



Asia Pacific Journal of Research

A peer reviewed international Journal

IMPACT FACTOR : 6.58

Print -ISSN - 2320 - 5504
Online- E-ISSN - 2347 - 4793



University Grants Commission

Approved Journal S.N.45797

CONSUMER BEHAVIOR TOWARDS PREFERENCE OF BRANDS IN CELLULAR PHONE SERVICES



Dr. D. Aravazhi

Associate Professor and Head, Department of Commerce,

Manbumigu Dr.Puratchithalaivar MGR Arts & Science College, Kattumannarkoil - 608 301



Mr. K. Arivazhagan

Ph.D Research Scholar, Department of Commerce, Periyar Government Arts College,

Cuddalore - 607 001

ABSTRACT

In India, a number of mobile companies competing to provide efficient and quality services to their customers. Government and private operators are competing at close margin and are trying to provide multiple value added services to people. Hence the mobile phone market should strive to provide cost effective quality equipments, affordable and competitive call tariffs for connectivity at various levels and customized services in order to satisfy and delight their consumers.