so on. Whatever the transmitting device used, the message must reach the receiver located at the other end of the communication process. The decoding process occurs when the host tries to understand the message he has received. The communication process ends when the recipient has understood the sender’s message.

In every activity of daily life, the communication is involved in all forms.

The two most common types of communication are verbal and non-verbal communication. Nonverbal communication relies on movement and spatial reports, including signs, symbols, or signals. Also, the so-called “body language” takes up place in the speechless process. Verbal communication as a characteristic

of human beings is the process of communication through spoken language. Communication is accomplished through various means. One of the ways through which we carry out the communication process is through mobile phones.

Nearly two decades ago it was impossible to communicate through cell phones. On the one hand the development of mobile companies and the behavior of a wider range of services is directly related to the development of mobile networks.

Communication through mobile phones is the transfer of information at a distance without the use of wires. Mobility is the most important feature in cell phones which, compared to mobile phones, offer users access to multimedia materials.

As a result of the technological development, communication has become available in large time and spatial distances. With the development of technology, mobile phone options have been added, which provide information not only for numbers, name, address but also information about friends, credit cards, and current location. This has made people prefer more mobile versions than desktops by turning them into PCs. The use of mobile phones to carry out various activities has increased considerably. In the near future it is thought that using the internet via cellular phone will reach the use of internet via desktop computers

Mobile technology development. The communications sector is constantly changing in the telecommunications industry which is being reformed. Mobile services are thought to reach more than half of the Western European population, with ever lower prices and numerous offerings ranging from web services, movie, gaming, and various ringtones. The use of mobile phones is changing dramatically and at the heart of this revolution lies the growth in the number, type and complexity of mobile applications. In general, i will mention the generations through which mobile networks have passed.

For the first time, the mobile concept was founded with the 1G generation. The only service that was provided was voice communication. Otherwise, it is known as cellphone and nowadays it is no longer available. The second generation refers to the 2G up to 2.75 technology, which provides voice overwrite services and saves other basic data such as time and date. Third generation 3G up to 3.75G. 3G technology enables network operators to provide users with a wide range of advanced services. These services include non-standard telephones, broadband voices, video calls, and so on. The 3G network has improvements, among which we can list the video and audio enhancement, faster searching etc. (Boddy: 2002, Kume: 2000)

The 4G technology has been available in the market since 2006 but in our country it was only implemented in 2014. 4G technology has essentially high quality of service, video enhancements, high quality audio, and additional enhancements to MMS.

Fifth Generation 5G includes all kinds of advanced features and in the near future with the 5G technology will open a new generation in mobile communication. It is anticipated that this intelligent technology will enable the world to connect without limits. Officially, the term 5G does not possess any particular specification. This technology is expected to be implemented in 2020.

A general information of the three mobile companies currently operating in our country

Telecom Mobile (AMC) launching the first wireless signal in our country is related to AMC. In 2000, the successful privatization of Albania Mobile Communication took place, with 85 percent of the shares being purchased by Cosmote Telenor Consortium, part of the Cosmote group. And after four years on July 23, 2015, Telekom Albania replaces the name of Albania Mobile Communication. The company offers about 35 services that are listed without being grouped or divided into categories based on the type of service they perform.

Telekom Albania is a major contributor to the state budget revenues. The company has brought a new spirit in terms of human resources and employment policies. The goal of T-Mobile is to make communication with the mobile phones affordable by all individuals.

Vodafone Albania is part of Vodafone Group Plc, the world leader company in electronic communications. It was introduced to the Albanian market in August 2001 through a fast-track process based on partner experience and network operation experience around the world. The capital structure is divided as follows: 50% of Vodafone's capital belongs to Vodafone Europe B.V and the rest Vodafone Group Plc. The company offers its customers a wide range of high quality communication services. Vodafone Albania uses the latest electronic communications technology and the most modern and practical tools for users to provide them with a wide range of services and offers.

Eagle Mobile Company was founded on 23 October 2003 by the Albanian Government as an integral part of Albtelecom fixed telephony operator. This mobile phone brand is part of Albtelecom, the largest

telecommunications operator in Albania. Privatization began in 2005 and was finalized on September 28, 2007, where Cetel Telekom one of the largest companies in Turkey bought 76% of the shares, while the remaining 24% was owned by the Albanian government. Powerful entry by setting a new record covering the entire territory of the country and exceeding all speed limits strongly influenced the lives of Albanians by breaking up the monopoly that was placed in the telephone market which affected the price discount.

