

CUSTOMERS PREFERENCE ON MOBILE PHONE SERVICES IN CHENNAI CITY

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Abstract

India has become one of the fastest growing mobile markets in the world. The mobile services were commercially launched in August 1995 in India. In the initial 5-6 years the average monthly subscribers additions were around 0.05 to 0.1 million only and the total mobile subscribers base in December 2002 stood at 10.5 millions. However, after the number of proactive initiatives taken by regulator and licensor, the monthly mobile subscriber additions increased to around 2.5 million per month in the year 2006-07 and 2007-08. This study was conducted to identify the purpose of using mobile phones, most preferred services by the mobile phone users and their satisfaction level with the service providers. Further this paper aims to find out the factors affecting on the choice of selecting a particular service provider.

Keywords: Broad Band policy, connectivity, value added services, internet services