Case Study. For the study of the survey, 58 people of different age groups were interviewed in the city of Elbasan. The search period extends over a period of 3 weeks, February – March 2018. Data collection from the structured questionnaire in 3 weeks. Research sources and methods, when collecting data in the study, involves collecting primary and secondary data. For the collection of primary data, the survey was used throughout the study, with a structured questionnaire instrument, with closed questions. The purpose of this questionnaire is to give an overview of how mobile phones are used. The selection of these persons is done on a random basis. Questionnaires were distributed in the field, in direct physical contact with the respondents. The questionnaires were distributed to 5 different people (from the circle of near persons like: students, peers and relatives) to distribute them to 12 other copies. It is a questionnaire intended to be administered by the researcher himself, but in this case 100% was not realized due to limited time. A total of 58 questionnaires were distributed, out of which only 50 completed regular updates. Secondary data has been collected from the observation of contemporary literature, as well as the official websites of observer authorities and representative companies of this industry.

Problems of methodology and sampling: 1. What should be noted as a major problem is the fact that there is a probability that the sample size is small or the sample itself is not representative. 2. The persons who completed questionnaires were not very trained as to how the questionnaires should be completed.

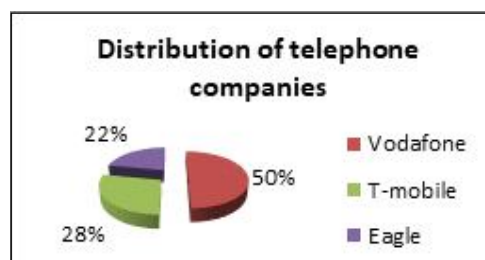
The key issues that need to be considered at this stage of the research process are: Analysis of the current situation of mobile phone companies, which is achieved through several questions:

- What are the telephone companies?
- What services do they offer?
- How do phone companies offer services?
- To whom are the products / services addressed?
- How they define their services / products?

By analyzing and responding in detail to these questions, we can understand who the mobile phone companies are, what are their current situations and then study how users see them and what can companies do to change their opinion? After the study and research for the company itself is over, we pass on what is the second phase of this process, measuring indicators. The first two questions are designed to create a general profile of respondents and serve as a database that has been used in conjunction with other questions to produce more effective results.

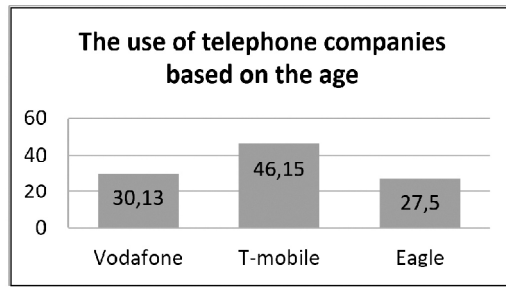
Questionnaire analysis. The first and second part of the questionnaire built for the individual characteristics of respondents begins with the question about gender, and our reasoning begins with this. The first question related to the gender of the individual resulted that from fifty respondents 26 were female and 24 males.

Distribution of telephone companies Some of the key features to be considered are the distribution of telephone companies, the amount spent by respondents over a month to recharge the phone, and the most widespread way of communicating through the phone they use.



It is noted that among the four telephone companies operating in Albania, the company most liked by the respondents was Vodafone, which is used by 50% of respondents. In the second place is T-mobile, which accounts for 28% of users, third and fourth place is Eagle and Plus with respectively 18% Eagle and 14% Plus as the two least-favored companies.

The average age of users for each company

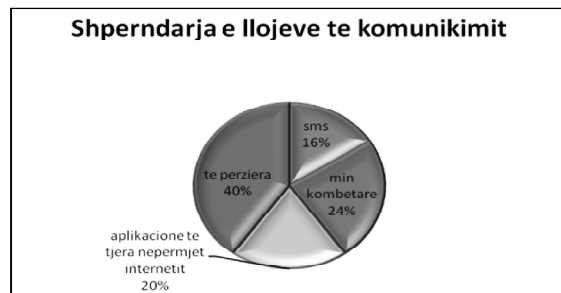


The youngest company is the Eagle company with an average age of 27.5 years. While the older-age company is the T-mobile company with an average age of 46.15 years. Users of Eagle and Vodafone companies are almost the same average age 28 years and 30.13 years respectively.

	Moda		Amplitude
Shuma	1000	838.7755	2900

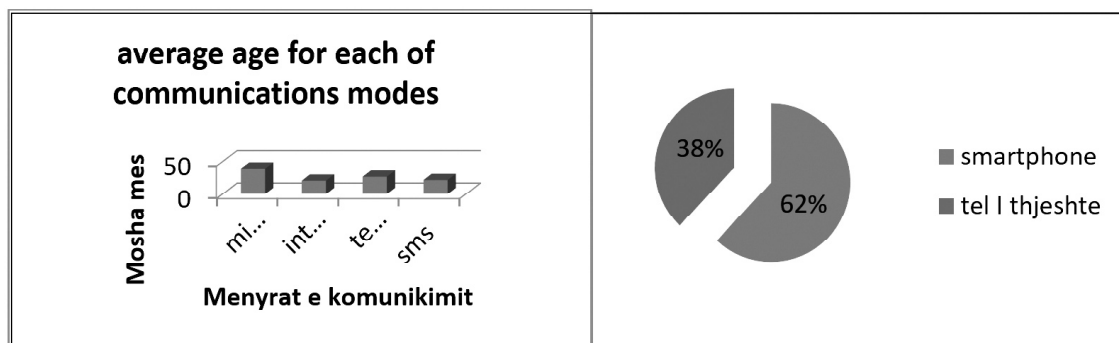
Amount spent over a month for recharging the mobile. It is noticed that the amount of money spent on average over a month, observed with the highest densities is 1000 Lek. The most of the interviewee reimburses their account with this sum. The highest recharge rate per month is 3000 lek and the lowest value that users recharge their account is 100 ALL.

Distribution of communication modes

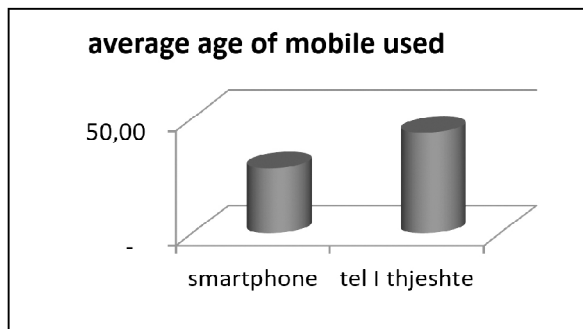


From the distribution it is noticed that respondents usually prefer to communicate via messages, national minutes and internet applications at the same time, where 40% of respondents communicate this way, 24% of respondents use national minutes while sms 16%, and other applications of the Internet occupy 20%. The way of communication through messaging and other applications is the communication used quite by young people. The following table shows that national minutes are used by relatively large age groups.

Age and use of communication modes



Types of cell phones. From the results of Table 7, and Figure 5, it is clear that using smartphone type is much wider than the type of phone. Concretely, smartphone users are 62% of respondents, while 40% are simple phone users. So between the use of these two types of mobile phones there is a difference of $62\% - 38\% = 18\%$.



The graph clearly shows that the tendency to have a smartphone predominates mainly at younger ages, the average of which is 29 years old, while the older ones are inclined to use a simple phone with an average age of 44.

Using Internet Applications. It is of interest to study what are the most used internet applications in respondents. Users of internet applications from respondents' responses result to be 44, while 6 are people who do not use internet applications. The table below shows how many users use each application.

Applications	Density
atsapp	13
Viber	10
Twiter	1
Instagram	7
Fb	3
None	4

While in the last question by the respondents, most of the users were satisfied with the mobile phone service they received from the company they operated

Conclusions: Telephone companies have significantly improved the product they offer to buyers, thus offering comprehensive packages (offer sms, min, internet, etc.) for reasonable amounts. This has made people of different age groups look for different services and packages to suit everyone well enough. The amount spent more to recharge the phone per month was 1000 LEK, close to the LEK average, an amount not too much great this. The company, which occupies 50% of the users, was Vodafone, although no particular reason why this company occupied half of the mobile phone market was not observed during the study. The above study showed that there was no dependency between the company and the internet that it offered. The Internet that the three companies T-mobile and Eagle offered had almost the same quality as that offered by Vodafone. The ways in which users communicate more during the day were diverse, as respondents' responses did not specify if they only used messages, national minutes, internationals, or other apps. They answered that question with more than one alternative. So it can not be said that there is a single preferred mode of communication. Surveyors who preferred to communicate via other internet applications had the youngest average age of all users, those who used the messages most often had an average age of 19.57, consequently Internet communication and sms use more in age groups while the use of national minutes finds more use in the older age groups from where, the average age here resulted to be 36 years old. It was also noted that there is a tendency among young people to use smartphone unlike ordinary phone users who have a relatively larger average age. The most preferred networks were instagram, whatsapp, and viber.

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